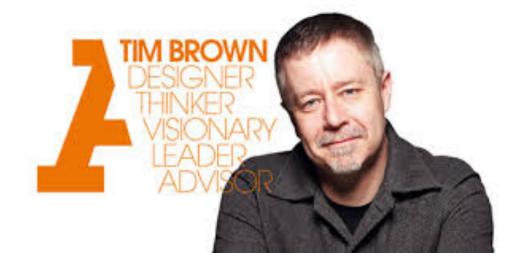
A human-centered, design-based approach to help innovate and grow.





"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success." —Tim Brown, president and CEO

## The five phases of the design process:

1 DISCOVERY			4 EXPERIMENTATION	5 EVOLUTION
I have a challenge.	I learned something.	I see an opportunity.	I have an idea.	I tried something.
How do I	How do I	What do	How do I	How do I
approach it?	interpret it?	I create?	build it?	evolve it?