Design thinking minimizes the risks of innovation by engaging customers or users through a series of prototypes to learn, test & refine concepts.

1. Define
   - Define your scope
   - Look for patterns and insights
   - Question assumptions
   - Frame your P.O.V.

2. Empathize
   - Learn about the audience
   - Observe and interview
   - Listen
   - Ask questions

3. Ideate
   - Co-create with team members
   - Brainstorm and select
   - Come up with many solutions

4. Prototype
   - Think big, act small, fail fast
   - Gather feedback
   - Refine
   - Learn from users
   - Iterate and scale

5. Test
   - User testing and surveys
   - Evaluate
   - Gather learnings