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| **Ask** |
| Possible activities:* Customer discussions
* Background research
* Root cause analysis (5 Why’s)
 | Common deliverables:* Problem statement
* Requirements (and constraints)
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| **Imagine** |
| Possible activities:* Brainstorming
* Lateral thinking
* Observation of prior solutions
 | Common deliverables:* List of design ideas
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| **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
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| **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
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| **Improve** |
| Possible activities:* Design evaluation / retrospection
 | Common deliverables:* Plan for iteration / next steps
* Technical report
* Oral presentation
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