



MODUL 4

CREATE & MANAGE

Design Thinking und Product Discovery

“

Understand the user and his motives
better than he himself

STEFFI KIEFFER

Mindset

Empathie

Offenheit

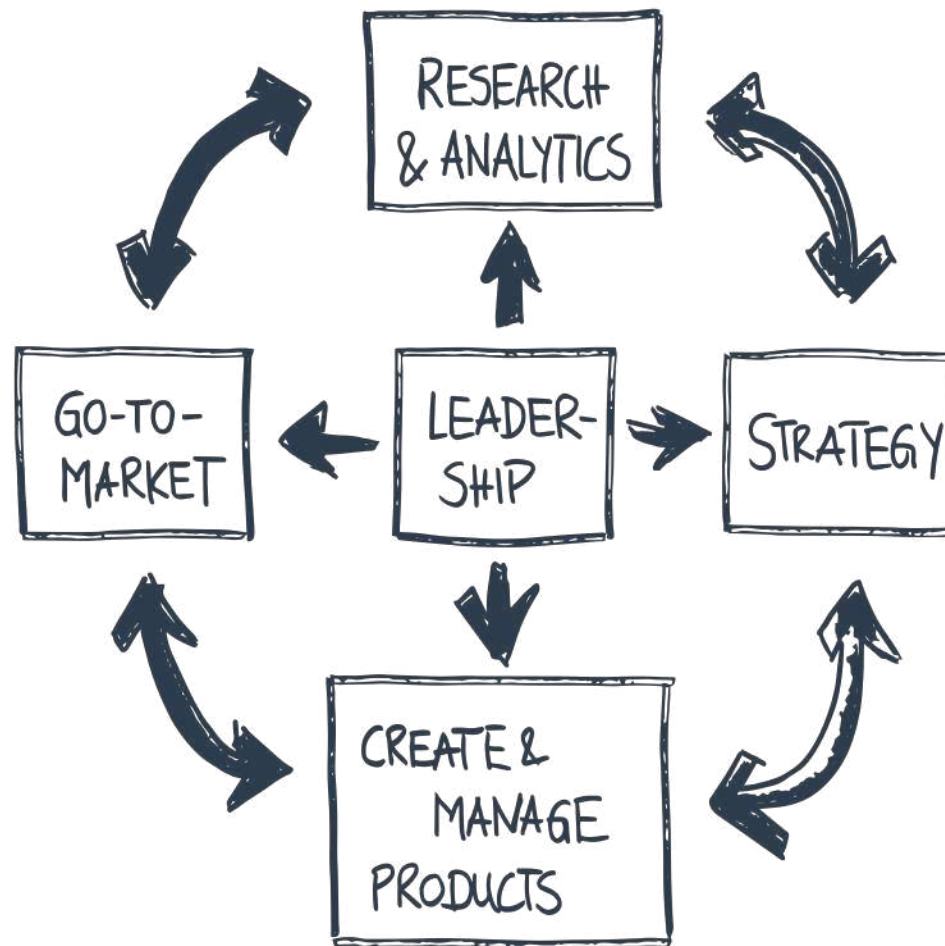
Neugier

Lernbereitschaft

Outside-the-box-Thinking

Fehlerkultur

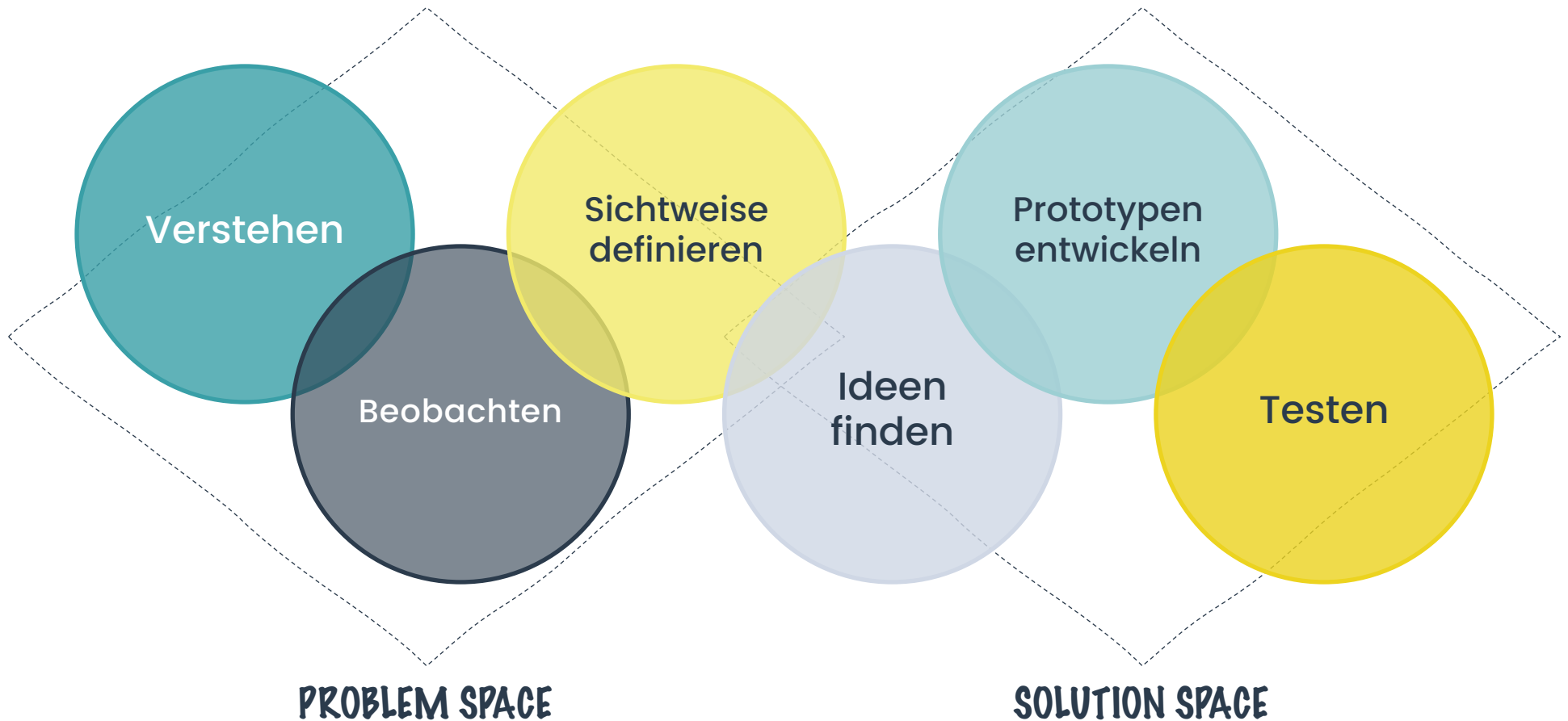
Ideen entstehen 



Lebenszyklus-
manager

Innovator

Design Thinking



DAS DESIGN THINKING PLAYBOOK

MIT TRADITIONELLEN, AKTUELLEN
UND ZUKÜNFTIGEN ERFOLGSFAKTOREN

HERAUSGEBER:

MICHAEL
LEWRICK

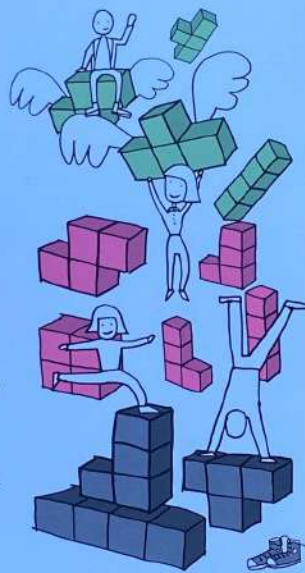
PATRICK
LINK

LARRY
LEIFER

VISUALISIERUNG:

NADIA
LANGENSAND

VAHLEN



DAS DESIGN THINKING TOOLBOOK

Die besten Werkzeuge
& Methoden

Herausgeber:

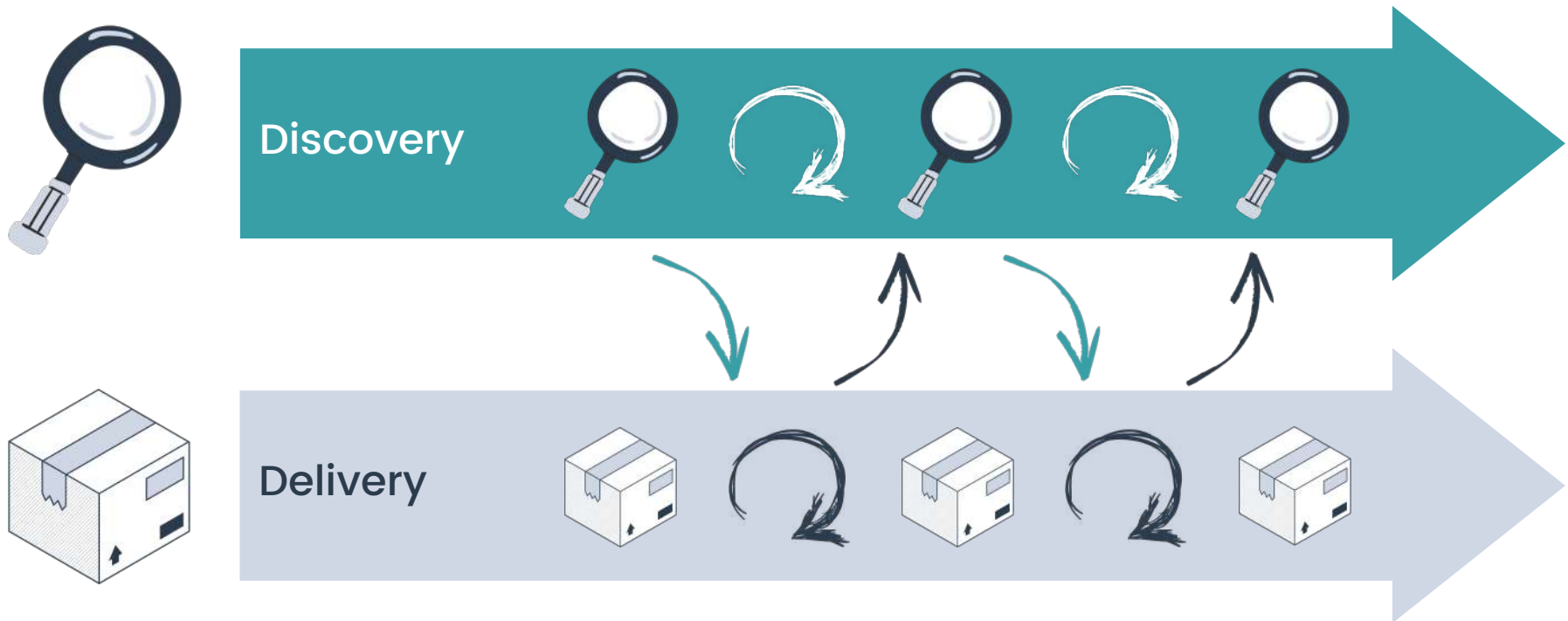
Michael Lewrick
Patrick Link
Larry Leifer

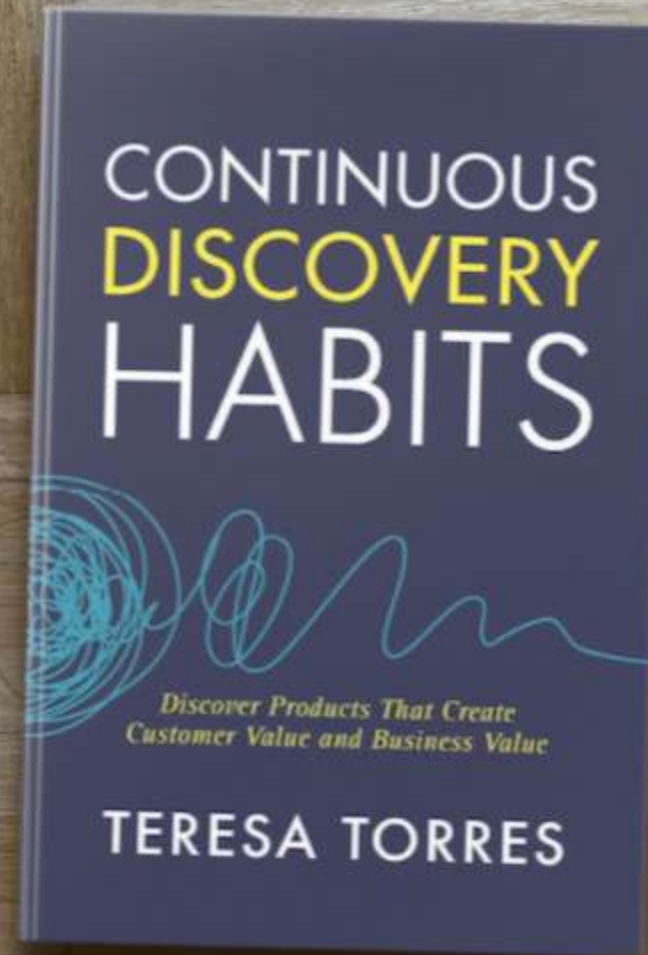
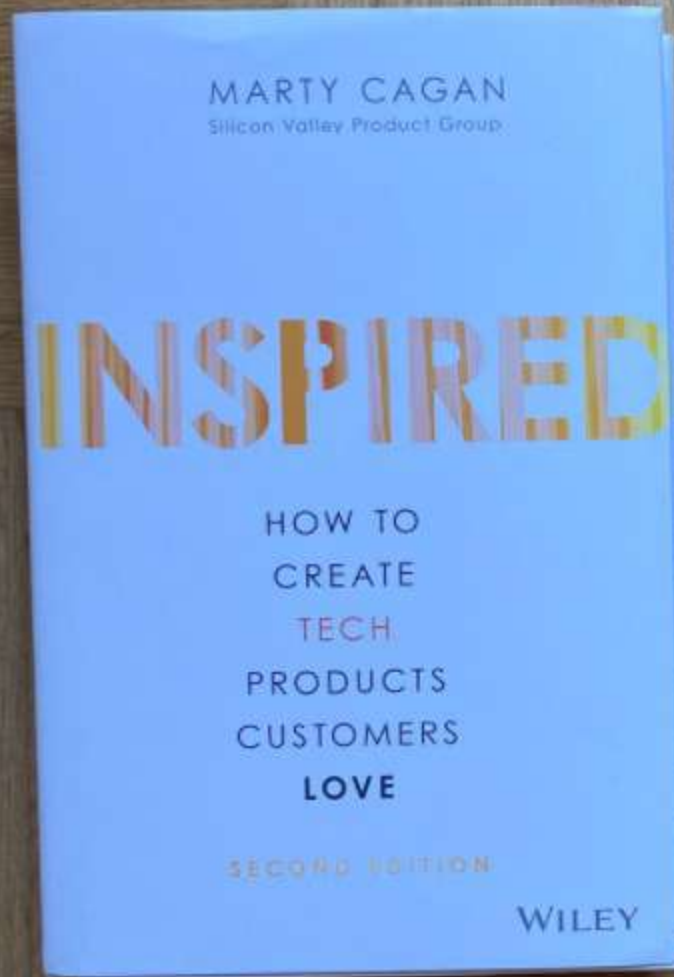
Visualisierung:
Achim Schmidt



VAHLEN

Product Discovery





create products that matter.
make a difference.
together.

www.productlounge.net

