



DISTINCTIVE SCHOOLS

COMMIT. CREATE. COLLABORATE.

DEFINE

User + Need +
Insight = POV
(Point of View)

IDEATE

YES! and...
YES! and...
YES! and...

PROTOTYPE

Built to last...
LEARN

TEST

SHOW don't Tell

Search for
some rich
stories and
find LOVE

EMPATHIZE

Adapted from Design Thinking Cycle Stanford d.school

