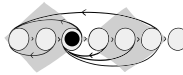


Project:
Team:
Version & Date:

DEFINE SUCCESS



Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1



Quick guide: The definition of what success means is a central element in assessing, for example, how radically one is allowed to think. In addition, it enables a uniform understanding to be established between the design team, the client and other stakeholders.

More tips & tricks for this template on book page: 137

Define questions

Prepare a list of relevant questions.



1

Answers

Brainstorm or enter the answers.



2

Evaluate and Select

Evaluate the answers and define the characteristics



e.g. success for customers



3

Outcomes

Record the results.



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