

# Design Thinking In Five Steps

Adopting a design thinking mindset helps us create & evolve our HR & Learning technology products to meet the evolving needs of our customers (employees).

## Empathise

Understand what your employees want and need most from their  
*(insert product type i.e. ATS, LMS etc)*



## Define

Use your research to clearly define key problem/s to solve.



## Ideate

Brainstorm various creative ideas and potential solutions to address key challenges.



## Prototype

Build simple solutions and explore how they might address key pain points.



## Test

Test your prototypes with employees, gather their feedback, and refine your solutions together.

