

## Watch and listen to a video

### COMPLETE WITH THE FOLLOWING WORDS

|                |               |                 |            |            |
|----------------|---------------|-----------------|------------|------------|
| novel products | data          | clarify         | strategies | collecting |
| boundaries     | services      | bias            | guide      | framework  |
| observing      | question      | design thinking | problem    | ideate     |
| assumptions    | potential     | develop         | critique   | thinking   |
| innovative     | experimenting | prototyping     | testing    | viability  |
| implement      | communicate   | stakeholders    | iterate    | solve      |

Design thinking has changed how professionals solve business problems and innovate. At its core, it's a human-centered approach to developing \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and strategies. One way to systematize design thinking is through a four stage \_\_\_\_\_ clarify, ideate, develop, and implement. The first stage, \_\_\_\_\_, involves \_\_\_\_\_ a \_\_\_\_\_ and \_\_\_\_\_ as much \_\_\_\_\_ as possible without \_\_\_\_\_. By reflecting on your findings from different perspectives, you develop a problem statement, or \_\_\_\_\_, to \_\_\_\_\_ the \_\_\_\_\_ process. Next comes the second stage, \_\_\_\_\_. This stage requires pushing the \_\_\_\_\_ of your \_\_\_\_\_, challenging \_\_\_\_\_, and generating ideas to solve the problem. Don't feel limited as you ideate. All ideas are \_\_\_\_\_ solutions. In the third stage, \_\_\_\_\_, you \_\_\_\_\_, refine, and combine ideas into \_\_\_\_\_ concepts. This stage involves \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ to answer critical questions about concepts' \_\_\_\_\_ and determine what does and doesn't work. The fourth and final stage is where you \_\_\_\_\_ a solution and \_\_\_\_\_ its value to \_\_\_\_\_. Implementation doesn't signal the end of testing and experimentation. Design thinking often requires returning to previous stages to \_\_\_\_\_ on solutions and sustain innovation over the long term. To discover how you can use design thinking to \_\_\_\_\_ challenging business problems.