Acknowledgements	ix	
Section I: The Why and How of Design Thinking	1	
Chapter One: Why Design?	3	
Chapter Two: Four Questions, Ten Tools	21	
Section II: What <i>is</i> ?	.39	
	49	
Chapter Three: Visualization		
Chapter Four: Journey Mapping	61	
Chapter Five: Value Chain Analysis	75	
Chapter Six: Mind Mapping	81	
Section III: What <i>if</i> ?	93	
Chapter Seven: Brainstorming	103	
Chapter Eight: Concept Development	113	
Section IV: What wows?	121	
Chapter Nine: Assumption Testing	131	
Chapter Ten: Rapid Prototyping	141	
Section V: What <i>works</i> ?	151	
Chapter Eleven: Customer Co-Creation	159	
Chapter Twelve: Learning Launch	167	

Section VI: Leading Growth and Innovation in Your Organization	179
Appendix	199
The Project Management Aids	201
CNVC's List of Universal Human Needs	213
Further Reading	217
Notes	221
About the Authors	225