NOTICE	EMPATHY	DEFINE	IDEATE	PROTOTYPE	TEST	REFLECT
The NOTICE phase focuses on you, the the designer, in order to build a practice of awareness of your values, identity, biases and assumptions and your impact on the user and context within which you are empathizing. This allows for authentic user centered design, not "you" centered design.	The EMPATHY phase of the process is focused on understanding the experiences, emotions and motivations of others. Designers use speci c empathy methods to learn more about the needs of the users for whom they are designing.	The DEFINE phase of the process is focused on developing a point of view about the needs of your user. During this stage of process, designers narrow from lots of information to a statement that is inspiring and special.	The IDEATE phase of the process is focused on generating as many solutions to a problem as possible. Once many solutions have been generated, students will select one to move forward to prototyping.	The PROTOTYPE phase is an iterative development of tangible artifacts or experiences intended to elicit feedback and answer speci c questions about a concept.	The TEST phase of the process is focused on getting speci c feedback about how ideas can improve. It is important to remember during this phase that prototypes are imperfect but feedback is precious.	The REFLECT phase of the process is ongoing and transparent throughout the design thinking process. It allows you the time to focus and reflect on your actions, emotions, insights and impact as a designer and human.

NOTICE	EMPATHY	DEFINE	IDEATE	PROTOTYPE	TEST	REFLECT
I LIKE	I LIKE	I LIKE	I LIKE	I LIKE	I LIKE	I LIKE
I WISH	I WISH	I WISH	I WISH	I WISH	I WISH	I WISH
I WONDER	I WONDER	I WONDER	I WONDER	I WONDER	I WONDER	I WONDER
I WILL	I WILL	I WILL	I WILL	I WILL	I WILL	I WILL

NOTE TO SELF: