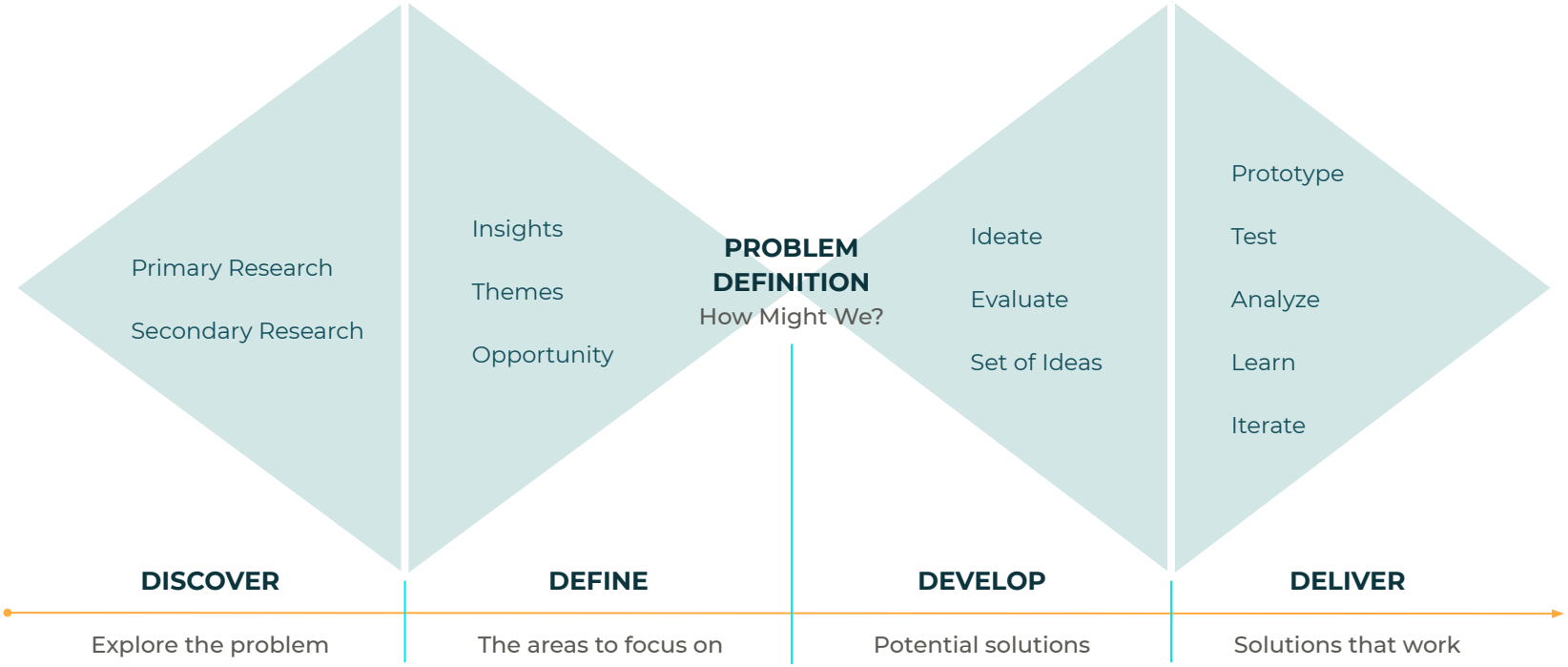
Primary Research
Secondary Research
Insights
Themes
Opportunity
PROBLEM DEFINITION
How Might We?
Ideate
Evaluate
Set of Ideas
Prototype
Test
Analyze
Learn
Iterate
DISCOVER
Explore the problem
DEFINE
The areas to focus on
DEVELOP
Potential solutions
DELIVER
Solutions that work