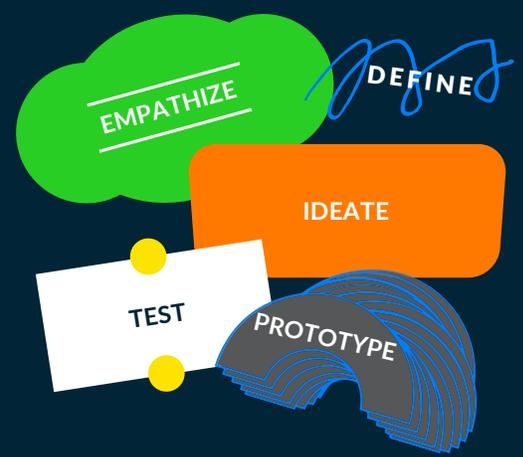# HOW IDEAS TO GO

DOES DESIGN THINKING

Does Ideas To Go use *Design Thinking*? Well, Design Thinking is simply one way of framing the Creative Problem Solving Process. **Our process and Design Thinking have the same parents: Divergence and Convergence.** Sort of like Greek and Roman mythology: same characters, different names.

To make the comparison clearly, here's a breakdown of the Ideas To Go Process vs. Design Thinking:

DESIGN THINKING STAGE 1: EMPATHIZE

The Goal: Understand needs from the point of view of the consumer.

ITG Process: We bring the notion of empathy into the process at multiple points along the way:

▷ **Opportunity Exploration**—In the form of *Creative Ethnography*® services, Consumer Immersion Events, *Inspire*® Consumer Insight Platform, and ideation prep assignments.

▷ **Ideation**—Co-creation with *Creative Consumers*® associates.

DESIGN THINKING STAGE 2: DEFINE

The Goal: Use learning from the *Empathize* step to clearly frame the challenge.

ITG Process: We define the opportunity during the Opportunity Area discussion, and create a flexible ideation agenda based on that discussion's outcome.

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DESIGN THINKING STAGE 3: IDEATE

The Goal: Generate lots of possibilities to address the challenge(s) identified during the previous phase, *Define.*

ITG Process: We ideate with *Creative Consumers*® associates, incorporating the empathy piece in a more robust, meaningful way.

DESIGN THINKING STAGE 4: PROTOTYPE

The Goal: Narrow down possibilities, and develop carton prototypes using the top ideas.

ITG Process: We call this Convergence. And the whole point is to define and develop the top possibilities. Our process is flexible enough that the items developed could be carton prototypes, concept outlines, full concepts with artwork, claims, names, or advertising/promotions. We're not limited to prototypes.

DESIGN THINKING STAGE 5: TEST

The Goal: Test the prototypes in a real-world environment to determine what's working—and what needs optimizing.

ITG Process: This step most often manifests as consumer reaction groups. Sometimes these groups involve consumers trying a prototype, but often they react to written and/or visual concepts. This can be done either online or in-person.

In the end, whether you're following the Design Thinking process, or the Ideas To Go process, the *Test* step often leads right back to the *Empathy* step. Both are cyclical, not linear processes. BOTH processes are siblings in the Creative Problem Solving family—and are structured to achieve extraordinary results grounded in consumer needs.

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