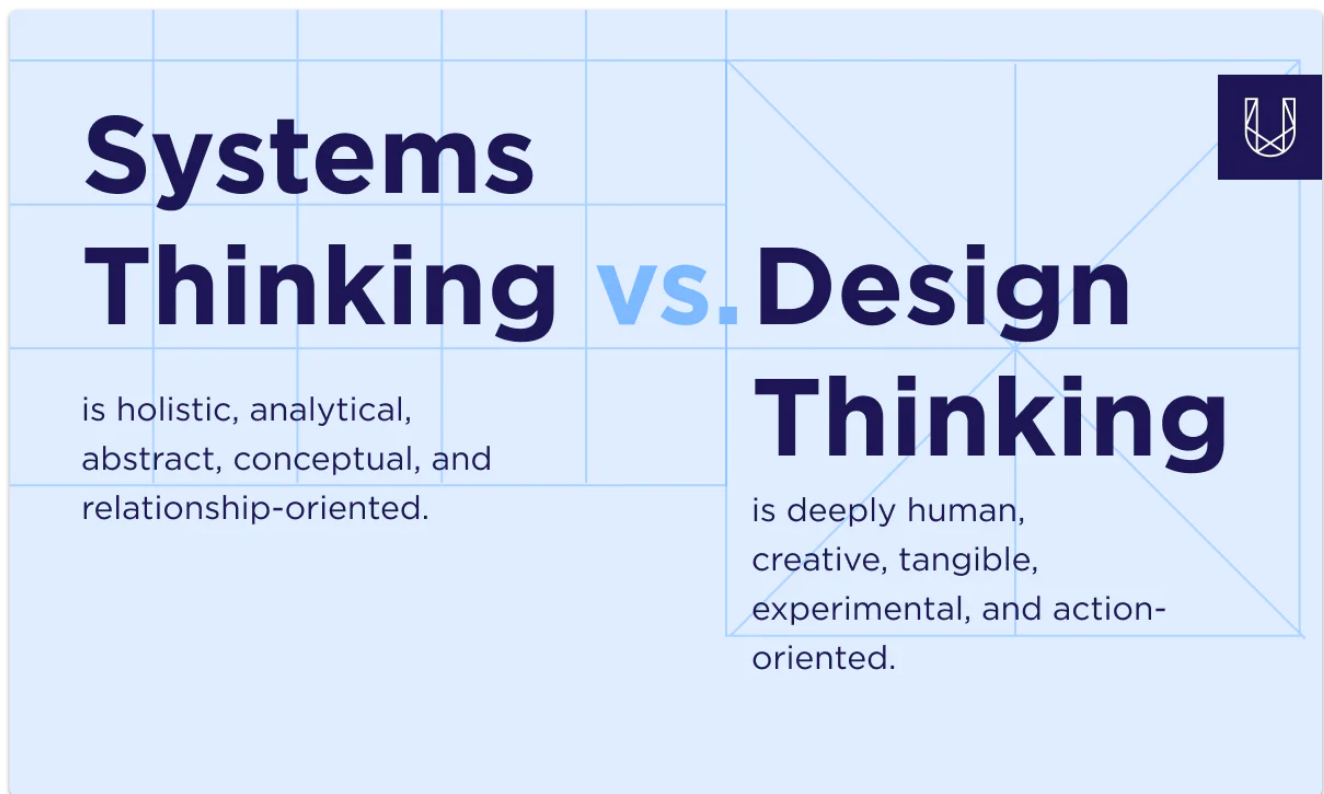


# 1. Introduction to Design Thinking



## Design is not Art

*"Design is a process of going from an existing condition to a preferred one"*

*"Observe that there is no relationship to art"*

*"In truth, good designers are primarily problem solvers"*

## What is Design Thinking?

Design thinking is a series of analytic and creative approaches and mindsets.

## Solutions-based approach

A solutions-based approach centres itself around understanding user or customer needs by self-iterating through rapid prototyping. Rather, the feedback from iterative design simply creates needs that are informed by the user instead of testing observable evidence.

## Design Thinking Modes

1. Empathise
2. Define
3. Ideate
4. Prototype

## 5. Test

### **Why is it important to IT experts?**

By having design thinking, designers can work closely to the specific needs of the user hence creating an outcome that has been rigorously tested through multiple iterations appropriate to a specific audience.