SUSTAINABLE INNOVATION PROJECT

DESIGN THINKING PROCESS

Learn about users through testing

Test creates new ideas for the project

EMPATHIZE → DEFINE → IDEATE → PROTOTYPE → TEST

Learn from prototype to spark new ideas

Test creates new insights that redefine the problem
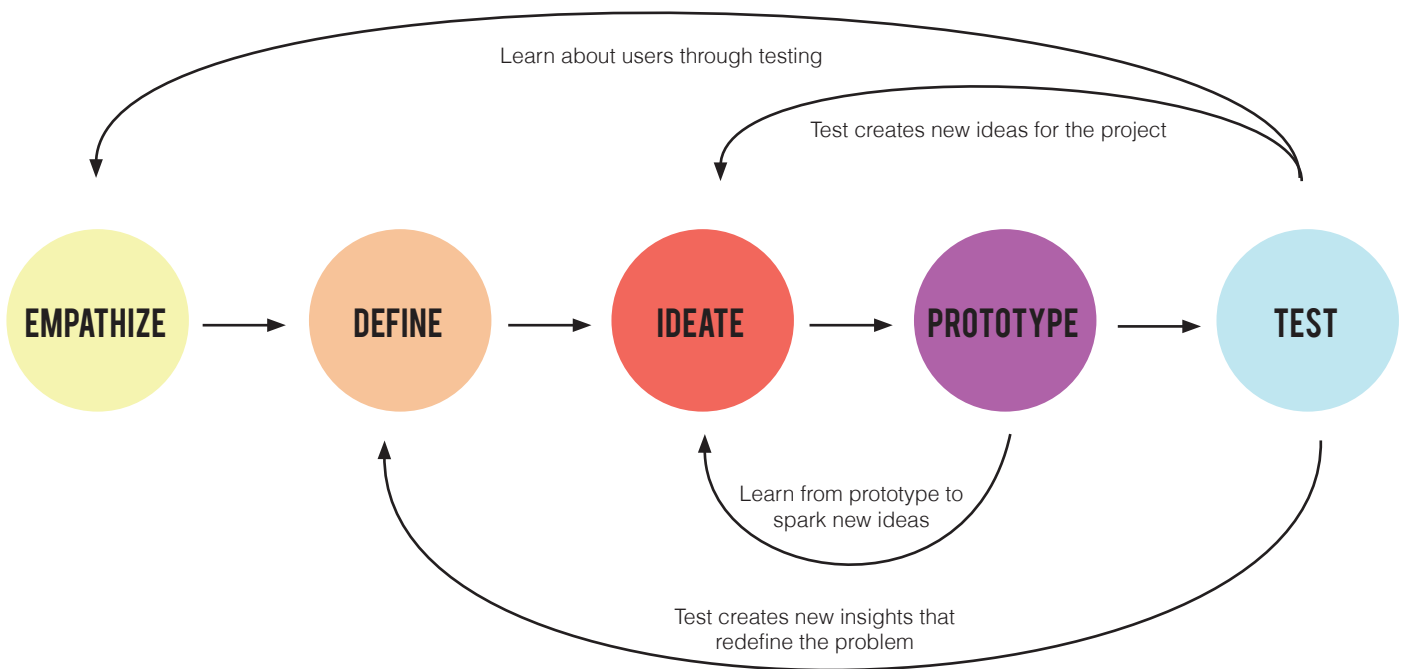
EMPATHIZE

When developing a new idea, it is essential to learn from the user what he or she wants and to include the needs of the planet. Try to answer the following questions with interviews or surveys with people around you. Ask them what they think they miss to live a sustainable life. Find sources that state contemporary sustainability issues and find opportunities for new innovations.

What do the people want?

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What does the planet need?

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What trends, innovations and opportunities are there?

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DEFINE

What was the most significant problem that you encountered from talking to the users and looking at the the needs of the planet? Take that problem and define it in more detail below.

What is the problem you are going to solve?

Why does the problem exist?

Who is causing the problem and who is affected by it?

How is the planet affected by it?

When did the problem first occur, or when did it become significant?

Where is the problem occurring and on what scale?

IDEATE

"How can this problem potentially be solved?"

Brainstorm for solutions and put them on separate sticky notes. Once you are finished brainstorming, put the sticky notes in order from idea with the highest potentional to the lowest. Paste them below with the best idea on top.

PROTOTYPE

In this phase you will transform your idea into a tangible prototype. A prototype can be anything from a physical product, to a drawing, to a digital mock up. Be creative!

TEST

In order to test your idea, you have to go back to your target audience again and show them your prototype. Ask them what they think of the idea. There are some example questions below, but don't hesitate to ask more specific questions about your idea. Also don't forget the planet and the problem regarding sustainability you were trying to solve!

What does the user think of the idea?

What does the user like about the idea?

What does the user think needs improvement?

Is the user likely to use this in his / her daily life?

Does the idea solve a problem related to sustainability?

... ?

How are you going to improve your idea using the feedback from the testing phase?