Design Thinking is a human-centered approach to solving challenges. One of the most common methodologies to design thinking is the 5 phase model. **Empathize. Define. Ideate. Prototype. Test.**

The key to this phase is understanding your audience.

**1. EMPATHIZE**

**Stage 1:**
Where to start:
1. Identify your audience (demographics)
2. Assess needs and/or wants of your audience (Data & Testimonials)
3. Observe behaviors
4. Consult experts/industry professionals/field researchers (mentoring sessions)

**Audience:**
1.
2.

**Observation, Consultation & Feedback:**
3.
4.