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Design Thinking for Entrepeneurs

Design Thinking is a methodology used by designers to solve complex problems. It can be applied by entrepreneurs and small business owners looking to create products and services their customers need and want. You can use design thinking to create a new company, invent a new product, or even just redesign your website.

The Process

Empathize
Observe, engage and immerse

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

Define
Express the problem in the form of POVs

Analyze your observations about the user and synthesize them to define their core problems.

Ideate
Identify problems to find solutions

Engage in open brainstorming where all ideas and solutions are considered.

Prototype
Get ideas out and into the world

Draw out or craft what is possible, keeping in mind your minimum viable product (MVP).

Test
Test, learn, iterate, and repeat

Test the complete product using the best solutions identified during the prototyping phase.

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Activities to get started with Design Thinking

① Empathize

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

② Define

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 Ideate

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

Additional Resources

Google Primer
g.co/primer/fromhome

Get quick, easy lessons on your phone, with lessons like "Boost Your Online Business with Google Ads". Learn whenever you have a few minutes free, even on the go.

Quick Help
g.co/grow/quickhelp

Watch short videos to understand how to use Google's tools, find answers to frequently asked questions, and learn about new features.

Grow On Air
g.co/growonair

Sharpen your knowledge with on demand classes from Grow with Google OnAir. With classes in both Ads and Analytics, you'll gain the marketing skills you need to grow your business.

For additional resources check out google.com/grow and g.co/GrowOnAir