Design Thinking
for Entrepreneurs

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LET'S GET ACQUAINTED

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AGENDA

WHAT IS DESIGN THINKING?

Learn the five phases of the Design Thinking process

UNDERSTAND YOUR AUDIENCE

Define who your audience is and what makes them tick

IDENTIFY THEIR CHALLENGES

Understand how to empathize with your potential customers

CRAFT AND TEST YOUR SOLUTIONS

Brainstorm how you can solve the problems of your audience

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SIGN IN TO YOUR GOOGLE ACCOUNT

Sign in to your Google Account.

Don't have a Google Account? No problem! We've got Test Accounts.

For a closer look:
See **Page 2** of the *Follow Along Guide*

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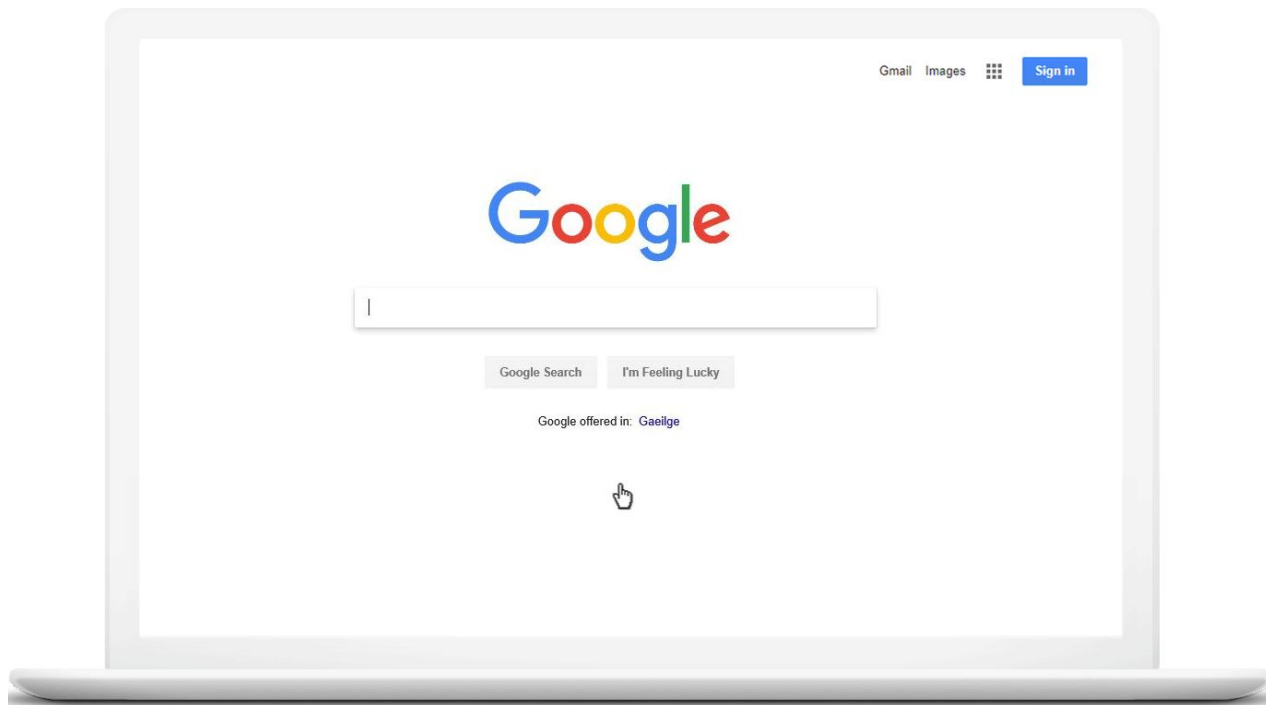
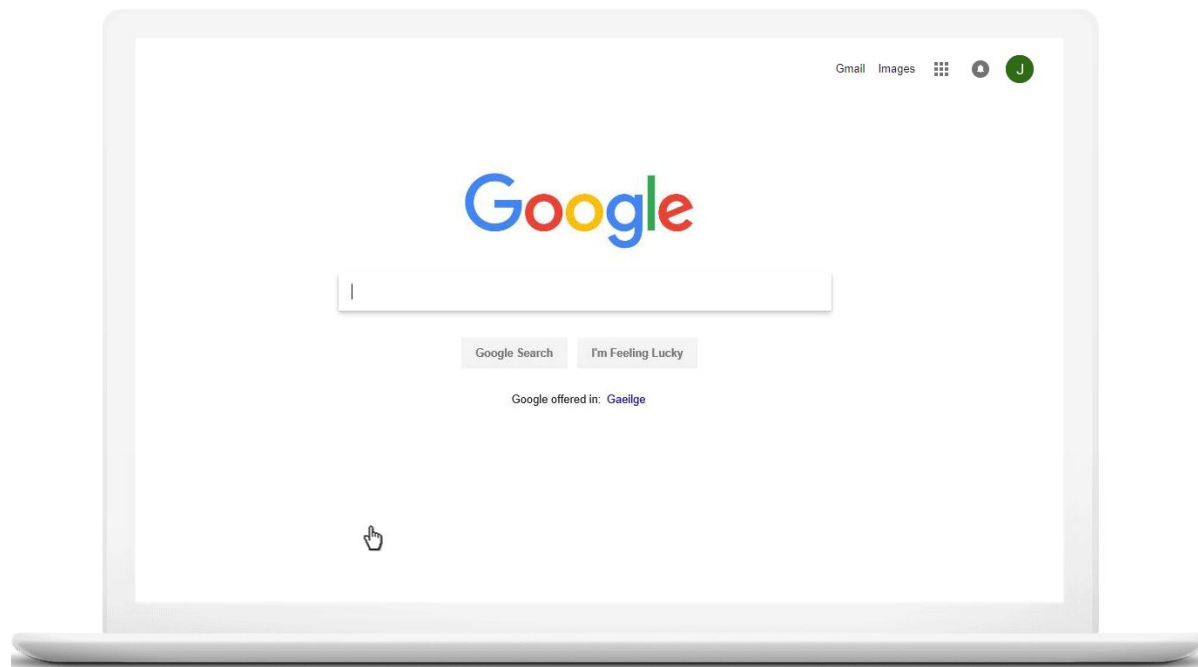## ACCESS GOOGLE DRIVE AND GOOGLE DOCS

Click Google Apps.

Click Google Drive to access a file.

OR

Click one of the Google Apps to start a new file.

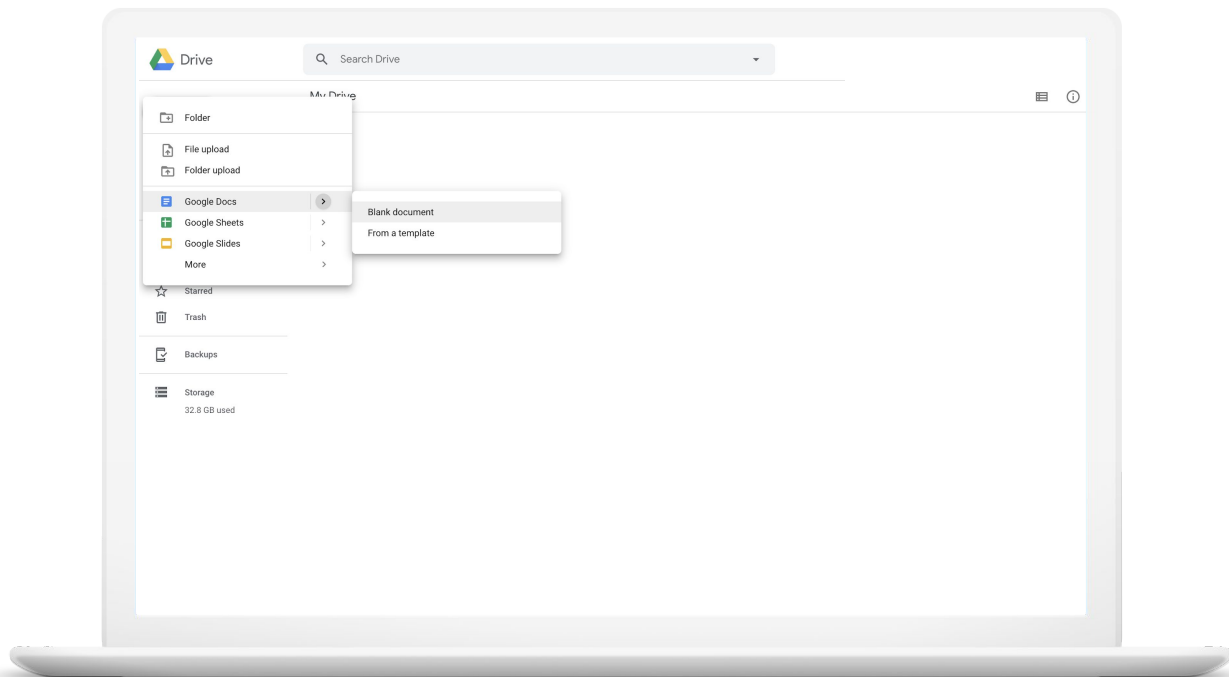**For a closer look:**
See **Page 3** of the
Follow Along Guide

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ACCESS GOOGLE DOCS

Click New.

Click Google Docs.

Click Blank document

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What is Design Thinking?

Design thinking is a creative problem-solving process that focuses on a **user-centered approach** to create a solution that is technologically and economically feasible.

THE PROCESS

1	2	3	4	5
Empathize	**Define**	**Ideate**	**Prototype**	**Test**
Observe, engage, and immerse	Express the problem in the form of POVs	Identify problems to find solutions	Get ideas out and into the world	Test, learn, iterate, and repeat
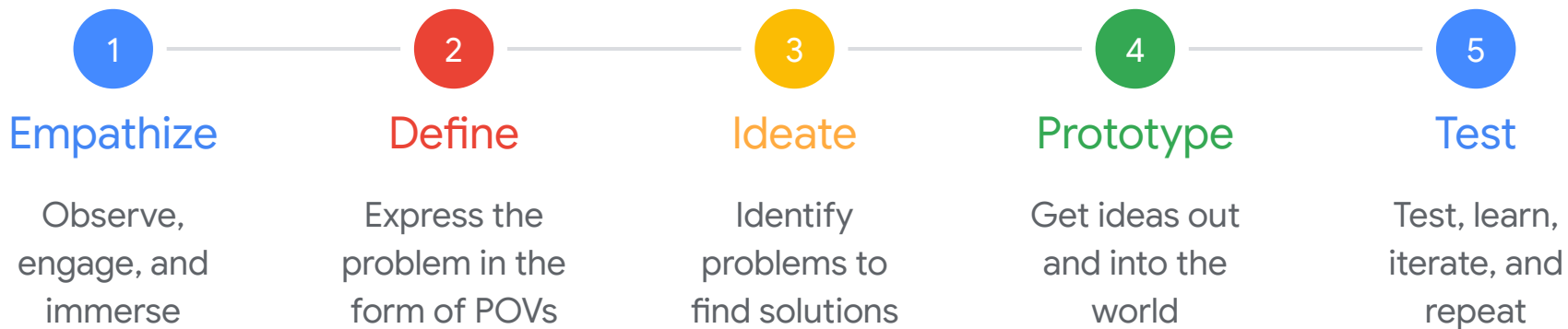
For a closer look:
See **Page 5** of the
Follow Along Guide

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DESIGN THINKING IN OUR EVERYDAY LIVES

On demand
television

Foot activated

car door

Ride and home
sharing

Empathize

ESTABLISHING EMPATHY

Your goal

Connect to the user's story, emotions, and your insights about them.

Who is the user?

UNDERSTANDING YOUR USERS

Women of color looking for socially-conscious brands

Parents of young children not yet in school

Seniors over 70 in single-member homes

College students seeking temporary housing

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Inspire new thinking by discovering what people really need

Select an audience (e.g. busy professionals, after-school teachers, parents with young children, etc.) and use Google Docs to write down a list of at least **10 challenges** they face.

3 minutes

Define

DEFINING THE PROBLEM

Your goal

Analyze your observations about the user and synthesize them to define the core problems you have identified as a problem statement.

What's a problem statement?

Sam is a busy manager

user name   user characteristics

who needs a way to integrate healthy eating habits

user need

because he doesn't want to feel like he's on a diet.

insight

Synthesize a problem statement that clearly defines your goal

Define the problem as a **problem statement** in a human-centered manner (e.g. **user name** is a **user characteristic** who needs **user need** because **insight**).
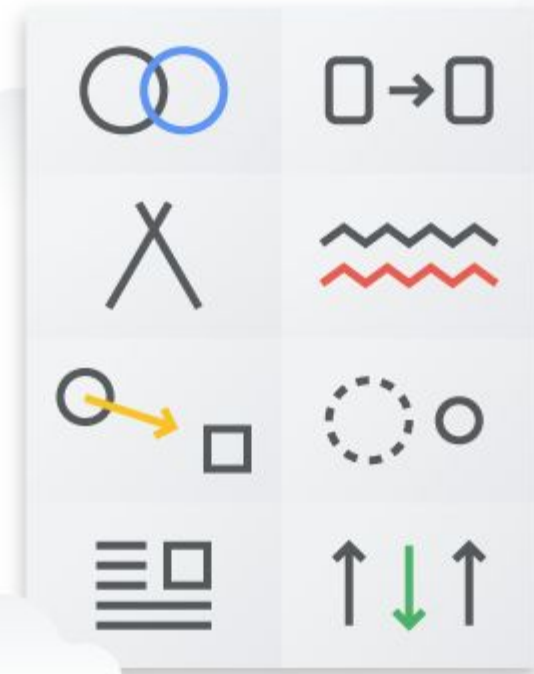
3 minutes

Ideate

IDEATING

Your goal

This is where you engage in unfiltered, unrestrained brainstorming.

How can we solve for this obstacle?

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CRAZY EIGHTS

Create a 2x4 table in Google Docs. In each section, write out an idea. Don't worry about feasibility right now. Blue-sky thinking is encouraged.

FOR EXAMPLE

Women of color looking for socially-conscious brands

- A program that donates an item to someone in need with every purchase

- An app that helps you find local fresh produce

College students seeking temporary housing

- An online roommate matching service for students

- A building with furnished temporary rentals

- Online learning programs

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Push past obvious solutions to get to breakthrough ideas

Use Google Docs to write down **8 possible solutions** to solve the problem statement you created. Any idea or solution that comes to mind is welcome.

3 minutes

Prototype
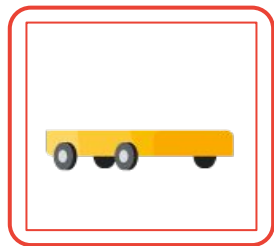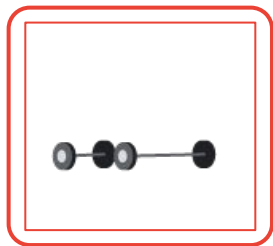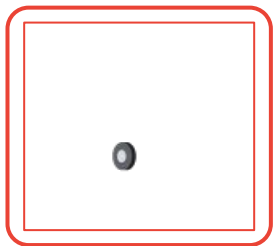
PROTOTYPING

Your goal

Draw out or craft what is possible, keeping in mind your minimum viable product (MVP).
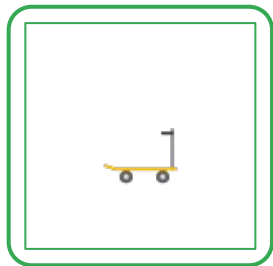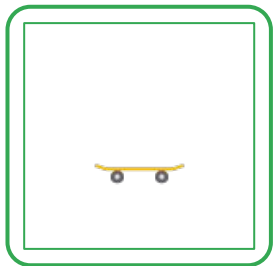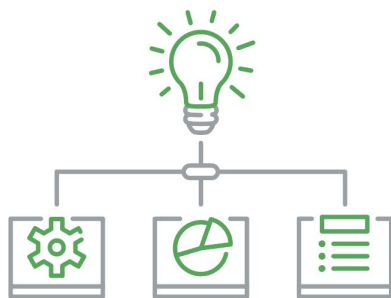
What is an MVP?
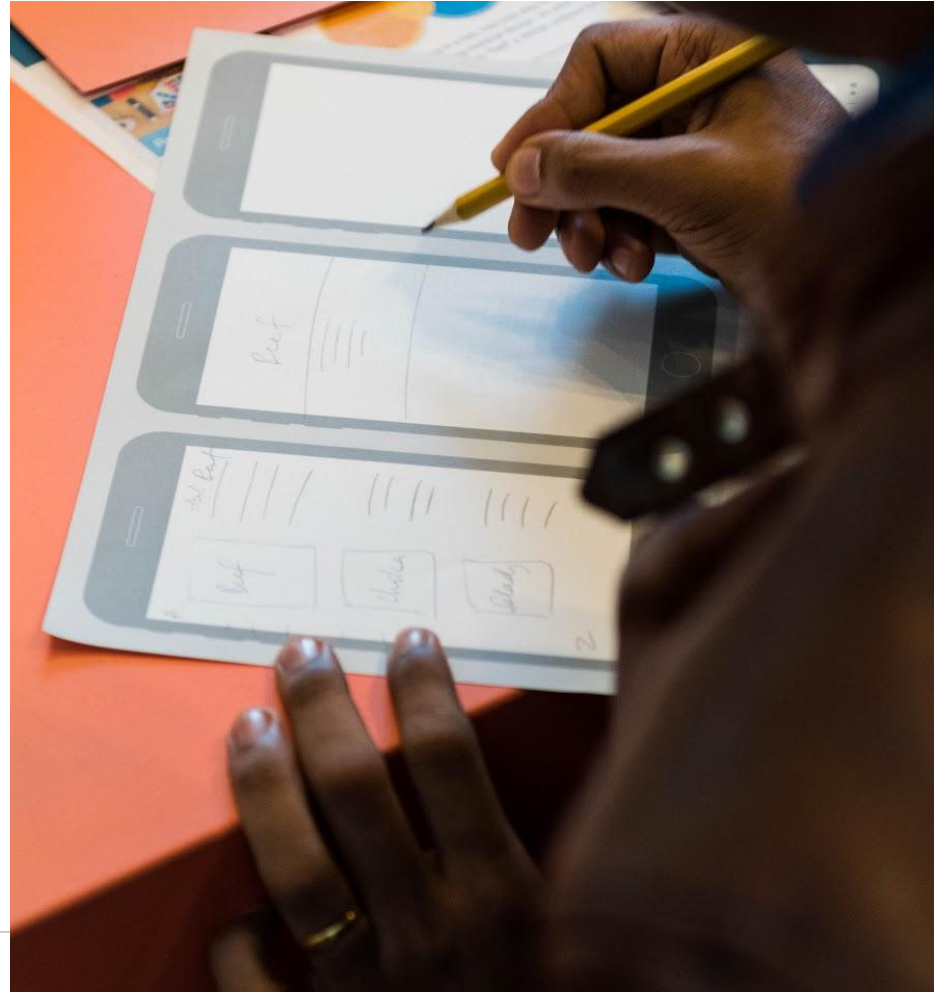
MINIMUM VIABLE PRODUCT (MVPs)

✕ Not like this

✓ Like this

Build rough prototypes to learn how to make ideas better

Pick *one* of your feasible ideas and flesh out how you would build this solution (think: technology needed, time required, money needed, resources available, etc.).

Test

TESTING

Your goal

Test the complete product using the best solutions identified during the prototyping phase. Refine and alter as needed - this is an iterative process.

What is an iterative process?

HOW YOU CAN USE DESIGN THINKING TODAY
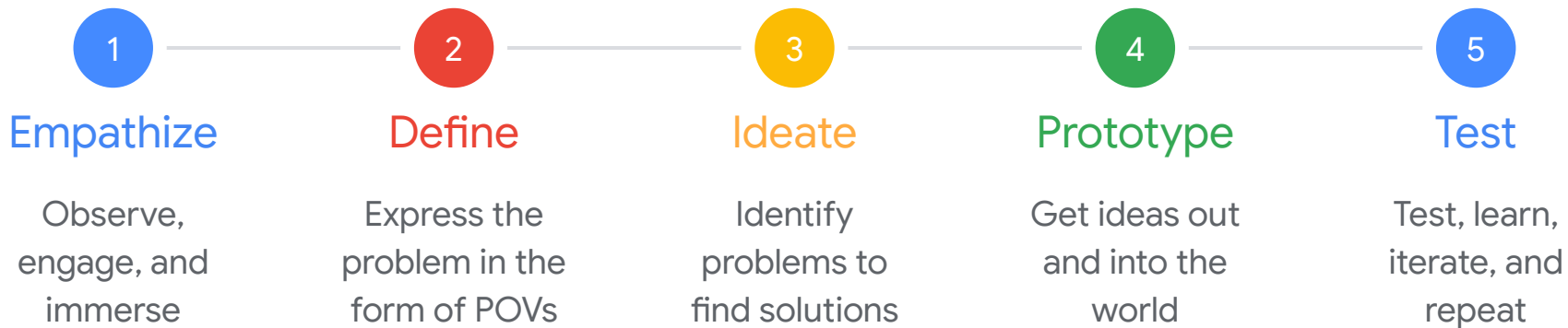

Pivot to digital presence

Social media and online advertising strategy

Online coffee sales

Coffee donations to first responders and healthcare workers

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Resources

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BUSINESS AND MARKETING LESSONS AT G.CO/PRIMER/FROMHOME

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps

Google Primer Suggested Minicourses

Make Your Website Work Hard for Your Business
Get Online with a Strong Business Website
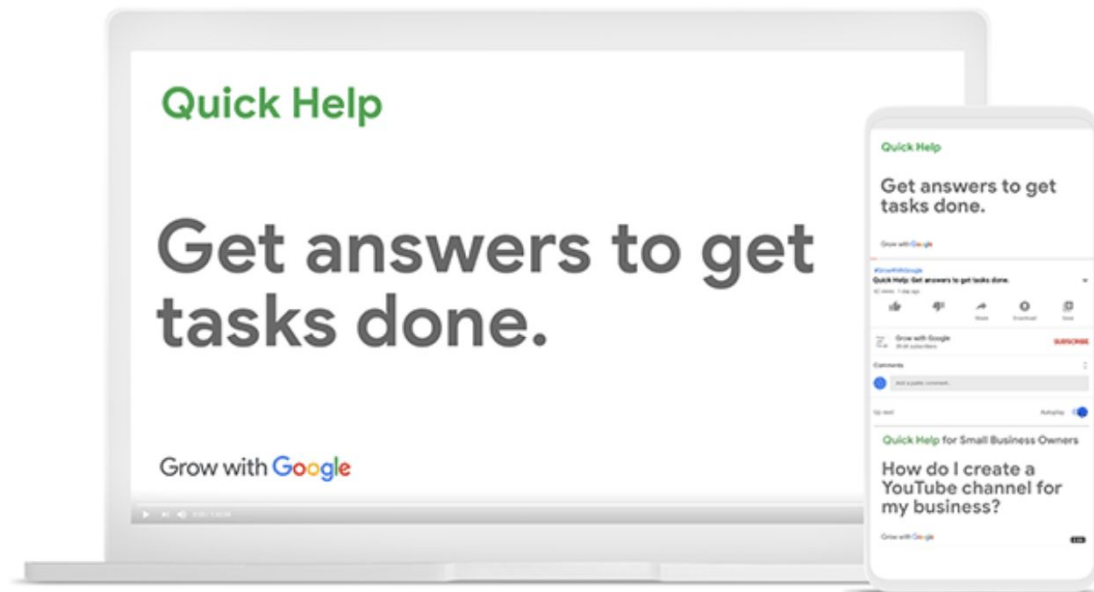Connect with Customers by Taking Your Business Online

Quick Tip:
Download the Primer app
g.co/primer/fromhome

GET IT ON Google Play

Download on the App Store

QUICK HELP VIDEOS FOR SMALL BUSINESSES

- Watch short videos to learn how to use Google's tools
- Find answers to frequently asked questions
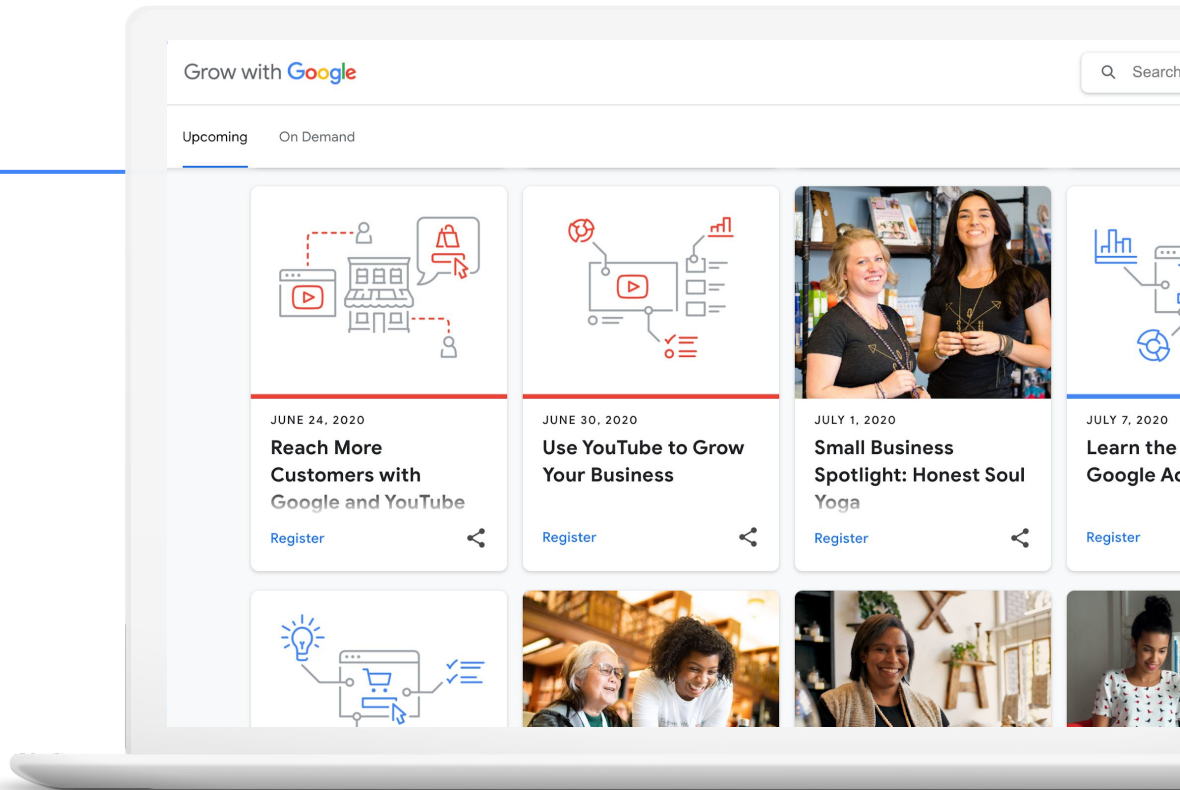- Learn about new features

Quick Tip:
Watch on YouTube
g.co/grow/quickhelp

CONTINUE YOUR EDUCATION WITH GROW WITH GOOGLE ONAIR

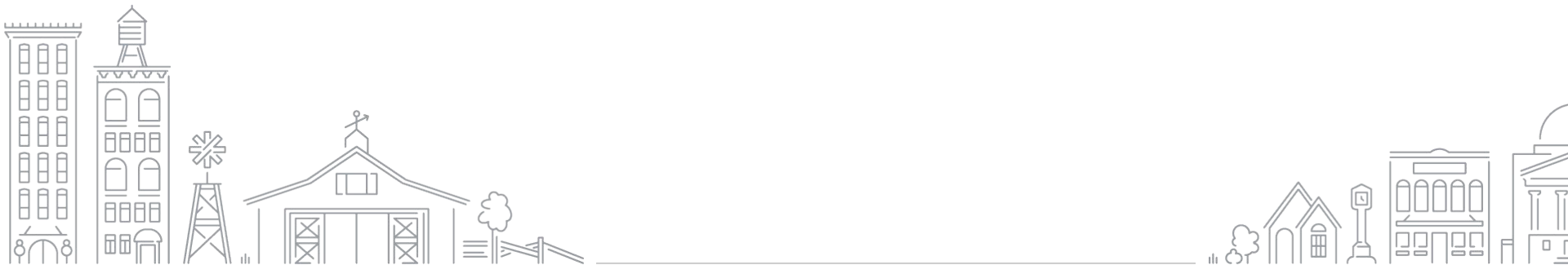Register for free virtual workshops to enhance your digital skills and grow your business

Quick Tip:
Register for virtual workshops
g.co/GrowOnAir

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Thank You

Please fill out our survey at g.co/grow/digitalcoachsurvey

Virtual 1:1 Coaching with a Googler Expert

Free, virtual 1:1 coaching with a Googler expert to support your business. Available for a limited time.

Coaching Topics and Calendar Links

Google Ads   g.co/grow/dcads

Google Analytics   g.co/grow/dcanalytics

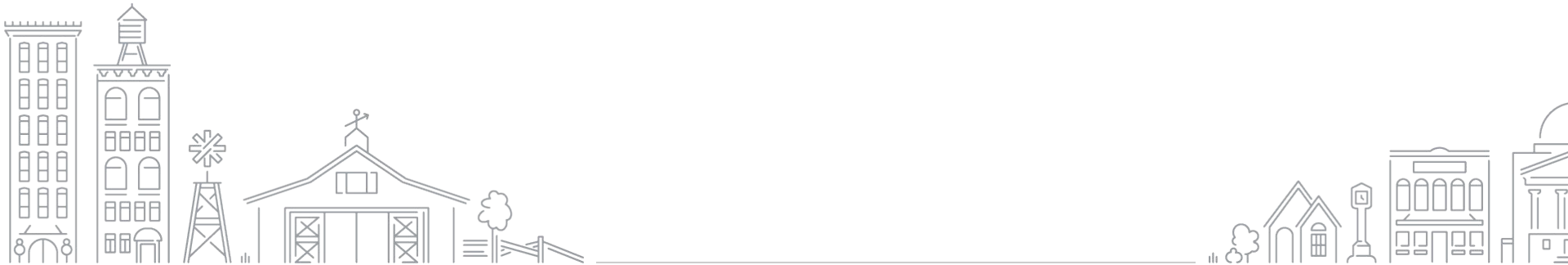Google My Business   g.co/grow/dcgmb

Google Productivity Tools   g.co/grow/dcproductivity

This opportunity is only available to learners currently residing in the United States or Canada.

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Thank You

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