Design Thinking Template

ITONICS

Design project overview

Title	Objective	Team

1. Empathize

User groups
Who are you designing for?

Empathy map
Visualize users' thoughts, feelings, and actions

SAY · DO · FEEL · THINK

Emotional impact:
How strong is the user's sentiment?

Low
Medium
High

Tip: Visualize your empathy map on a Radar for faster insights.

Key insights
What are your users' underlying and unmet needs?

2. Define

Personas
Who represents your typical users?

Problem
What problem are you trying to solve?

Tip: Use Campaigns to align ideas with your problem and objectives.

3. Ideate

Ideas
What are the potential solutions?

Tip: Use Smart Ideation to generate ideas and auto-rate them to speed up prioritization.

Solution
How will the most promising idea address the problem?

5. Prototype

Prototype
What can you quickly build to test your solution?

Features
What key features and functions are needed for testing?

4. Test

Feedback
What did users say?

Tip: Organize feedback on a Kanban Board to better prioritize and track progress.

Recommended action
Based on the feedback, what's next?

☐ Refine ☐ Pivot
☐ Retest ☐ Pause
☐ Implement ☐ Scale

Unlock the full potential of AI-powered design thinking with **ITONICS Innovation OS**.

See in Action