

DESIGN THINKING: A 5-STAGE PROCESS

Start your design thinking journey with this roadmap, exploring the five stages at each of your stops.



EMPATHIZE

- **Engage:** Interact with, observe and interview learners and stakeholders, whether it's scheduled or not.
- **Immerse:** Walk in their shoes; experience what learners do.
- **Observe:** View learners and their behavior in the context of their lives.
- Use your heart, not your head, to make a personal connection!



DEFINE

- Reframe the problem in terms of the learner or stakeholder.
- Develop a learner or stakeholder point of view (POV).

Three elements of a POV:

1. Who is the learner/stakeholder?
2. What are their deep unmet needs?
3. How does this relate to the insights you learned from the Empathize stage?



IDEATE

- Your problem statement is the input for your "Ideate"/brainstorm session.
- Use a diverse group; don't only rely on learners.
- Capture all ideas.



PROTOTYPE

- Go low-resolution/low-tech.
- Do it quickly (e.g., create 10 prototypes per hour).
- Prototype to decide: Does this idea solve the problem?
- If so, quickly test it with the user to get "fast feedback."
- If not, create another prototype.

For L&D, prototyping can be used to test the look and feel of layouts, icons, interactive elements and more.



TEST

- Testing is a learning process.
- Testing allows for fast feedback.
- Testing involves iteration to get solutions quickly.

Your goal is to get feedback from learners and/or stakeholders on your prototype.

Applying design thinking to your L&D processes can help you develop creative L&D solutions for your company's biggest challenges. Learn more with Training Industry's Design Thinking Workshop.

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