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| **Ask** | |
| Possible activities:   * Customer discussions * Background research * Root cause analysis (5 Why’s) | Common deliverables:   * Problem statement * Requirements (and constraints) |
| **Imagine** | |
| Possible activities:   * Brainstorming * Lateral thinking * Observation of prior solutions | Common deliverables:   * List of design ideas |
| **Plan** | |
| Possible activities:   * Concept evaluation (SWOT analysis) * Concept selection (Pugh matrix) * Choice of design variables * Subsystem definition * Preliminary design review (PDR) | Common deliverables:   * A single design concept * Schedule * Task assignments |
| **Create** | |
| Possible activities:   * Modeling * Prototyping | Common deliverables:   * Model(s) * Prototype(s) * Test plan(s) |
| **Test** | |
| Possible activities:   * Testing / sanity checks * Subsystem integration * Data analysis * Critical design review (CDR) | Common deliverables:   * Test results * Requirements assessment |
| **Improve** | |
| Possible activities:   * Design evaluation / retrospection | Common deliverables:   * Plan for iteration / next steps * Technical report * Oral presentation |