

DESIGN THINKING

Design thinking minimizes the risks of innovation by engaging customers or users through a series of prototypes to learn, test & refine concepts.

MarComFly *message & image*



1

EMPATHIZE

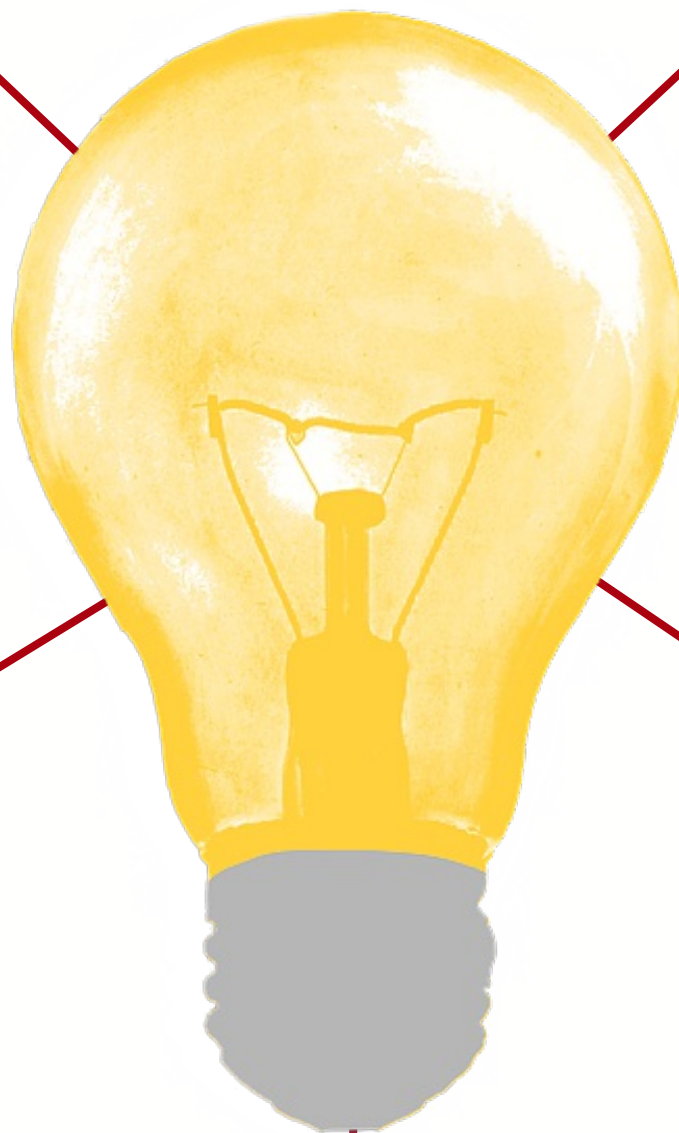
Learn about the audience
Observe & Interview
Listen
Ask questions



2

DEFINE

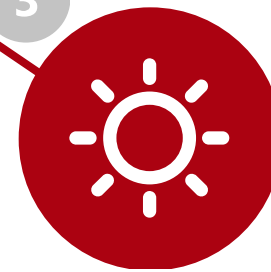
Define your scope
Look for patterns & insights
Question assumptions
Frame your P.O.V



5

TEST

User testing and surveys
Evaluate
Gather Learnings
Iterate & Scale



3

IDEATE

Come up with many solutions
Experiment
Co-create with team members
Brainstorm & select



4

PROTOTYPE

Think big, Act Small, Fail Fast
Gather feedback
Refine
Learn from users

Visit www.marcomfly2.com

Source 1
Source 2