

Design thinking as a tool for research?

From challenge to solution in five steps

Design thinking is a method for developing solutions to complex social issues. The focus is human-centred: understanding the target group is crucial in developing a promising solution. The creative process consists of five steps (note that not all steps are always applicable to all research questions. Therefore, sometimes steps 4 and 5 are not included):

1

Empathize - Understand the needs, problems and experiences of the target group

2

Define - Clearly define the problem to solve

3

Ideate - Brainstorm and think creatively

4

Prototype - Make it tangible

5

Testing & optimization - Improve the solution

Also want to apply design thinking methodologies to answer your research question? Please contact us:
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Research about people and society

We have a passion for data. We love to use this passion, along with our knowledge and skills, to solve the complex issues that are currently at play. In doing so, we make a significant contribution to solving societal problems.

Our services

Both researchers and policy makers can approach us for quantitative and qualitative research. Whether it is method development, data collection, analysis, reporting, dissemination, or software development, we provide support in every stage of the research process.

Core activities

- Online survey research
- Policy analysis and model development
- Consumer research
- Data science
- Software development

Unique features of Centerdata

- Data collection, research and analysis, and software development all under the same roof
- Scientifically conducted projects
- Experts in both academic and applied research
- The online LISS panel based on a true probability sample of households, established in collaboration with Statistics Netherlands
- Expertise in developing tools for (inter)national data infrastructures
- A wide variety of clients: the academic community, government, non-profit and private sectors
- Providing training, masterclasses, and courses on working with data



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