Design thinking

Understand the problem
- Investigate and explore the problem space
- Talk to and empathise with users

Define the problem
Write a problem statement

Problem statement

|------|-------|--------|------|

Ideate, prototype, and test

The iteration cycle

- Ideate: Come up with many, varied ideas
- Empathise: Keep the user at the heart of every decision
- Prototype: Create a basic version of your best idea
- Test: Test your prototype with users and get feedback

Supported by:
- Accenture
- AWS
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