

Design Thinking Amplified

Creative Problem-Solving with AI

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Meta

Hook, hold, harvest and hide: Meta's alleged strategy laid out in first week of landmark trial

In trial that opened on Tuesday, California and 28 other states accused the company of designing addictive sites and violating laws protecting children's privacy



📷 'Meta's business model worked especially well for kids.' Photograph: Vicki Behringer/Reuters

Dara Kerr

Sat 22 Aug 2026 04.00 EDT

CRAFT

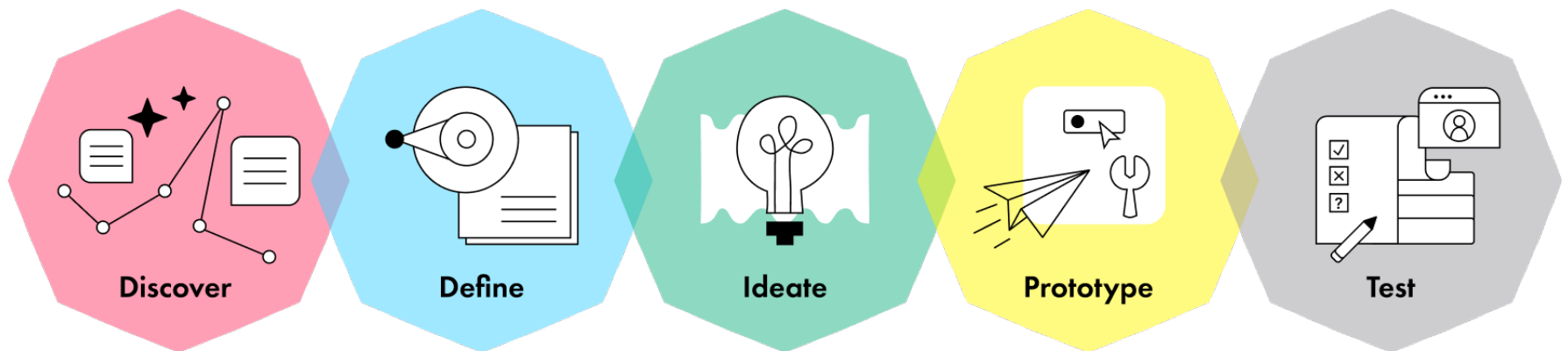
Design

is the successful synthesis of
agenda and craft

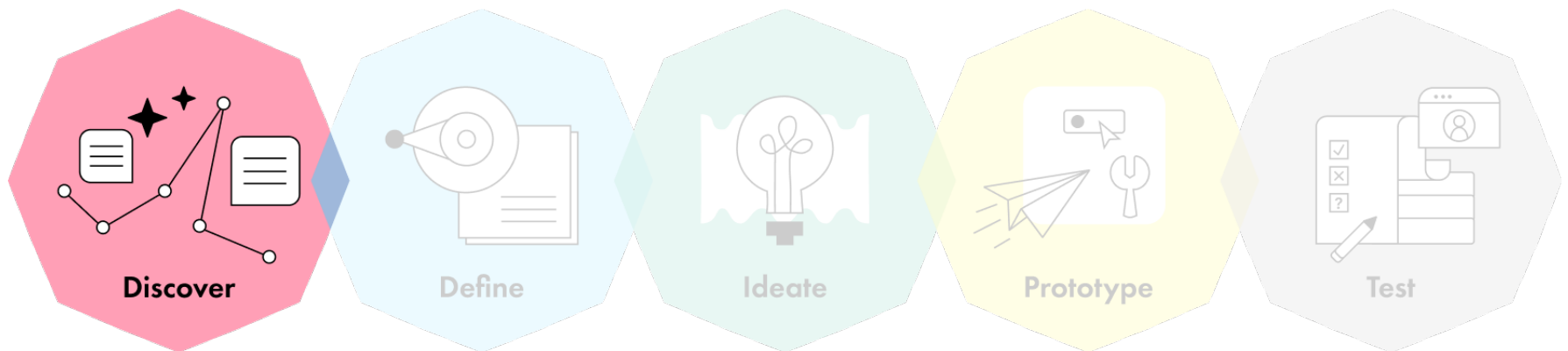
AGENDA



Five Stages of the Design Thinking Process

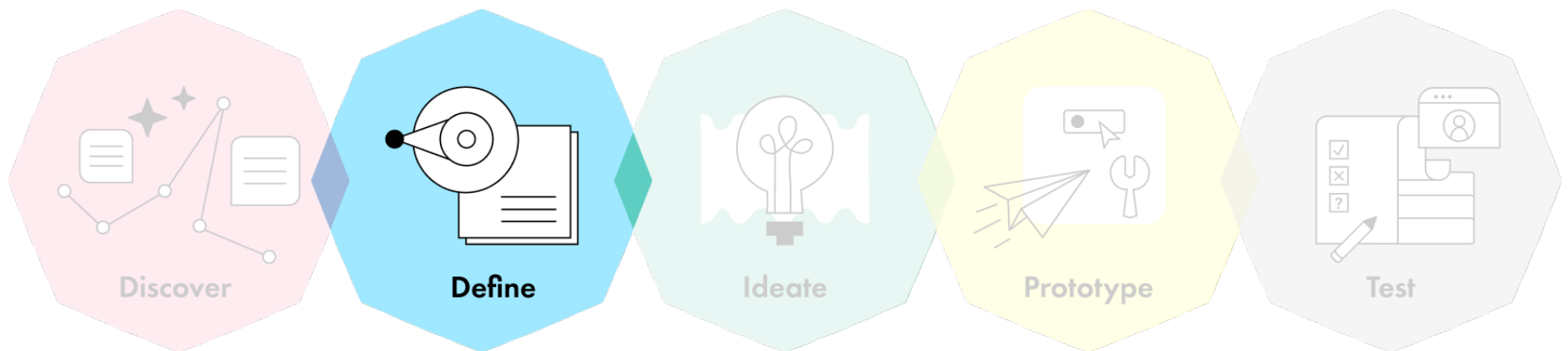


Five Stages of the Design Thinking Process



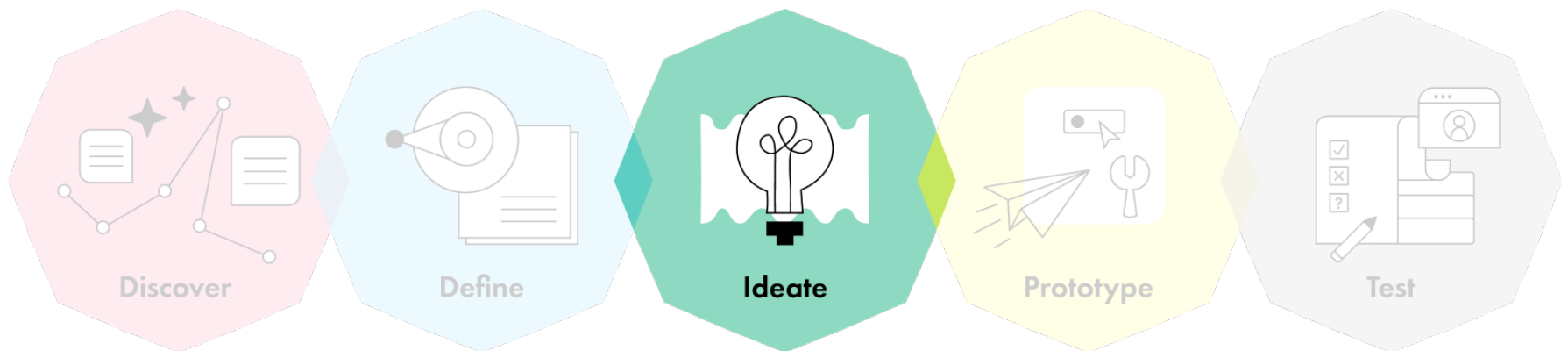
Uncover the complexity of the problem space

Five Stages of the Design Thinking Process



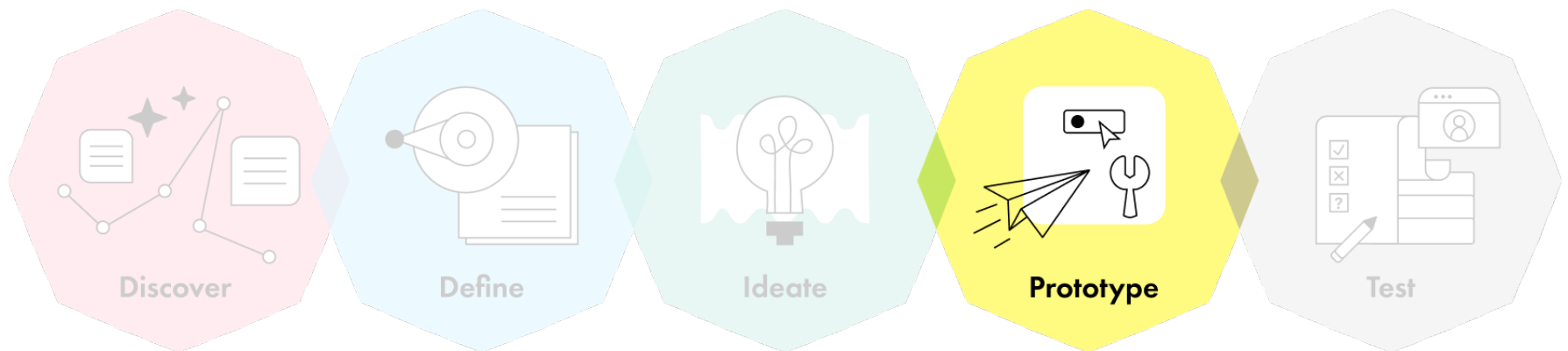
Focus on a specific aspect of the problem

Five Stages of the Design Thinking Process



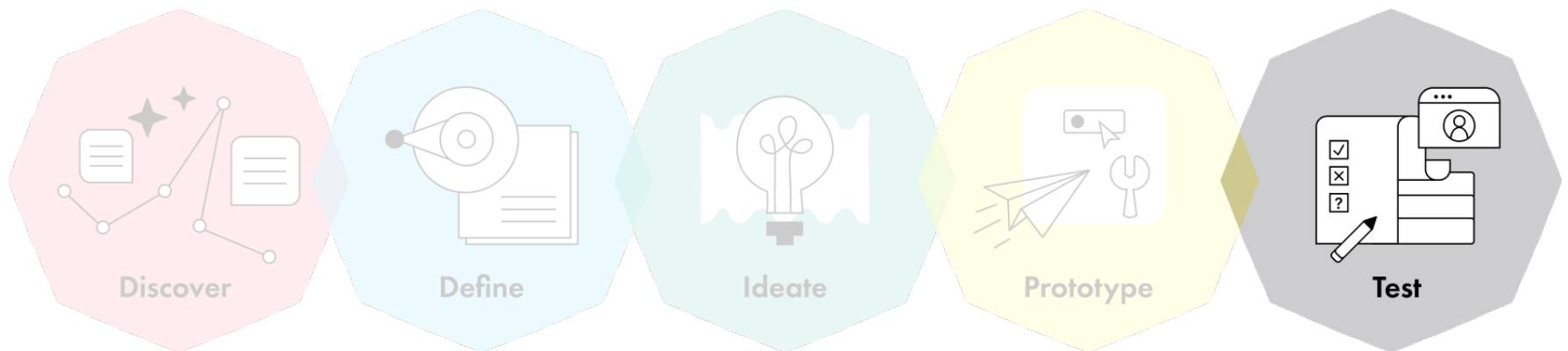
Explore a range of creative solutions

Five Stages of the Design Thinking Process



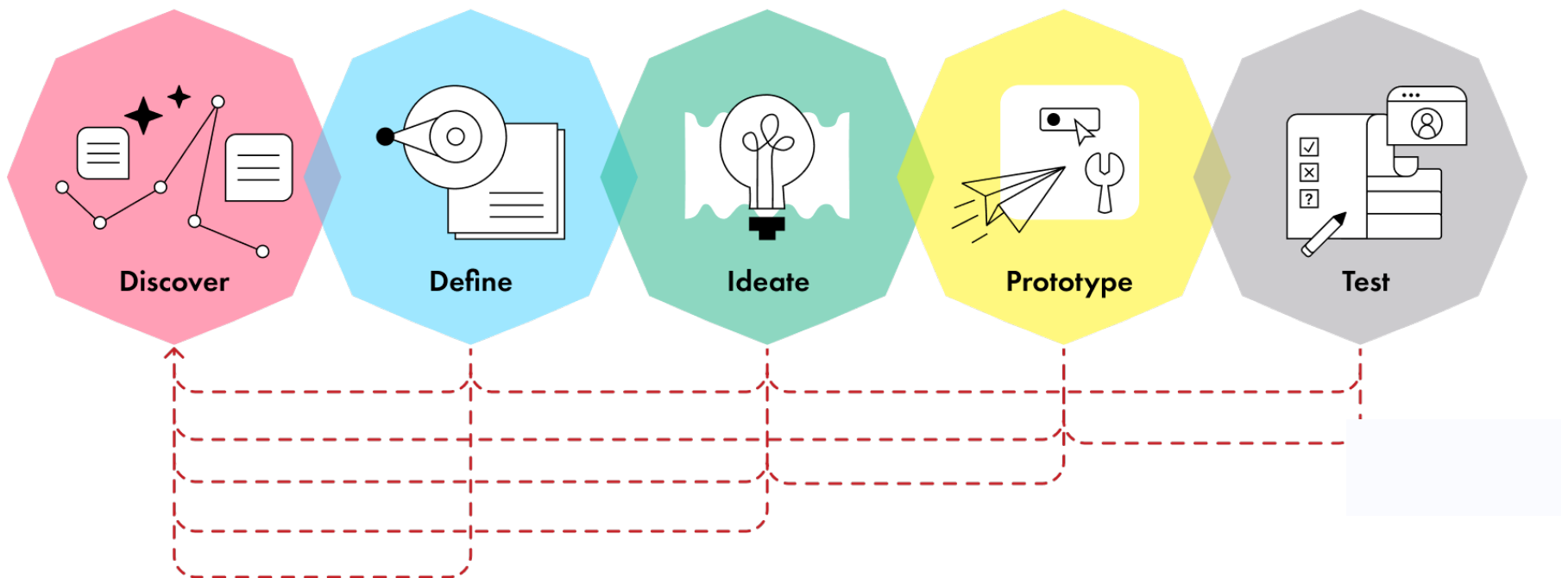
Create a tangible representation of the idea

Five Stages of the Design Thinking Process

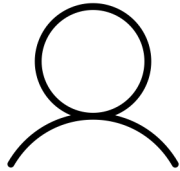


Seek feedback and iterate based on insights

Reflection in Action and Iteration



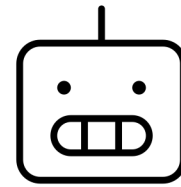
Design Thinking



Thinking
Alone



Thinking
in Teams



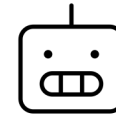
Thinking
with Machines



You notice what resonates personally, but only from your own perspective.

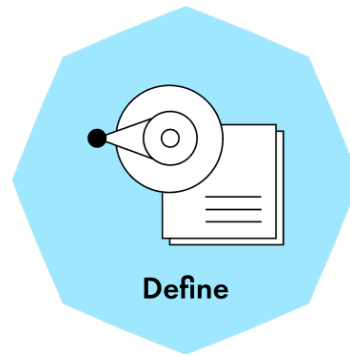


We combine our experience to reveal patterns no single person would see.



It scans huge data sets fast, surfacing multiple understandings.

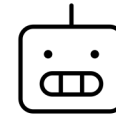




You pick one framing fast, but may close it down too early.

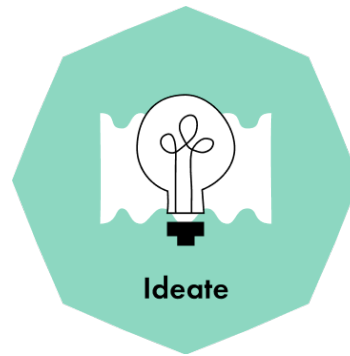


We explore different problem frames through debate until we reach agreement.



It quickly generates many alternative frames, revealing a wider range of problem definitions.

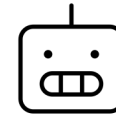




You spark the first stepping-stone idea in your own personal voice.

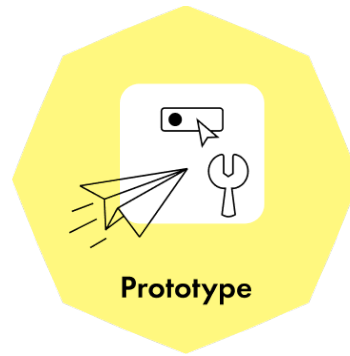


We build on each other's ideas instead of starting from zero.



It floods the room with ideas, breaking the blank-page problem instantly.

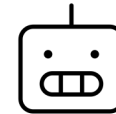




You build a basic version shaped only by your own point of view.

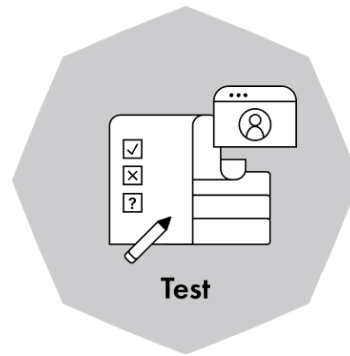


We combine different skills to build what none of us could do alone.



It makes a working version fast, but defaults to the most predictable outcome.





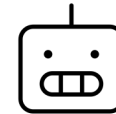
Test



You rely on instinct to interpret feedback but are unaware of your blind spots.

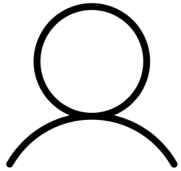


We gather feedback from real people outside our lived experience.

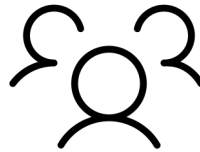


It summarizes trends in user feedback but can't judge what's true or valuable.

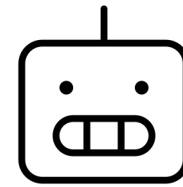




Thinking
Alone



Thinking
in Teams



Thinking
with Machines



We need the world's greatest
minds fixed on trying to
repair this planet

Prince William, Duke of Wales, 2022



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