

Idea Generation

Low Resolution Prototype

Iterating

Observation

Play

Prototypes

Design-Thinking

Brainstorming

Empathy

Brainwriting

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| <p>The process of forming, revising, pondering and sharing new ideas of any kind- realistic, abstract or anywhere in between.</p>   | <p>Similar to a draft. It quickly communicates and idea so that feedback can be gathered and the idea can later be built out with more detail.</p>              |
| <p>The process of making small or quick improvements to a product or service. Entrepreneurs learn from each "iteration" in order to continuously improve their product or service.</p>                          | <p>Acquiring information from the world around you based on your five senses; seeing, hearing, touching smelling and tasting.</p>                               |
| <p>Refers to engaging in activities that provide a fun and risk-free means of seeing something from a fresh perspective, learning without constraints and exploring without fear.</p>                           | <p>Simple models' entrepreneurs use to explain their idea, get user feedback and learn how their product needs to be tweaked.</p>                               |
| <p>Considering the end user or customer's needs and incorporating them when developing a solution. Entrepreneurs can use a design-thinking approach to develop products and services that solve real needs.</p> | <p>When either an individual or a group of people come up with as many new ideas as possible for a specific topic or problem.</p>                               |
| <p>Being able to understand and share feelings and perspective of someone else. It's putting yourself in someone else's shoes.</p>  | <p>All ideas are recorded by the individual who thought of them. They are then passed on to the next person who uses them as a trigger for their own ideas.</p> |