

Design Thinking MethodCheck

This check helps identify whether Design Thinking is the right macro method for your challenge - with 15 quick questions to help you gain clarity.

1. Is there a clarified, pointed challenge?

10P
YES

NO

2. Is the challenge human-centered?

20P
YES

NO

3. Shall new products or services be created?

10P
YES

NO

4. Are the success relevant customer segments known?

10P
YES

NO

5. Is there an inspiring project space?

10P
YES

NO

6. Are you a multidisciplinary team with at least five fundamentally different areas of expertise?

20P
YES

NO

7. Can it take several days or weeks to find a solution?

10P
YES

NO

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8. Can potential users be adequately observed?

20P
YES

NO

9. Is it possible to run more than ten test cycles with users?

10P
YES

NO

10. Is there sufficient material and resource for prototyping?

10P
YES

NO

11. Is an innovation coach or design thinking facilitator available?

10P
YES

NO

12. Do the participants have a design thinking mindset?

10P
YES

NO

13. Is there a management mandate that includes possible failure?

20P
YES

NO

14. May the project be discussed internally or with individual customers?

10P
YES

NO

15. Do the participants know at least two micro methods for each work package?

10P
YES

NO

EVALUATION

Achieved score: _____

Total score: 190P

160 - 190P

→ Design Thinking is basically the right method for you

100 - 150P

→ You should at least reflect on possible alternatives

0 - 90P

→ The high likelihood is that there is a more effective method than Design Thinking

