

# BEHAVE LIKE A DESIGN THINKER

**AARP**<sup>®</sup>

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Innovation Labs<sup>™</sup>

# WHAT IS DESIGN THINKING?

Design thinking is a human-centered approach to problem solving that combines creativity and structure to better understand and empathize with consumers.



# GREAT DESIGN THINKERS SHARE A COMMON SET OF BEHAVIORS

Embrace these six behaviors  
for success in your design  
thinking practice.

# EMPATHY



Relate to and understand the people you are creating for, their needs, and what drives their decisions.

# GREENHOUSING



Nurture others' ideas to help them grow until they are ready to be judged. When introduced to a new idea, design thinkers use the SUN technique:

**S**suspend judgment.

**U**nderstand the principles and excitement behind the idea.

**N**urture and build on the idea.

# SIGNALING



Set clear expectations around the intent of the session and the required mindset, either expansive (open-minded) or reductive (evaluative).

# FRESHNESS



Constantly seek new internal and external stimuli to disrupt thinking and help inspire new ideas.



# REALNESS



Start with a low-fidelity prototype to bring ideas to life in a tangible way.

# BRAVERY



Have the courage to reach outside of your comfort zone, stretch your thinking, and take thoughtful risks.

## NOTES

## DESIGN THINKING IN ACTION

[illegible]

# DOODLES

DESIGN THINKING IN ACTION



**For more information:**

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