Welcome to OPIM Innovate! In our innovation space we have designed a series of stations dedicated to design thinking. Design Thinking is a human centered approach to solving challenges. One of the most common approaches to design thinking is a 5 stage approach. Empathize. Define. Ideate. Prototype. Test. In our Empathize space, you can meet with your target audience, stakeholders, or team members of your project.

**Stage 1:**
For every project, you need to begin by understanding your audience.

This includes:

1. Identifying your audience (demographics)
2. Assess needs and/or wants of your audience
3. Observe interactions and behaviors
4. Consult experts and/or field researcher
5. Ask for user feedback (given this isn’t the first iteration)

**Audience:**

1.

2.

**Observation, Consultation & Feedback:**

3.

4.

5.