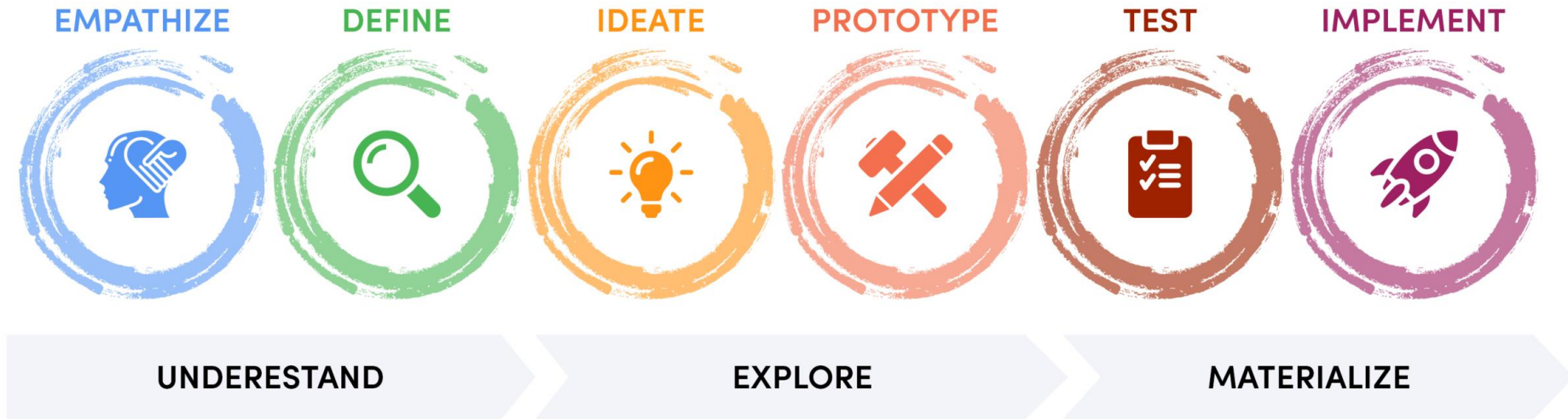


The Design Thinking Process



EMPATHIZE



Interviews

Shadowing

Seek to Understand

Non - Judgmental

DEFINE



Personas

Role Objectives

Decisions

Challenges

Pain Points

IDEATE



Share Ideas

All Ideas Worthy

Diverge / Converge

"Yes and" thinking

Prioritize

PROTOTYPE



Mockups

Storyboards

Keep it Simple

Fail Fast

Iterate Quickly

TEST



Understand Impediments

What Works?

Role Play

Iterate Quickly

Understand

<https://youtu.be/4wH878t78bw>



UNDERSTAND
the challenge
plastic straws



UNDERSTAND

EMPATHIZE



I HAVE A CHALLENGE

how do I approach it?

UNDERSTAND

DEFINE



I LEARNED SOMETHING

how do I interpret it?

EXPLORE

IDEATE



I SEE AN OPPORTUNITY
what do I create?

EXPLORE

PROTOTYPE



I HAVE AN IDEA

how do I build it?

EXPLORE

TEST



easy to clean
metal *bamboo*
silicone
pasta
glass
folding

I HAVE AN IDEA

how do I build it?



Photo by [Polina Tankilevitch](#) from [Pexels](#)

MATERIALIZE

IMPLEMENT



LAUNCH TO AN AUDIENCE

start the process over again



ocean wise®

Why Ocean Conservation?



Ocean Conservation = Practical Action



