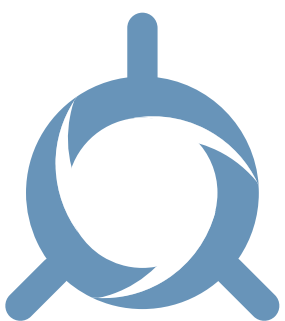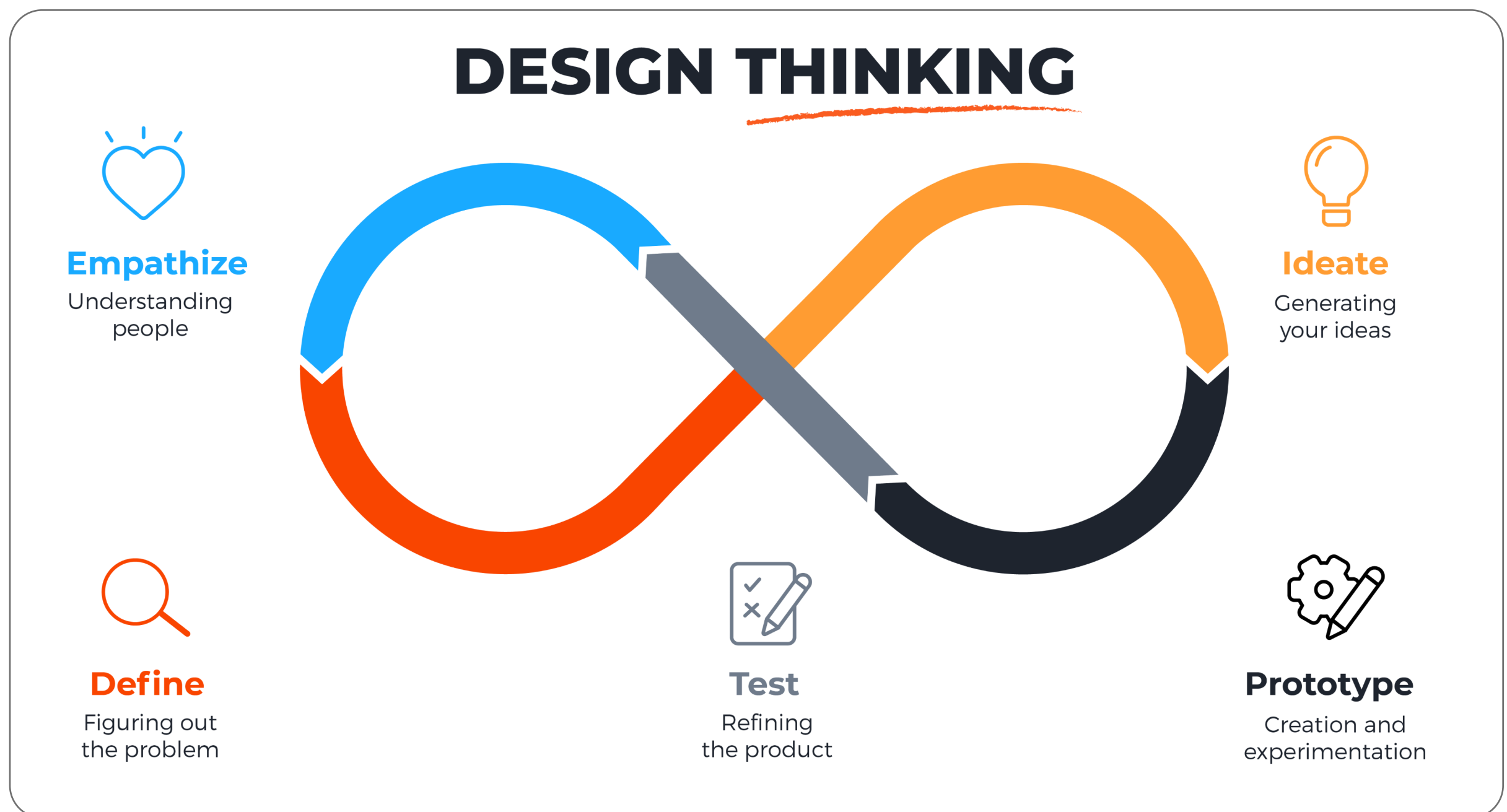# Design Thinking 101

# History of Design Thinking

◆ It is a common misconception that design thinking is new. Design has been practiced for ages: monuments, bridges, automobiles, subway systems are all end-products of design processes. Throughout history, good designers have applied a human-centric creative process to build meaningful and effective solutions.

What is Design Thinking

◆ Design thinking is an ideology supported by an accompanying process. A complete definition requires an understanding of both.

◆ The design thinking ideology asserts that a hands-on, user-centric approach to problem solving can lead to innovation, and innovation can lead to differentiation and a
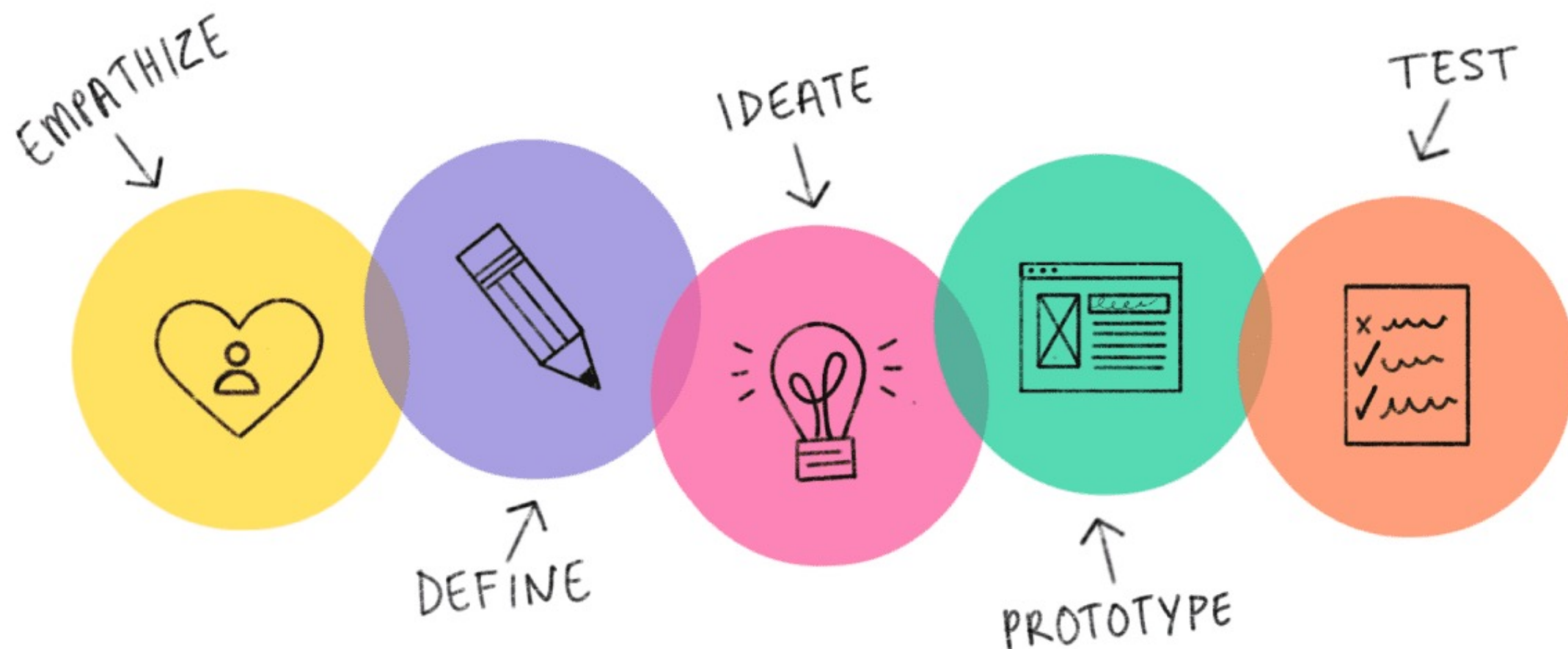
How it works ?

◆ The design-thinking framework follows an overall flow of 1) understand, 2) explore, and 3) materialise. Within these larger buckets fall the 6 phases: empathise, define, ideate, prototype, test, and implement.


EMPATHIZE   DEFINE   IDEATE   PROTOTYPE   TEST   IMPLEMENT

UNDERSTAND   EXPLORE   MATERIALIZE
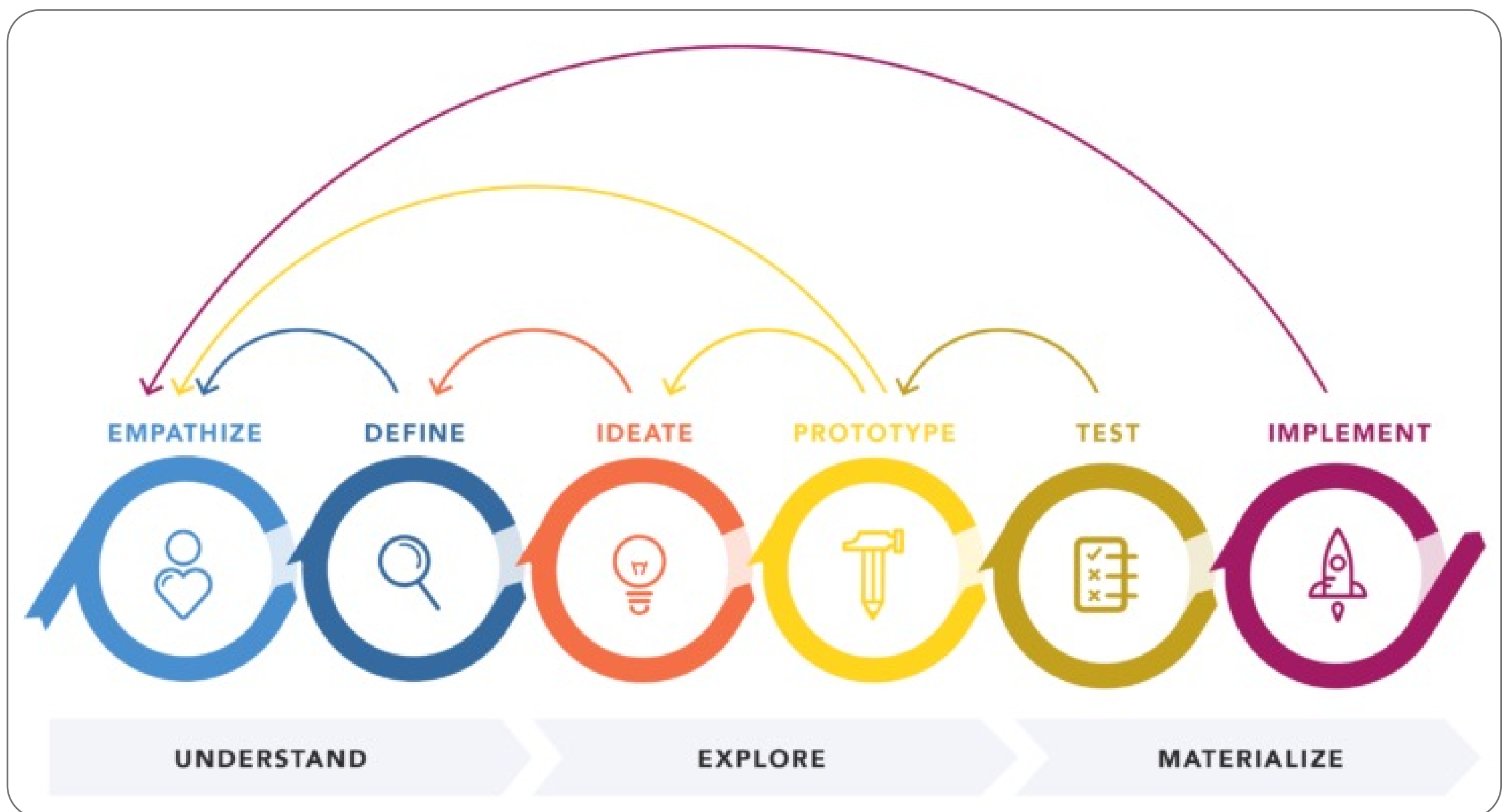
Empathize

◆ Imagine your goal is to improve an onboarding experience for new users. In this phase, you talk to a range of actual users. Directly observe what they do, how they think, and what they want, asking yourself things like 'what motivates or discourages users?' or 'where do they experience frustration?'
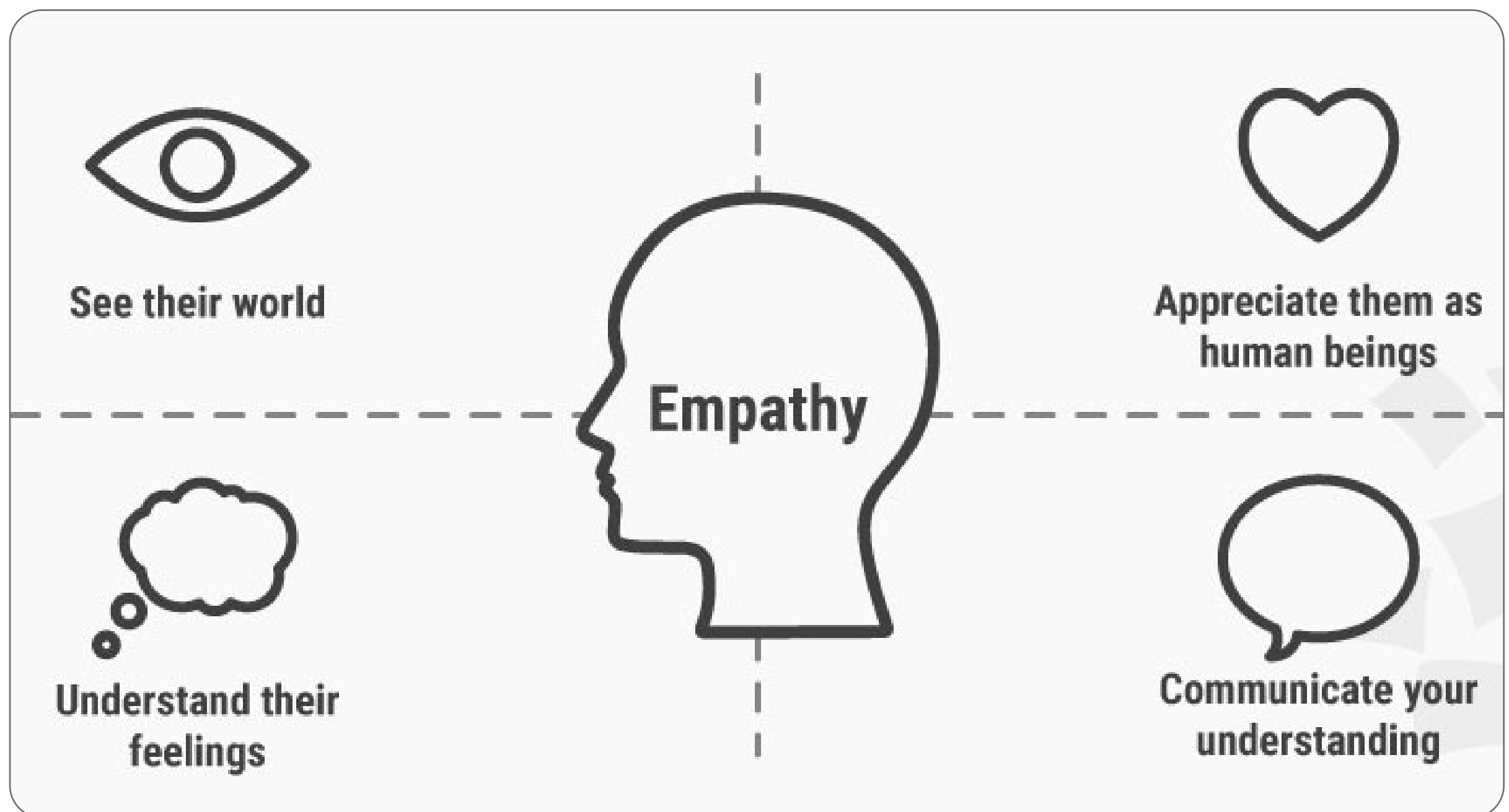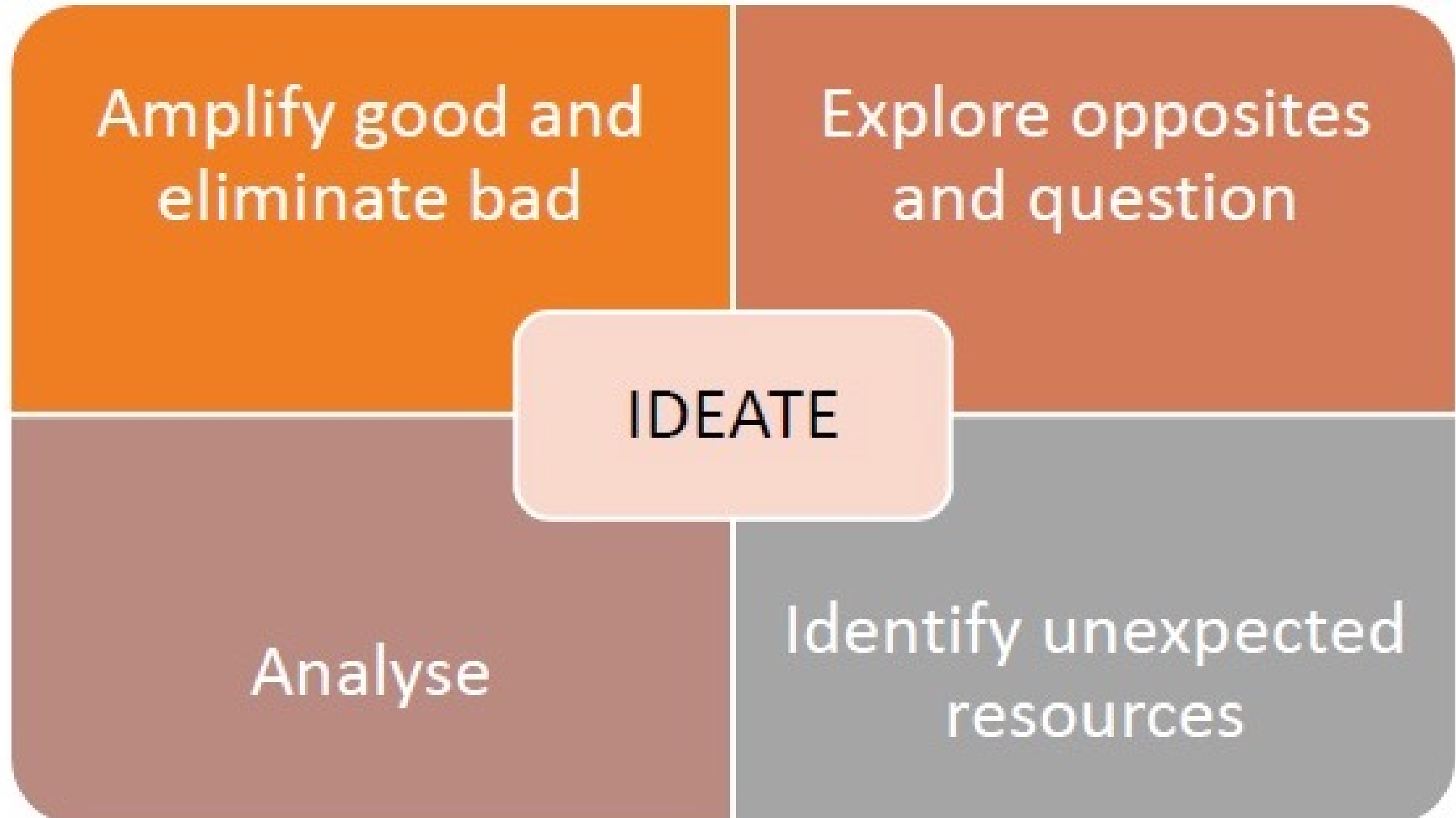
Define

◆ Consider the onboarding example again. In the define phase, use the data gathered in the empathize phase to glean insights. Organize all your observations and draw parallels across your users' current experiences. Is there a common pain point across many different users? Identify unmet user needs.
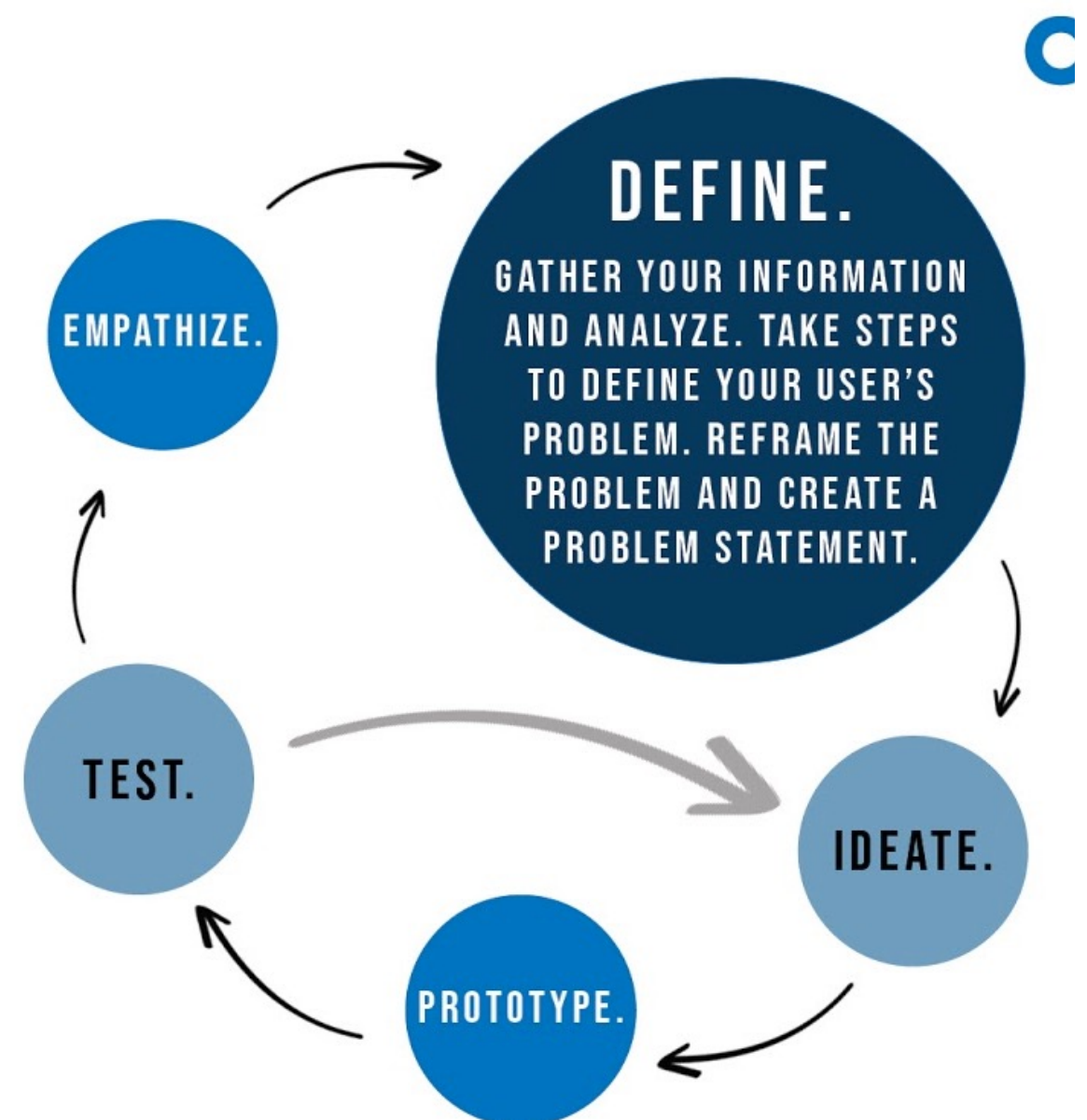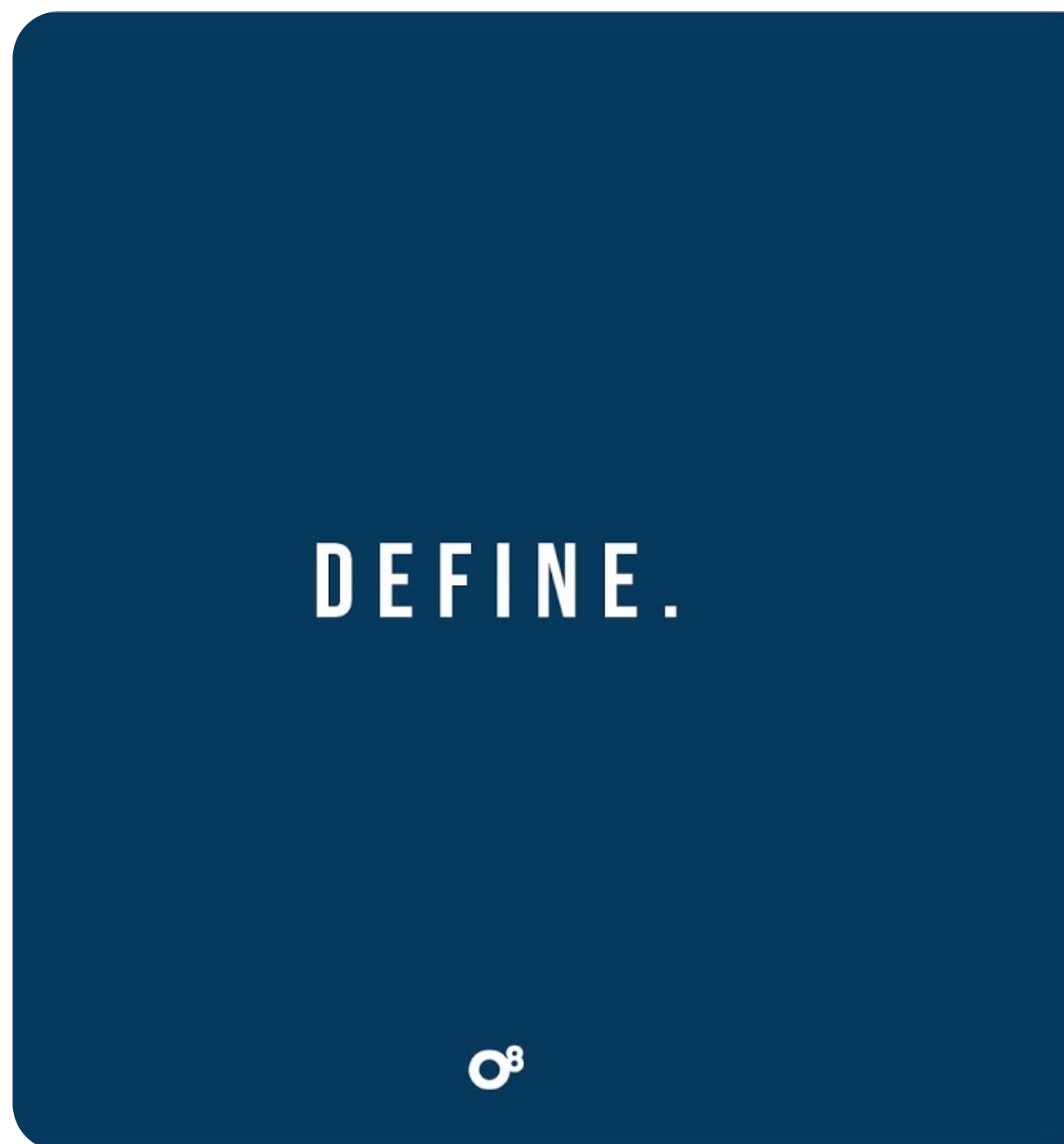
Ideate

◆ Brainstorm a range of crazy, creative ideas that address the unmet user needs identified in the define phase. Give yourself and your team total freedom; no idea is too farfetched and quantity supersedes quality.

Amplify good and eliminate bad	Explore opposites and question
Analyse	Identify unexpected resources

IDEATE

Prototype

◆ Build real, tactile representations for a subset of your ideas. The goal of this phase is to understand what components of your ideas work, and which do not. In this phase you begin to weigh the impact vs. feasibility of your ideas through feedback on your prototypes.

Test

◆ Put your prototype in front of real customers and verify that it achieves your goals. Has the users' perspective during onboarding improved? Does the new landing page increase time or money spent on your site?
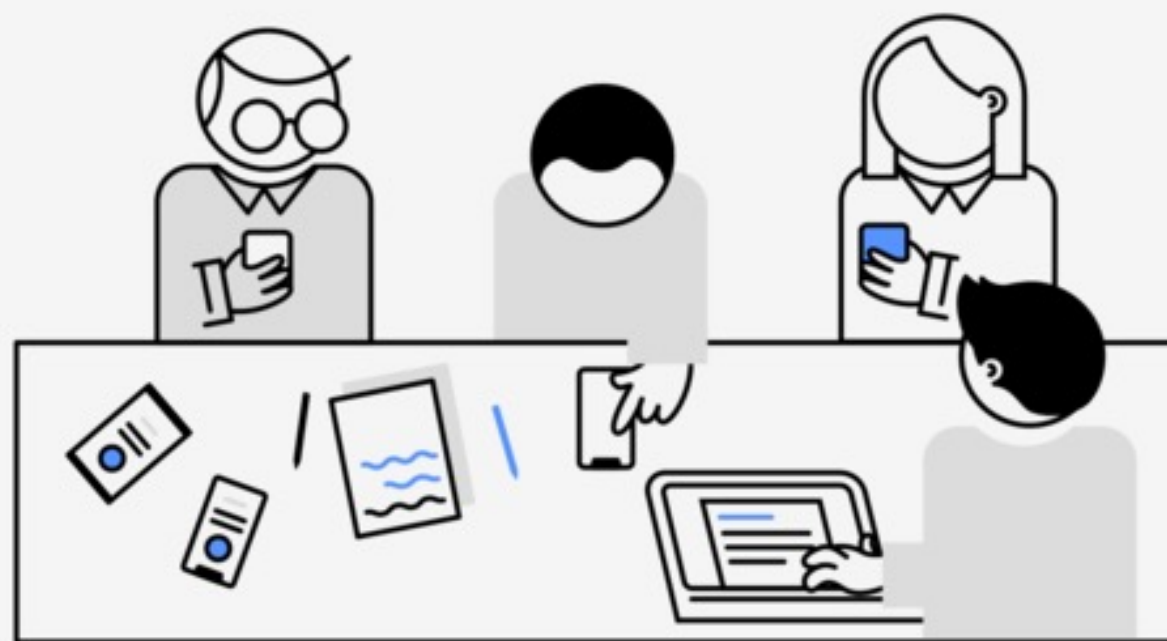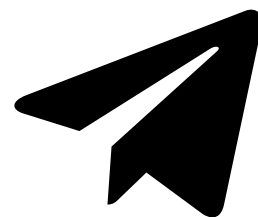
Implement

◆ This is the most important part of design thinking, but it is the one most often forgotten. As Don Norman preaches, "we need more design doing." Design thinking does not free you from the actual design doing. It's not magic.

GoProtoz

Was that helpful let us
know in comment section ?

Comment your thoughts..!