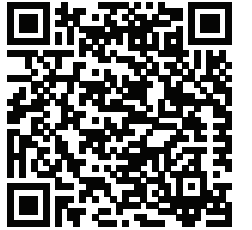# Design thinking

Design thinking helps people to empathise and understand needs, opportunities and problems; generate, iterate and represent innovative, user-centred ideas; and analyse and evaluate those ideas.

Understand → Reflect → Ideate → Reflect → Model → Reflect
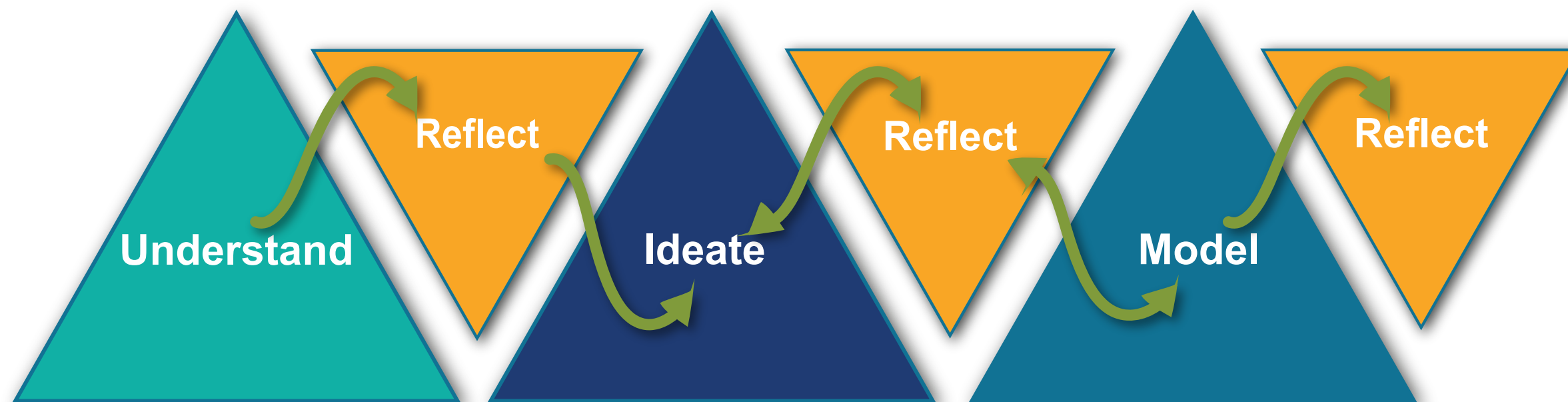
strategies to empathise with and understand user needs, opportunities and problems and to critique current designs

strategies to generate ideas; consider and weigh up alternative ideas and approaches; and iterate

strategies to test, model, simulate and prototype ideas and solutions and seek user feedback

strategies to develop design criteria; analyse, evaluate and iterate ideas and solutions to meet user needs