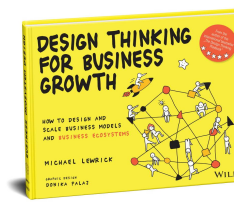


DESIGN THINKING CANVAS



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Quick guide: The *Design Thinking Canvas* summarizes the most important findings from the exploration of customer needs in the problem space to the final prototype in the solution space. The Design Thinking micro cycle (steps 1 to 11) consisting of the phases Understand, Observe, Define the point of view, Ideate, Prototype and Test is run through as often as necessary until the *Problem/Solution Fit* is achieved.

More tips & tricks for this template on book page: 188

