

Design Thinking Questions

ASK QUESTIONS!

Continually asking questions of ourselves, our team, and our colleagues helps find new opportunities and avoids landing on obvious solutions too early in the process. Here are a few starter questions for each phase to help inspire new directions and activities.

DEFINE

How you frame the challenge shapes your next steps. Ask good questions that create opportunities for collaborative creativity.

*What are your long- & short-term goals?
Who will make use of your solutions?
How will you define success?*

LEARN

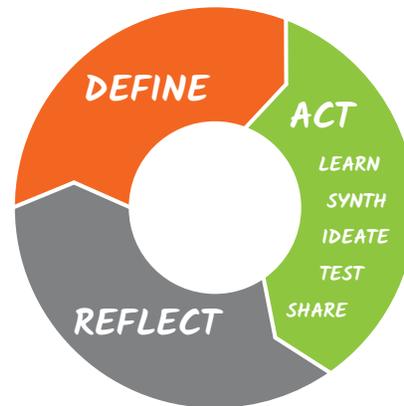
What needs should you consider? How to balance facts with insights? Always seek ways to explore the world around you.

*Who can you learn from & be inspired by?
What is the context and landscape?
What similar examples can you discover?*

REFLECT

Taking time to stop and give thought to where you've been and where you need to go is vital to the innovation process.

*What did you just learn?
What questions must still be answered?
What might you do differently next time?*



SYNTHESIZE

How do you produce insights? Taking time to frame what you learned is key to finding the connections that drive your work forward.

*What patterns become apparent?
What was significant and meaningful?
What new connections have we made?*

SHARE

How do you best communicate your ideas? Well-told stories help persuade, build consensus, and elicit honest feedback.

*What essence do you need to convey?
Who's your audience, who is theirs?
Who's your hero, facing what conflicts?*

TEST

How can you best evaluate your ideas? Embrace failure! "Think by making" lets you minimize risk and accelerate success.

*What can you build quickly & cheaply?
What questions need to be answered?
Who will give you valuable feedback?*

IDEATE

Where do you get new ideas? Collaborative creativity requires clear rules, facilitation, and an inspiring, conducive work environment.

*What are your key topics & challenges?
Who will lead, and who will participate?
How will you make sense of the ideas?*

