

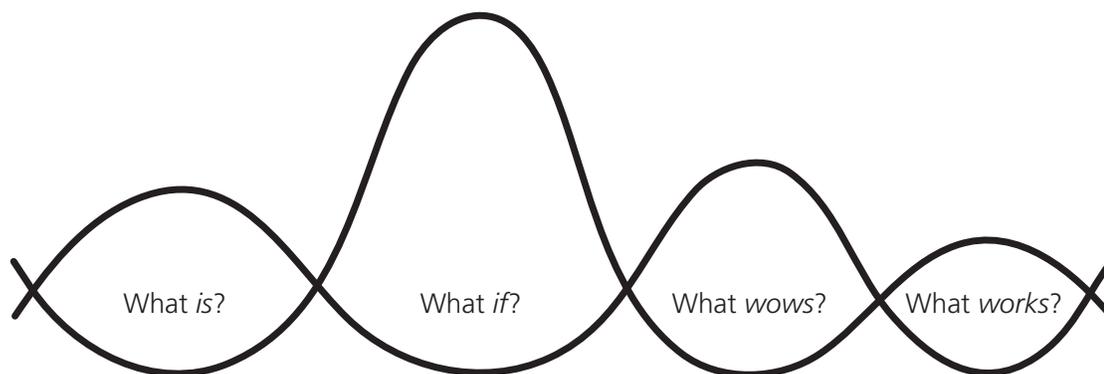
Using Your Field Book

Welcome!

Chances are, if you bought this book, you are facing a messy challenge—and want to use design thinking (or human-centered design), with its attention to empathy, invention, and iteration, to create an innovative solution. We have written this field guide to make that process easier and to provide a roadmap to help guide your innovation project.

A few years ago, Jeanne and Tim wrote *Designing for Growth: A Design Thinking Tool Kit for Managers* (D4G) with the goal of making design thinking tools and methods accessible to any manager interested in using them. More recently, Jeanne, Randy Salzman, and Daisy Azer wrote *Design Thinking for the Greater Good* (D4GG), translating our D4G work to the social sector. Meanwhile, as our team worked with thousands of people to tap into design's potential, we saw a need for something even more practical and created this step-by-step guide. Since the field book's first introduction, we've learned some new things and have incorporated them into this revised field book. While the four questions and most of the original steps and tools remain, we've added new ones and made some important refinements to our process. If you'd like more detail on the design thinking philosophy, you'll find that in D4G and D4GG. If you own them already, you'll see that they serve as great companions to this field book. But we think you'll find this field book is a useful guide to managing your project, regardless of whether you have read D4G or D4GG.

In D4G, we laid out a simple process that asked four questions:



What is explores current reality. **What if** envisions a new future. **What wows** makes some choices. **What works** brings us to action. We have built this revised step-by-step guide around those same four questions, and you'll find these steps and a roadmap for the process in **The Steps**. But design thinking is more than a process—it's also a tool kit. You'll find the core set of tools you'll need to practice design thinking in **The Tools**.

This field book will help you make choices about what tools to use and what order to use them in. We suggest that you read ahead now to familiarize yourself with the steps and the array of tools available to you. Check out the templates, additional resources, and project example to get some ideas about your own project. Of course, we have some suggestions about how the questions, the steps, and the tools can work together. Our suggestions are just a starting point, though, and you should feel free to invent your own path. That's what design thinking is all about!