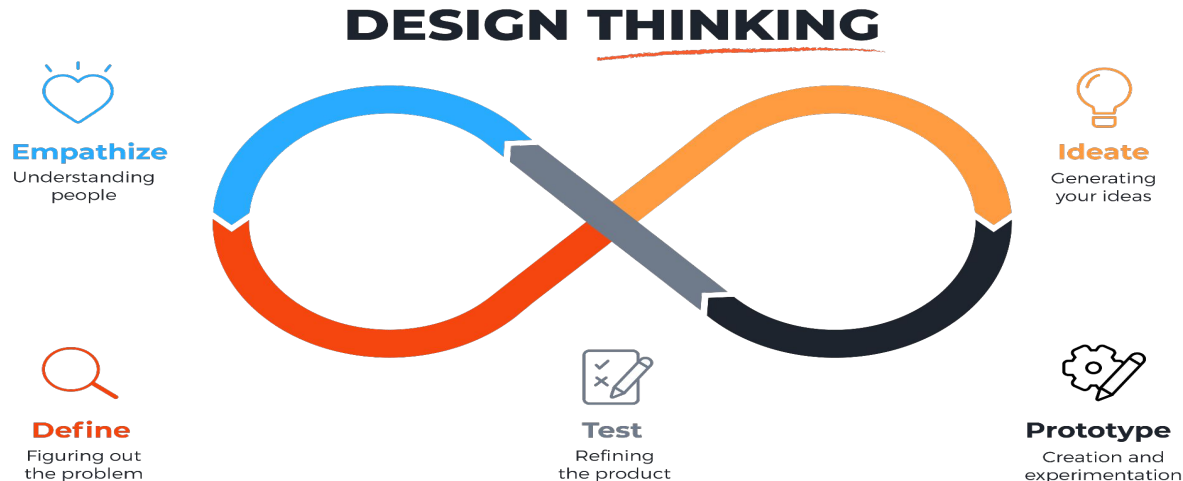# Design Thinking

Réalisation : Abderrahmane Merradou

Encadrement : Prof - Fouad-Essarraj

Introduction :

Design thinking is both an ideology and a process, concerned with solving complex problems in a highly user-centric way.

In this presentation , i'll try to give you a quick overview and visualization of 5 phases of the design thinking process, and underline why it matters.

What is design thinking ?

- Design thinking is an approach used for practical and creative problem-solving. It is based heavily on the methods and processes that designers use (hence the name), but it has actually evolved from a range of different fields — including architecture, engineering and business. Design thinking can also be applied to any field; it doesn't necessarily have to be design-specific.

- Design thinking is extremely user-centric. It **focuses on humans first and foremost**, seeking to understand people's needs and come up with effective solutions to meet those needs.
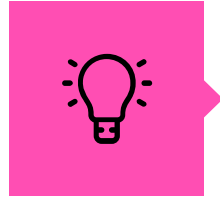
What is the Design Thinking process?

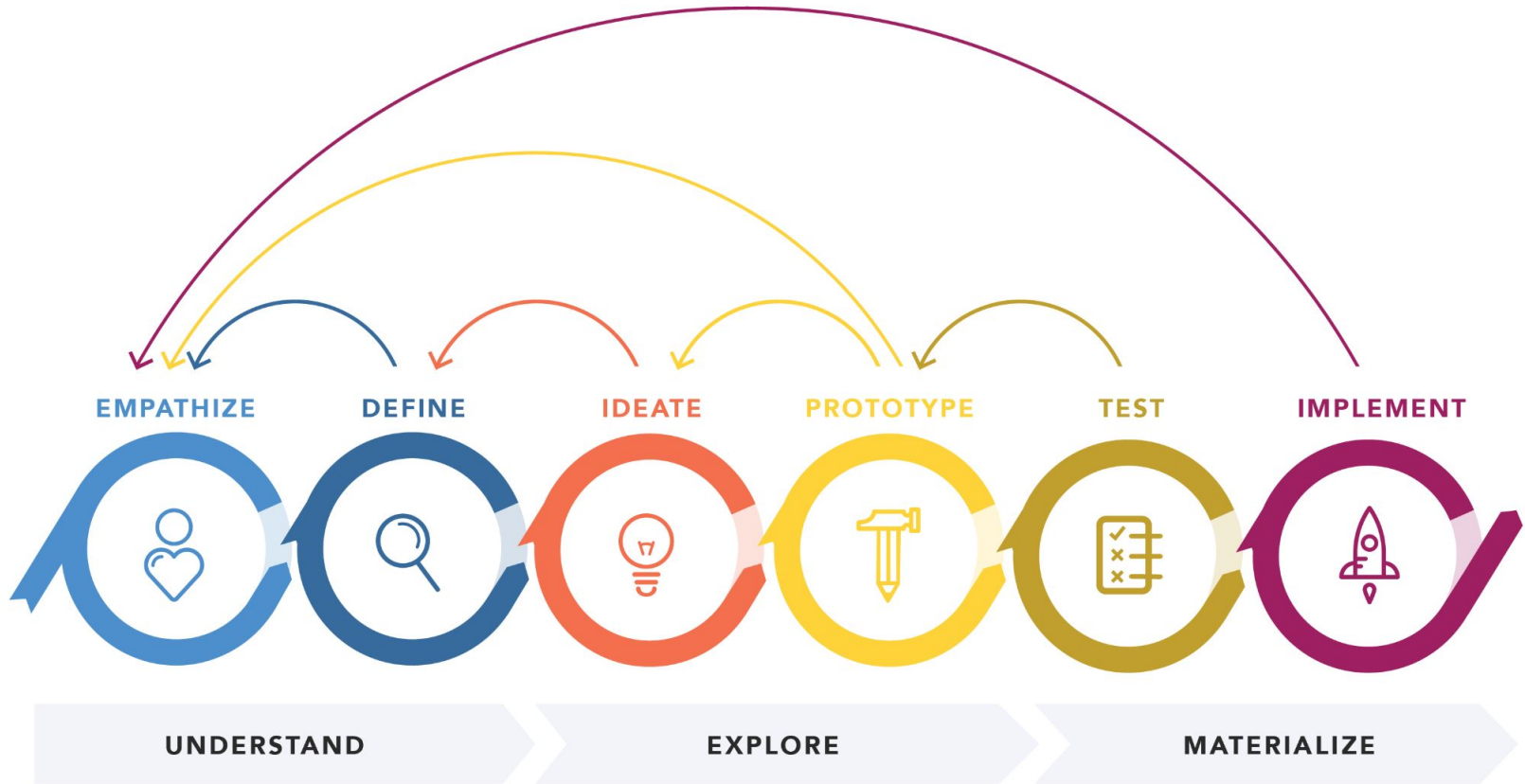**The Design Thinking process can be broken down into five steps or phases :**

Empathise

Define

Ideate

Prototype

Test

Let's explore each of these in more detail.

EMPATHIZE   DEFINE   IDEATE   PROTOTYPE   TEST   IMPLEMENT

UNDERSTAND   EXPLORE   MATERIALIZE

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Quote :

"It's not 'us versus them' or even 'us on behalf of them.' For a design thinker it has to be 'us with them"

– Tim Brown, CEO and President of IDEO