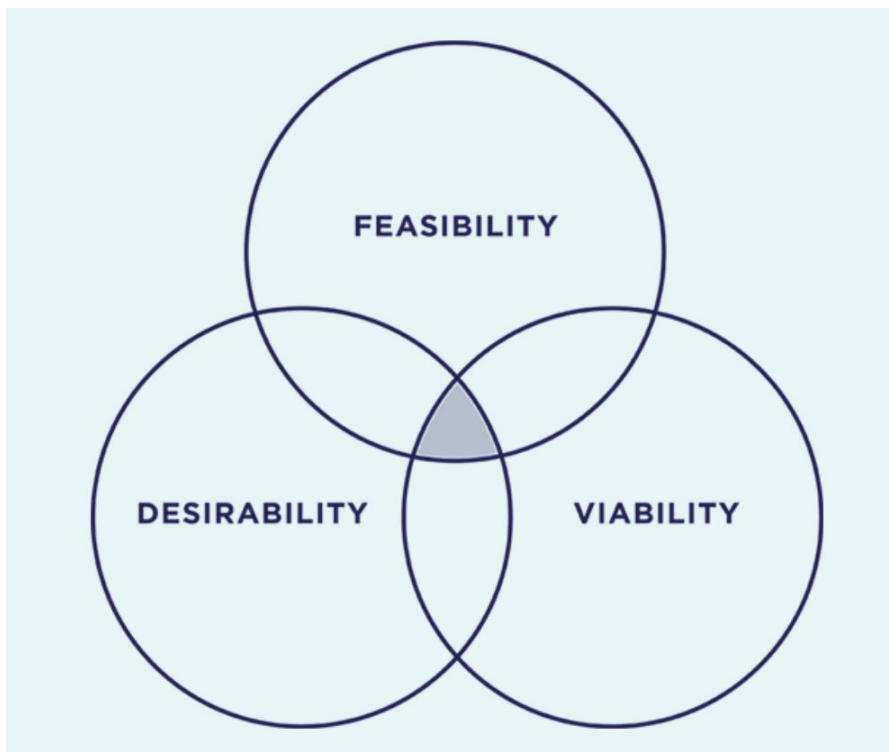


Design Thinking

Design Thinking is an iterative **problem-solving methodology** applied to **Creativity and Innovation** based on **Human Centered Design** created in the 60s by L. Bruce Archer and adapted to business, education and social problems in the 90s by **IDEO**, the larger and most important innovation company.

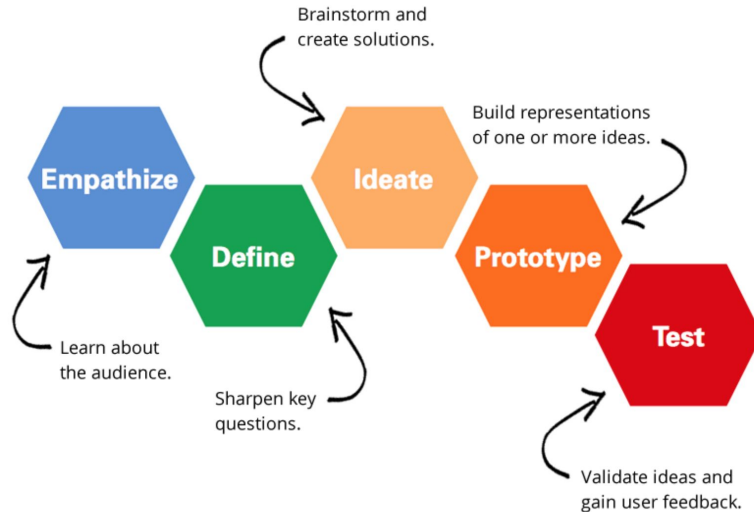
The main objective of Design Thinking is to **uncover and understand the human needs** through empathy and ethnographic techniques to generate ideas and to test them with our target to verify the impact of the solution.

The outcome of a Design Thinking project is the intersection of **human needs, the technical feasibility of the solution and covering the business requirements.**



Design Thinking

The methodology has the following steps:



Working with multidisciplinary teams and practice some creative mindsets that will bring the best of the methodology, are key points of Design Thinking.

