

The empathize phase is about understanding and getting to know the user. In this phase you observe and engage with users and immerse yourself to uncover their needs.

The define mode is when you unpack and synthesize your empathy findings into compelling needs and insights, and scope a specific and meaningful challenge.

We then need to analyse and distill the material and make it, looking for patterns and connections. We then create joint insights and identify the most important issues.

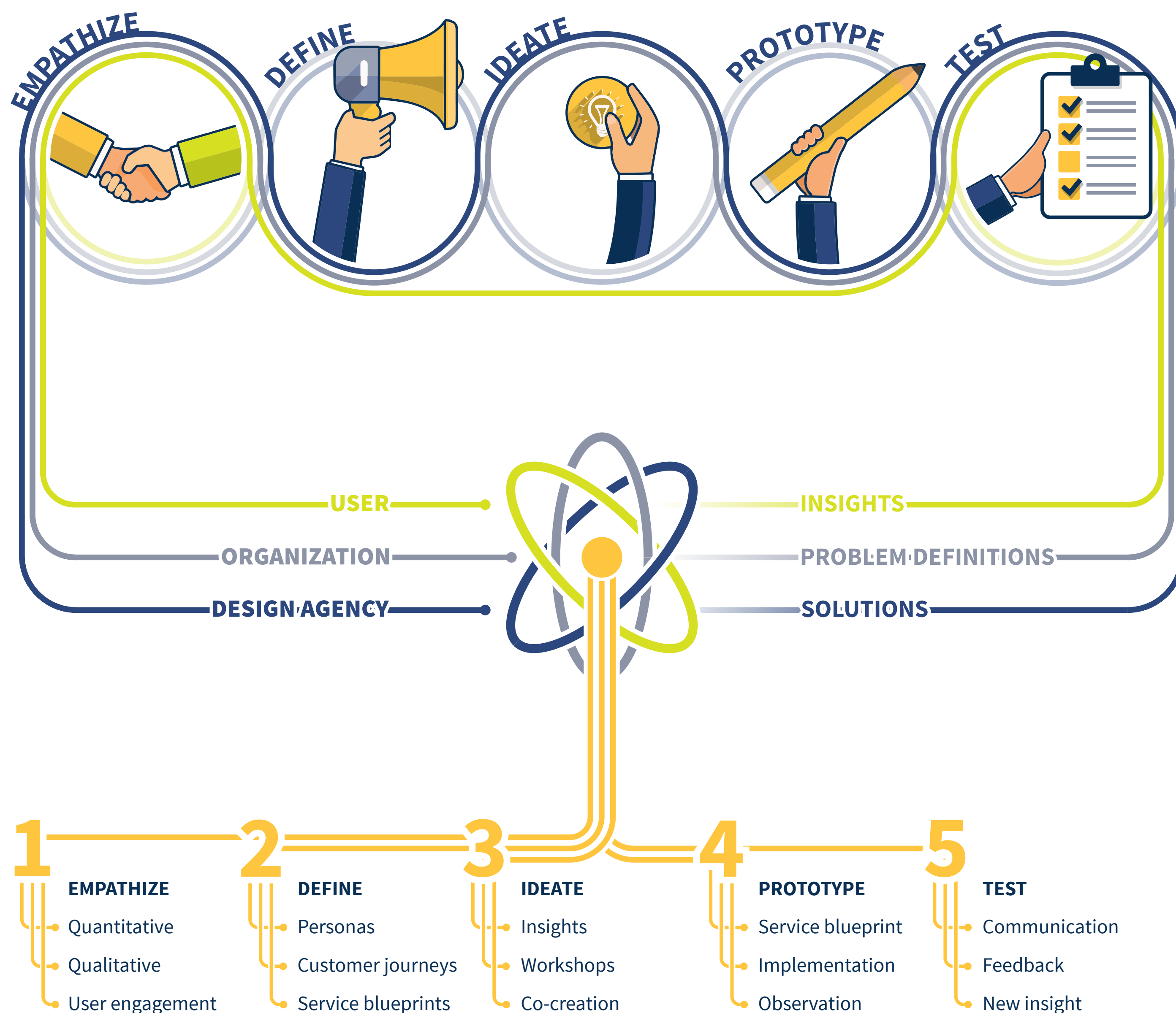
Prototypes are tested to assess how users behave with the prototype, determine whether or not the solutions have been successful, or to reveal new solutions to problems.

Testing, in Design Thinking, involves generating user feedback as related to the prototypes you have developed, as well as gaining a deeper understanding of your users.





Innovation in Public Service



The empathize phase is about understanding and getting to know the user. In this phase you observe and engage with users and immerse yourself to uncover their needs.

The define mode is when you unpack and synthesize your empathy findings into compelling needs and insights, and scope a specific and meaningful challenge.

We then need to analyse and distill the material and make it, looking for patterns and connections. We then create joint insights and identify the most important issues.

Prototypes are tested to assess how users behave with the prototype, determine whether or not the solutions have been successful, or to reveal new solutions to problems.

Testing, in Design Thinking, involves generating user feedback as related to the prototypes you have developed, as well as gaining a deeper understanding of your users.