

Design Thinking: A Review Paper

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Abstract: *Design thinking is an analytic and creative process in which a person is encouraged to experiment, create and prototype models, gather feedback, and redesign. The literature has identified several characteristics (e.g., visualisation, creativity) that a good design thinker should have. Design and design thinking have been recognised as valuable contributions to business and management, and the number of higher education programmes teaching design thinking to business students, managers, and executives is increasing. Multiple definitions of design thinking, as well as a variety of perspectives, have led to some confusion about possible paths. Design, like problem solving, is a natural and widespread human activity. A design process begins with a need and discontent with the present situation, as well as a determination that something must be done to fix the problem. Many scientists, in this opinion, have been creating and behaving as designers throughout their careers, while not always being aware of or realising that they are doing so..*

Keywords: Design thinking.

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