

D Define { → who is client & target audience  
→ what is the design solution client is thinking  
→ where will design be used } why

R Research { → Background info  
→ Primary research (Primary sources)  
→ Secondary research (Secondary sources)

I Ideate { draws on the research gathered  
→ brainstorming  
→ Create ideas that tackle design brief

P Prototype { → More formal model to test idea  
→ Check technical feasibility  
→ Presented to stakeholders

S Select { → check the fitness of design  
→ cost & time  
→ finalize one prototype

I Implement { → keep project on budget & time

L Learn { → obtain feedback & learn from mistakes

# Define

who is the target audience

where is the design used  $\left\{ \begin{array}{l} \rightarrow \text{Geographical} \\ \rightarrow \text{media} \end{array} \right.$

why is this design required?

How is the solution be implemented

When is the design needed & how long

what is the design client is thinking of

# Research

Qualitative vs Quantitative

Primary vs Secondary

Background information on what the user groups feel, their choices, tastes etc.

Drivers & Barriers

Target groups

character profile

# Idea Generation

- 1) Divergence → Branching out from a central theme
- 2) Convergence → Coming towards a point
- 3) Transformation → changing perspective  
Visual Redesign

Generate solutions

# UX Principles

KISS

White Space

Text minimization

Graphic Impact

SCALE

User Centric Design

Ergonomics

Ockham's razor