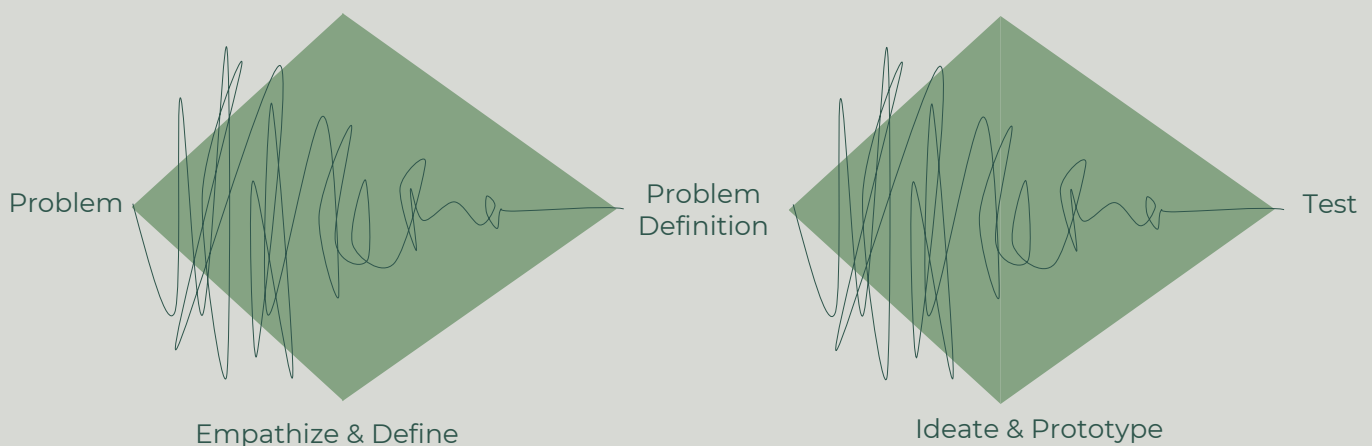


# INTRODUCTION TO THE PROCESS

Design Thinking (DT) is a systematic approach to developing user-centered products or services. Up to this point, you have identified a problem, proposed solutions for climate action through a new business idea. In this phase, the focus shifts to understanding the needs of potential users (customers) and the market demand for your product or service. The aim is to create a sustainable value proposition for the user. DT is an iterative process of five phases (empathize, define, ideate, prototype and test), that allows continuous improvement by revisiting and learning from feedback, experiences, and mistakes. DT process is usually conducted in teams.

## Diamond model



The process is outlined as a diamond model, distinguishing between two parts: idea generation and idea selection. In the idea generation part, new ideas are developed. It involves stepping out of one's comfort zone, exploring various perspectives, and generating a multitude of new ideas to address a given problem. The idea selection phase involves narrowing down and prioritizing ideas. Criteria such as needs, functionalities, and potential solutions are used to focus and select the most promising concepts or solutions. There are two diamonds. The first diamond represents the problem area, at the end of which you have a clearly defined problem. In the second diamond, suitable solutions are worked out.