2. DEFINE

Insights, Problem, Action Steps:

1. During the Define Phase, you are identifying trends in your data and across your research. Insights from your empathize phase will help you to describe the specific problem you are looking to address.

The result of this phase is an Actionable Problem Statement (APS).

Tips:
Start Stage 2 of the Design Thinking Process by writing down insights your team discovered from the empathize phase. Then, based on the case and your insights describe the problem that you are looking to address. Identify action steps that can be taken to address the problem. Combine steps 1, 2, and 3 to create an Actionable Problem Statement (APS.)

Stage 2:
Where to start:

1. Insights from empathizing
2. Describe the problem
3. Action steps
4. Actionable Problem Statement (audience, insights, problem & actions steps)