DESIGN THINKING

A GUIDE TO CREATIVE PROBLEM SOLVING FOR EVERYONE

ANDREW PRESSMAN

CONTENTS

PART 1   Processes   1

1 DESIGN THINKING OVERVIEW | 3

2 BUILDING BLOCKS OF DESIGN THINKING | 13

3 TOOLS AND STRATEGIES | 51

PART 2   Applications   63

4 POLITICS AND SOCIETY | 65

5 BUSINESS | 81

6 HEALTH AND SCIENCE | 119

7 LAW | 129

8 WRITING | 139