Design
Thinking

Design thinking is an iterative process which teams use to understand users, overcome challenges, produce and test applications. It is useful to pinpoint problems that are hard to plan for and involves five phases: Empathize, Define, Ideate, Prototype and Test.

Empathize - Research User' Needs

This is the first phase where the team researches their expected users to get their point of views and pain points. This enables the team to tackle these pain points and paves the road for a successful app

This might include key aspects of their identity, significant life experiences, age, values, and beliefs.

Define - State Users' Problems

This phase is where the team analyzes the data collected to set goals and definitions of the problems. The team can also create an 'Ideal User' to help focus on solutions for this 'Ideal User'

The 'Ideal User' is simply a persona which has the characteristics of the Ideal user of the platform. It can be more than one user/persona.
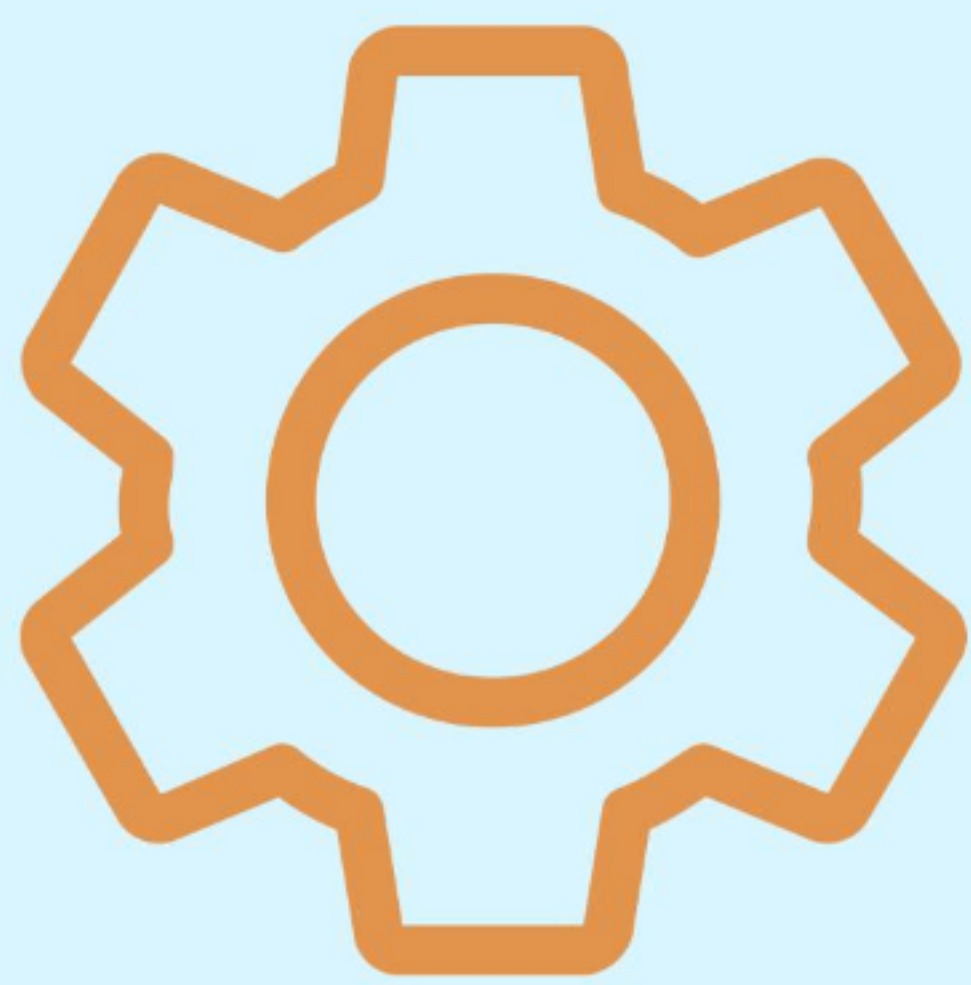
Ideate - Brainstorm Solutions

Now with the persona and user needs ready, we can begin to brainstorm solutions and ideas to solve the users needs

This phase can include team meetings and brainstorming sessions. The meeting can be outside the office to change the environment and encourage open discussions.

Prototype - Start to Create Solutions

This phase is experimental. In this phase we prepare prototypes based on the solutions stated in the previous phase.

The prototypes can be as simple as paper prototypes or as complex as full stack applications. Usually starting with smaller prototypes as we move on the the full stack application.

Test—Try the Solutions Out

Finally we test our prototypes with real users to catch any bugs as well as get real user feedback which might introduce new aspects of the application to develop.

The testing phase can be in stages with a different amount of user base or between different demographics and regions.