1. Engage

Get started: build a team, develop a vision, and define the challenge.

- Briefing
  - Statement
  - Goal

- Interview
  - Meet your user

- Reflection
  - What is the user's point of view?

- How might we?
  - Ask why questions

2. Discover

Understand the enterprise: meet your audience and explore the problem space

- Reflect
  - Reflection

- How might we?
  - Ask why questions

3. Define

Capture the status quo > envision the future: make models

- As is
  - Draw a model of the current environment

- To be
  - Draw a model of your solution

Discuss your solutions
4. experiment
Develop options: get inspired, note and sketch ideas, and make the future enterprise visible.

5. validate
Test and tweak your design: make prototypes, challenge assumptions, and gather feedback.

6. implement
Make it happen: plan the execution of your design, document and explain.

7. deliver
Launch your new enterprise: communicate, manage the transition, evaluate impact.