



Thinking Allowed

We apply this methodology to all of our projects. Whatever the project, the design process commences with a challenge, question or hypothesis. The process itself is comprised of four elements: **Discover, Define, Develop and Deliver.**

Discover.

This stage involves learning about a business or a project, its market and its goals. We use structured facilitated workshops which include a range of activities that act as a catalyst to enable CoffeehouseDigital to work with you to develop the best solution to your challenge.

Define.

During this stage, the variety of ideas distilled from the workshop are filtered into a clear definition of the challenge. It is at this point that ideas are drawn together and passed into the development stage.

Develop.

This stage gives visibility to numerous solutions for resolving the challenge that has been defined. Iterative and creative thinking involving CoffeehouseDigital and our client is imperative at this stage.

Deliver.

Now is the time when the final concept is chosen. The project culminates in the delivery of the completed work in whichever form best suits the project. Whatever form the completed outcome takes, our clients can be certain that they have played an integral part in creating the best solution to their challenge.



