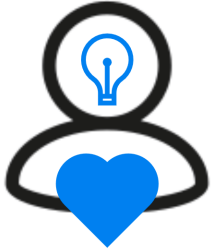


DESIGN THINKING MINDSET

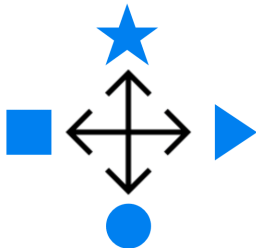


FOCUS ON HUMAN VALUES

Empathy for the customers and their feedback is fundamental to good design.

RADICAL COLLABORATION

Gather various backgrounds and viewpoints to emerge solutions out of diversity.



EMBRACE EXPERIMENTATION

Prototyping is an integral part of the innovation process which enables thinking and learning.

SHOW DON'T TELL

Communicate a vision by creating experiences, visuals, and telling stories.



BE MINDFUL OF PROCESS

Keep track of the design process stage and the goals to achieve them using appropriate methods.

CRAFT CLARITY

Turn messy problems into a coherent vision to inspire others and to fuel ideation.



BIAS TOWARD ACTION

Design thinking is more about doing than thinking. Focus on doing and making over.