

# HOW TO DO DESIGN THINKING

Design Thinking is an innovative way of approaching problems that allows you to connect with your audience and solve problems effectively and creatively.

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## PRINCIPLES OF DESIGN THINKING:

### *Think Human.*

Focus on the person you are trying to help. Don't rush in with a solution to a problem, test alternatives and be prepared to return to square one several times. Also, focus on the person you need help from (AKA your audience). What are their goals and dreams? How can you help them achieve them? Who are you to them? Where are your leverage points in terms of causing them to act? Match your appeal to the medium (e.g. short bursts for Twitter, logical discourse for blogs, emotional envelopment on YouTube)

### *Dream with Purpose.*

What matters to you draws others. Emotions are contagious. Meaningful purpose garners extraordinary support. The right idea—seated in emotion—grows exponentially.

### *Connect with People.*

Tell stories. Stories are sticky: they bring facts to life and infuse them with passion. Physiologically, our brains are hardwired for stories to organize and orient and psychologically we need patterns to understand. Stories also increase the chance that your audience will remember. Salient, meaningful messages, however brief, mobilize communities.

### *Turn Ripples into Waves.*

Learn from trials. Think critically. Iterate. The right tests—and the subsequent tweaks—can amplify growth. Small details (wording, images, placement of links, etc.) can massively impact your campaign. Use social media tools to observe users and refine your approach.



*Design Thinking at Stanford d.school*

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