Iterate and scale

Gather learning

Evaluate

User testing and surveys

**05**

**TEST**

Iteration and Adaptation

Cross-Functional Collaboration

Monitoring and Evaluation

Execution Plan

**06**

**IMPLEMENT**

Gather feedback

Think big, act small, fail fast

Learn from users

Refine

**04**

**PROTOTYPE**

Come up with many solutions

Brainstorm and select

Experiment

Co-create with team members

**03**

**IDEATE**

Questions assumptions

Frame your P.O.V

Define your scope

Look for patterns and insights

**02**

**DEFINE**

**01**

**EMPATHIZE**

Learn about the audience

Observe and Interview

Listen

Ask questions

**DESIGN**

**THINKING**

BUBBLE MAP GRAPHIC ORGANIZER

A bubble map graphic organizer is a visual tool used for brainstorming, organizing ideas,

and representing information in a hierarchical or relational manner.