Inside the process

Inquire

- Explore the phenomenon, its relationship with the user, and its context.
- Plan and Conduct qualitative research.

Define

- Qualitative data analysis.
- Identificate User Needs.
- Problem definition.
- Solution question.

Execute

- Brainstorm and evaluate possible solutions.
- Design your solution.
- Built prototypes of your solution.
- Create a testing plan.

Assess

- Test and impact evaluation.
- Describe takeaways.
- Develope an iteration plan.
- Share to replicate and scale.

iterate

Process compared to methodologies that inspire it

Method / Phase	Inquire	Define	Execute	Assess
Scientific method	Observation Questioning Data Collection	Hypothesis	Experiment	Data analysis and conclusions
Design Thinking (DT)	Empathize	Define	Ideate Prototype	Data analysis and conclusions
Engineering design process (DT)	Identify the problem		Brainstorm solutions. Select a design Built a model or prototype.	Test and evaluate. Optimize the design solution. Share the solution.
Technology readiness level (TRL)	TRL 1: Principles observed.		TRL 2: Technology concept formulated. TRL 3: Experimental proof of concept.	TRL 4: Technology validated in lab conditions. TRL 5: Technology validated in a relevant environment. TRL 6: Technology demonstrated in a relevant environment.