Convergent Thinking

Design Thinking Power Concept

Going narrow to hone in on a creative idea.

The University of Texas at Austin
School of Design and Creative Technologies
College of Fine Arts
Design Thinking

A human-centered, creative problem-solving approach.

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Mindsets

1. Collective intelligence
2. Optimism
3. Embrace ambiguity
4. Bias for action
5. Reframe
6. Flexible
7. Be scrappy, not precious
8. Empathy
9. Creative Confidence

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Divergent Thinking

Design Thinking Power Concept

Going wide to generate a lot of creative ideas.
The second phase of the design thinking methodology, where you use what you learned from humans during Inspiration to generate creative solutions through divergent and convergent thinking.
The first phase of the design thinking methodology, where you learn from humans by engaging in design mindsets, design research, synthesis, and problem definition.