

## 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 \_\_\_\_\_, \_\_\_\_\_, business models, and \_\_\_\_\_. 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.