Design Thinking
for Entrepreneurs

google.com/grow

#GrowWithGoogle
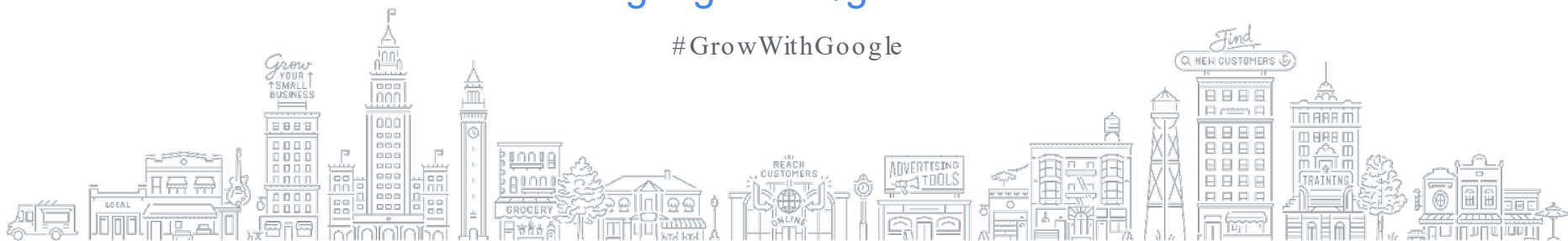
AGENDA

WHAT IS DESIGN THINKING?

Learn the five phases of the Design Thinking process

UNDERSTAND YOUR AUDIENCE

Define who your audience is and what makes them tick

IDENTIFY THEIR CHALLENGES

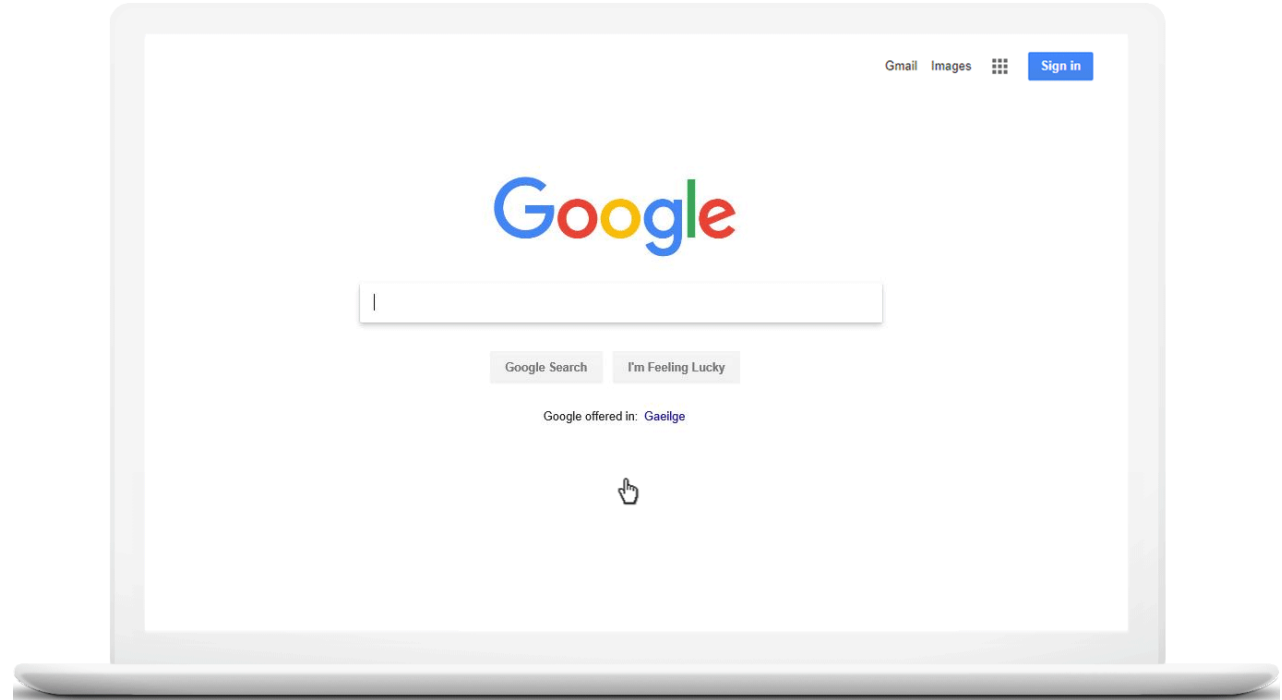Understand how to empathize with your potential customers

CRAFT AND TEST YOUR SOLUTIONS

Brainstorm how you can solve the problems of your audience

SIGN IN TO YOUR GOOGLE ACCOUNT

Sign into your
Google Account.

Don't have a
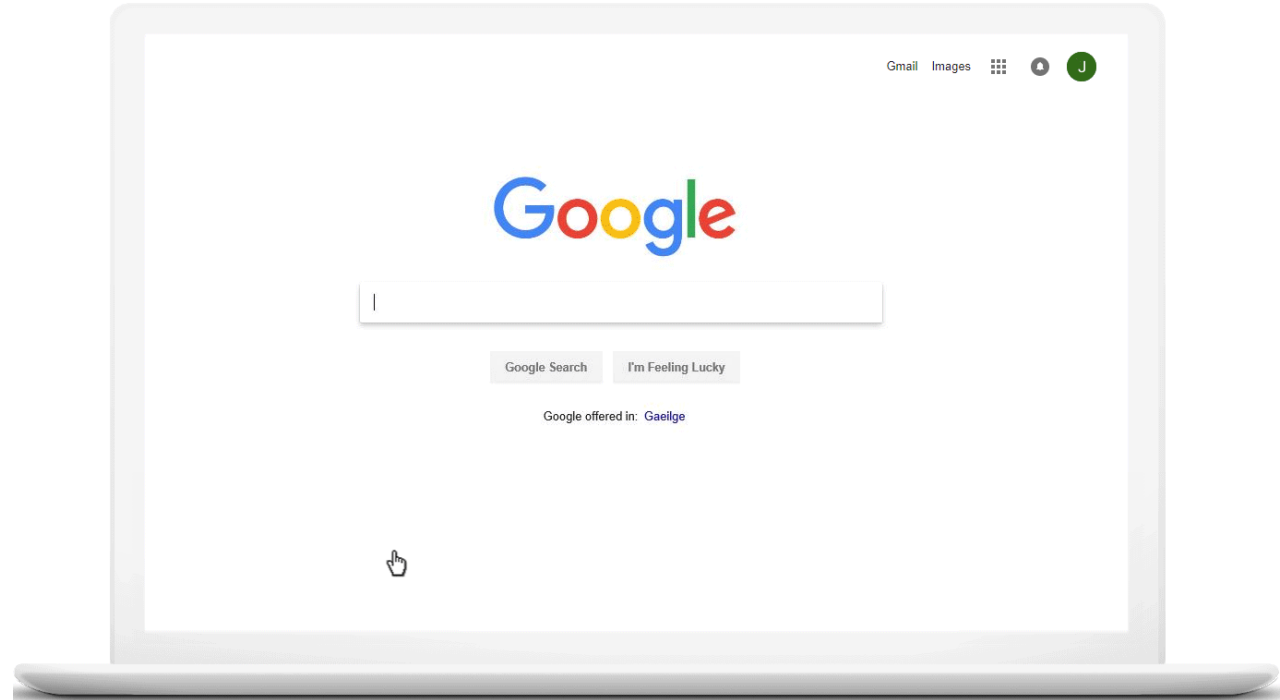Google account?
Sign up for free.

ACCESS GOOGLE DRIVE AND GOOGLE DOCS

Click Google Apps.

Click Google Drive
to access a file.

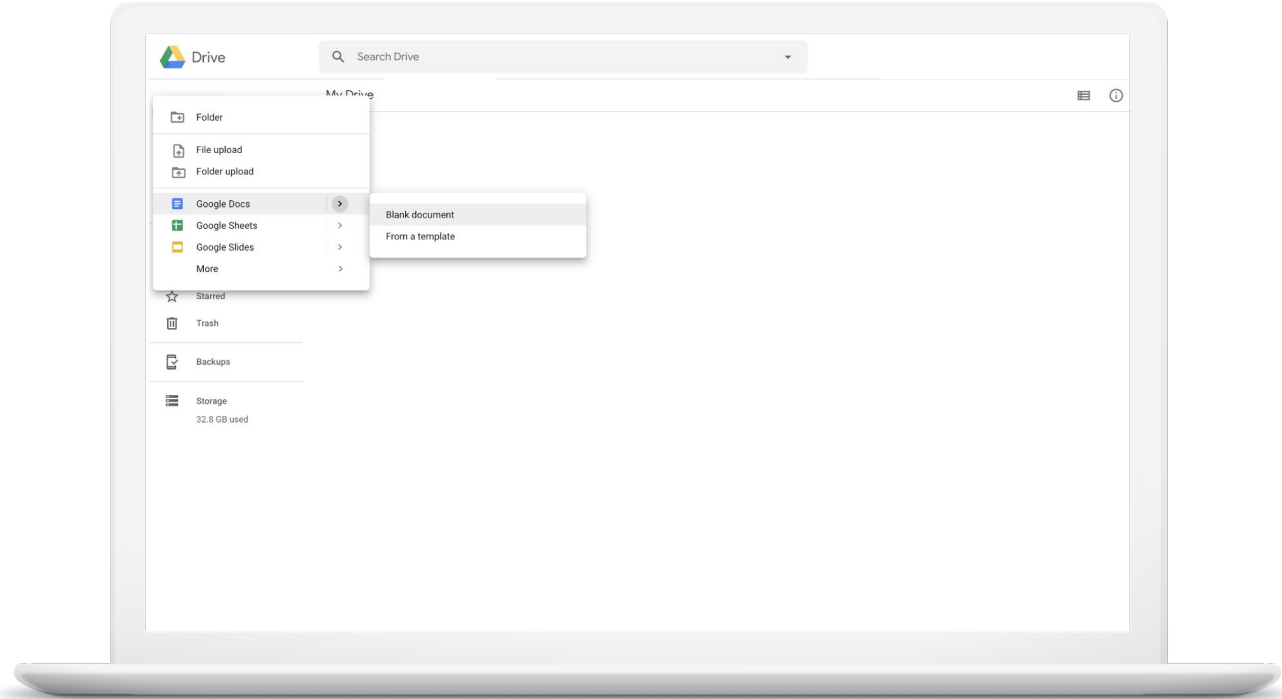OR

Click one of the
Google Apps to
start a new file.

ACCESS GOOGLE DOCS

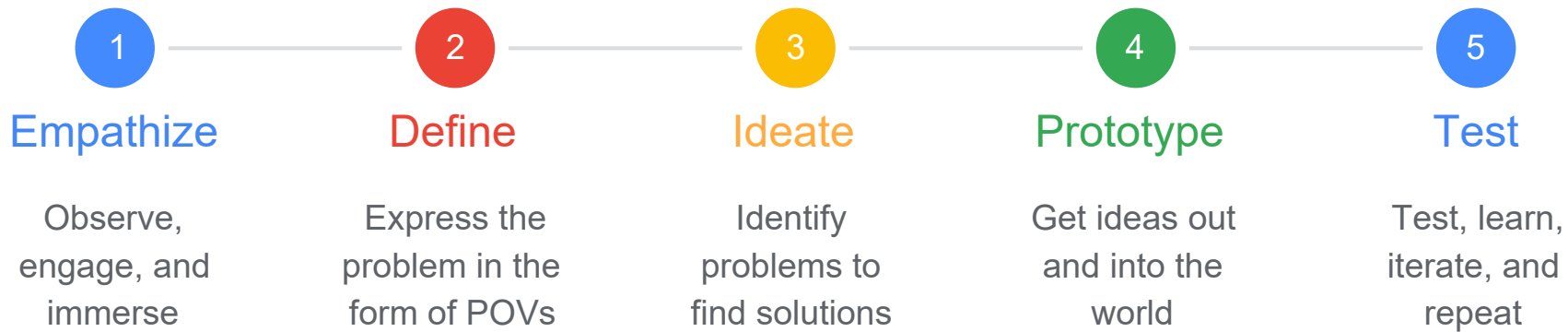**Click** New.

Click Google Docs.

Click Blank document

What is Design Thinking?

Design thinking is a creative problem-solving process that focuses on a user-centered approach to create a solution that is technologically and economically feasible.

THE PROCESS

1	2	3	4	5
Empathize	**Define**	**Ideate**	**Prototype**	**Test**
Observe, engage, and immerse	Express the problem in the form of POVs	Identify problems to find solutions	Get ideas out and into the world	Test, learn, iterate, and repeat

DESIGN THINKING IN OUR EVERYDAY LIVES

On demand
television

Foot activated
car door

Ride and home
sharing

Grow with Google

Empathize

Grow with Google

ESTABLISHING EMPATHY

Your goal:

Connect to the user's story, emotions, and your insights about them.

Who is the user?

Grow with Google
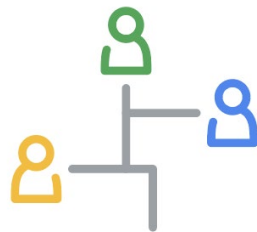
UNDERSTANDING YOUR USERS

Women of color looking for socially-conscious brands

Parents of young children not yet in school

Seniors over 70 in single-member homes

College students seeking temporary housing

Grow with Google

Inspire new thinking by discovering what people really need

Select an audience (e.g. busy professionals, after‑school teachers, parents with young children, etc.) and use Google Docs to write down a list of at least five challenges they face.

3 minutes

Grow with Google

Define

Grow with Google

DEFINING THE PROBLEM

Your goal:

Analyze your observations about the user and synthesize them to define the core problems you have identified as a problem statement.

What's a problem statement?

Grow with Google

Sam _is a_ busy manager

user name | user characteristics

who needs a way to integrate healthy eating habits

user need

because he doesn't want to feel like he's on a diet.

insight

Synthesize a problem statement that clearly defines your goal

Define the problem as a **problem statement** in a human-centered manner (e.g. **user name** is a **user characteristic** who needs **user need** because **insight**).

3 minutes

Grow with Google

Sam _is a_ busy manager

user name   user characteristics

who needs a way to integrate healthy eating habits

user need

because he doesn't want to feel like he's on a diet.

insight

Grow with Google

Ideate

Grow with Google

IDEATING

Your goal:

This is where you engage in unfiltered, unrestrained brainstorming.

How can we solve for this obstacle?

Grow with Google

CRAZY EIGHTS

Create a 2x4 table in Google Docs. In each section, write out an idea. Don't worry about feasibility right now.

Think big!
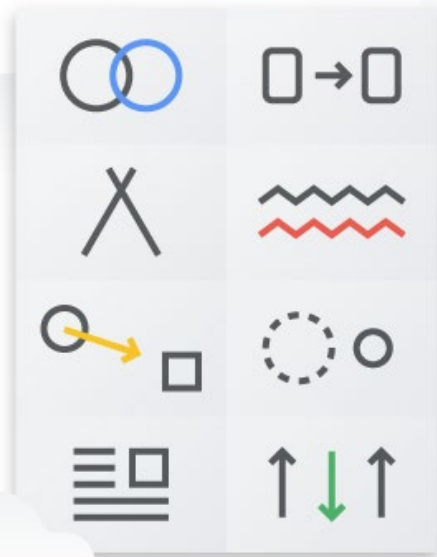
FOR EXAMPLE

Women of color looking for socially-conscious brands

- A program that donates an item to someone in need with every purchase

- An app that helps you find local fresh produce

College students seeking temporary housing

- An online roommate matching service for students

- A building with furnished temporary rentals

- Online learning programs

Grow with Google

Push past obvious solutions to get to breakthrough ideas

Use Google Docs (or a sheet of paper) to write down eight possible solutions to solve the problem statement you created. Any idea or solution that comes to mind is welcome.

3 minutes

Grow with Google

Prototype

Grow with Google

PROTOTYPING

Your goal:

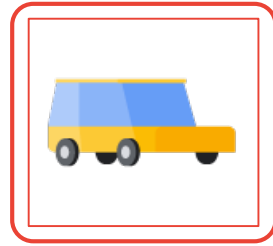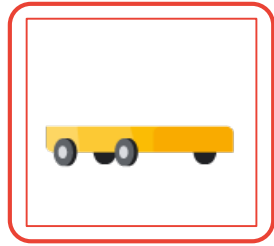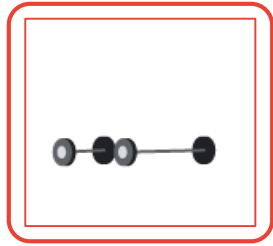Draw out or craft what is possible, keeping in mind your minimum viable product (MVP).
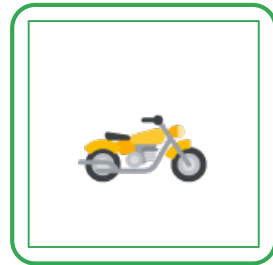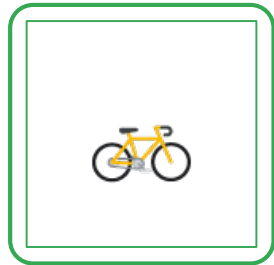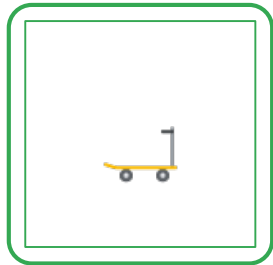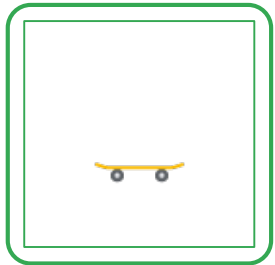
What is an MVP?

MINIMUM VIABLE PRODUCT (MVPs)

✕ Not like this
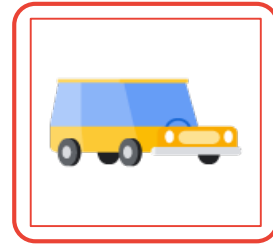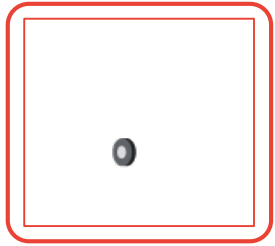
✓ Like this
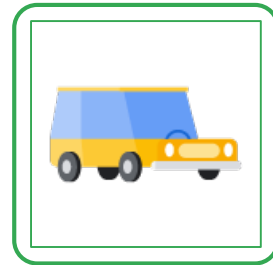
Build rough prototypes to learn how to make ideas better

Pick one of your feasible ideas and flesh out how you would build this solution. (Think: technology needed, time required, money needed, resources available, etc.)

Grow with Google

Test

Grow with Google

TESTING

Your goal:

Test the complete product using the best solutions identified during the prototyping phase. Refine and alter as needed - this is an iterative process.

What is an iterative process?

HOW YOU CAN USE
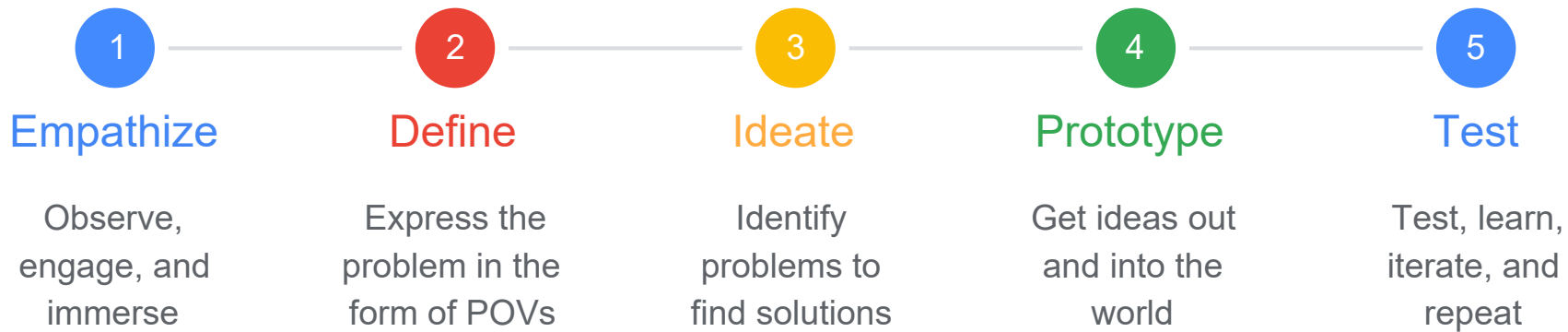# DESIGN THINKING TODAY

Pivot to digital presence

Social media and online advertising strategy

Online coffee sales

Coffee donations to first responders
and healthcare workers

Grow with Google

THE PROCESS

| 1	2	3	4	5
Empathize	**Define**	**Ideate**	**Prototype**	**Test**
Observe, engage, and immerse	Express the problem in the form of POVs	Identify problems to find solutions	Get ideas out and into the world	Test, learn, iterate, and repeat

Resources

Grow with Google

KEEP LEARNING ON YOUTUBE

Check out the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business. A new video drops every Thursday.

Quick Tip:

Subscribe on YouTube
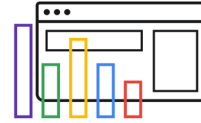YouTube.com/GrowWithGoogle
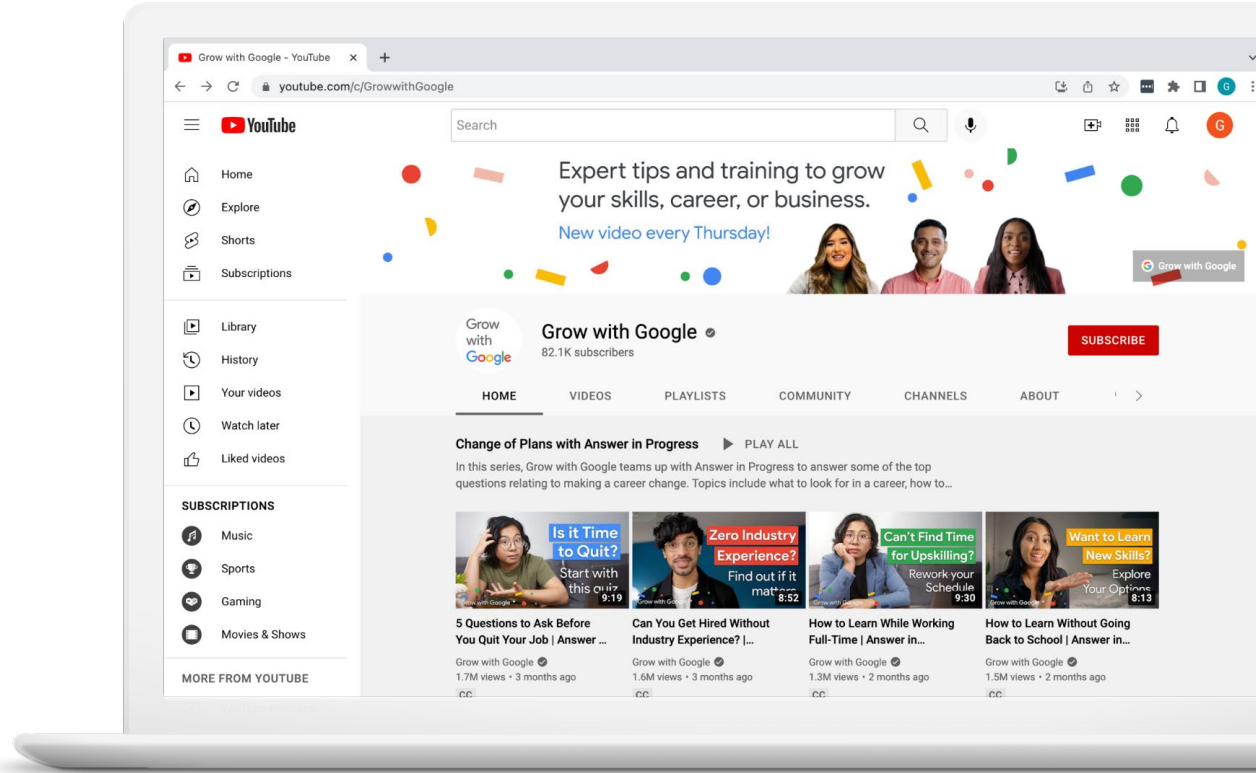
GOOGLE CAREER CERTIFICATES

Prepare for a new career in six months with professional training designed by Google.

- No experience necessary
- Learn at your own pace
- Stand out to employers
- A path to in-demand jobs

Data Analytics

Digital Marketing & E-commerce

IT Support

Project Management

UX Design

Get started at
grow.google/ certificates

Grow with Google

FREE ONLINE TRAINING AND TOOLS ATGOOGLE.COM/GROW

For teachers and students
Bring digital tools into your classroom.
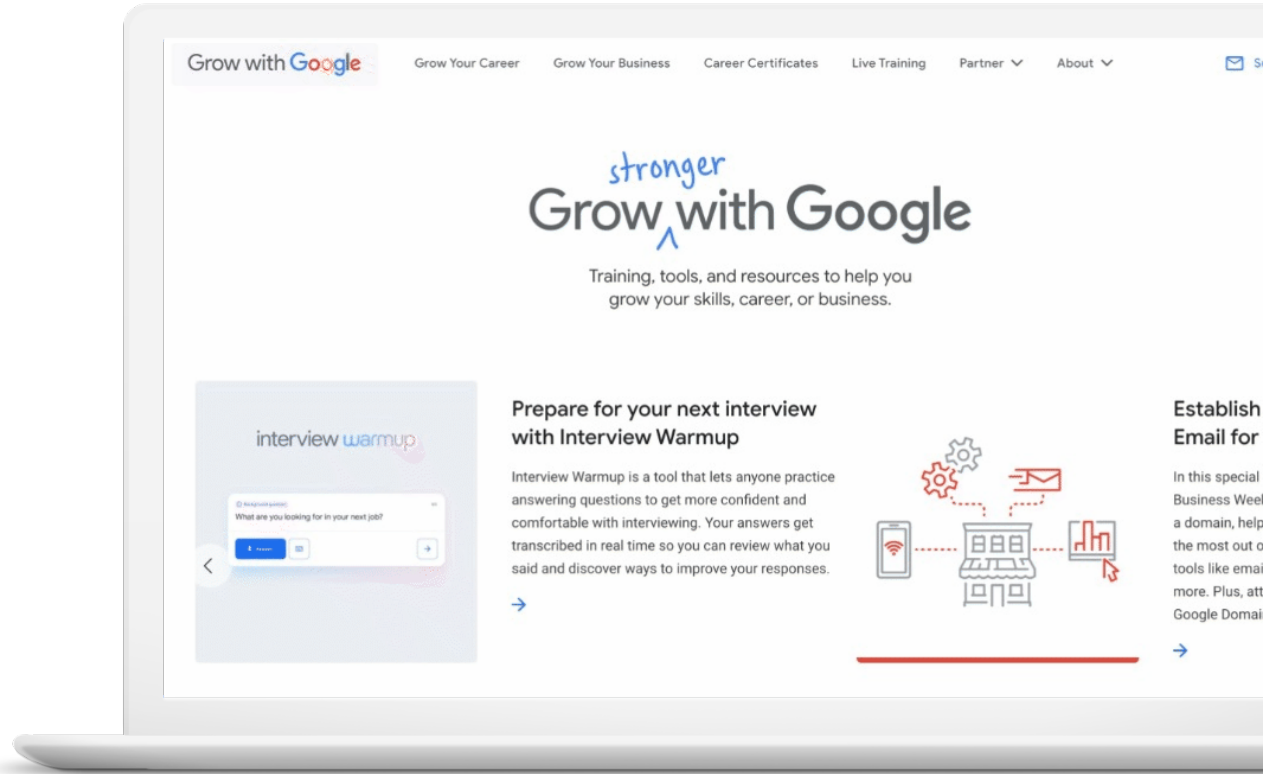
For local businesses
Help new customers find you online.

For job seekers
Boost your résumé with a new certification.

For developers
Learn to code or take your skills to the next level.

Grow with Google