OPEN DESIGN THINKING™ PROCESS MODEL

SCAN

- Strategic Opportunity Areas (SOA)
- Design Brief

PLAN

- SOA Selection
- Design Brief

RESEARCH

- Jobs-To-Be-Done
- Technology & Market Research
- Ethnographic Research
- Insights & Personas
- Design Criteria

IDEATE

- Brainwriting
- Brainstorming
- Expert Integration
- Concept Development

PROTOTYPE

- Technology & Partner Search
- Build Prototypes
- Build Minimum Viable Products (MVP's)
- Lean Business Model Canvas

TEST

- Customer Co-Creation
- In-House Tests
- In-Market Tests
- Feedback/Iterate

SCALE NEW INNOVATIONS

LEARN & ITERATE

© Ten09 Consulting LLC and NineSigma, Inc. 2016