



IMPLEMENT

Put the vision into effect.

EMPATHIZE

Conduct research to develop an understanding of your users.





TEST

Return to your users for feedback.

DESIGN THINKING 101

DEFINE

Combine all your research and observe where your users' problems exist.

NNGROUP.COM



PROTOTYPE

Build real, tactile representations for a range of your ideas.

IDEATE

Generate a range of crazy, creative ideas.

