

DESIGN PROCESS

IGNITING CREATIVITY IN 5 STEPS



EMPATHIZE

The empathy phase in the design process involves deeply understanding and sharing the feelings and experiences of users to inform and inspire human-centered design solutions.

DEFINE

The Define phase in the design process involves clarifying the core problem to be solved and establishing a clear problem statement or design brief.

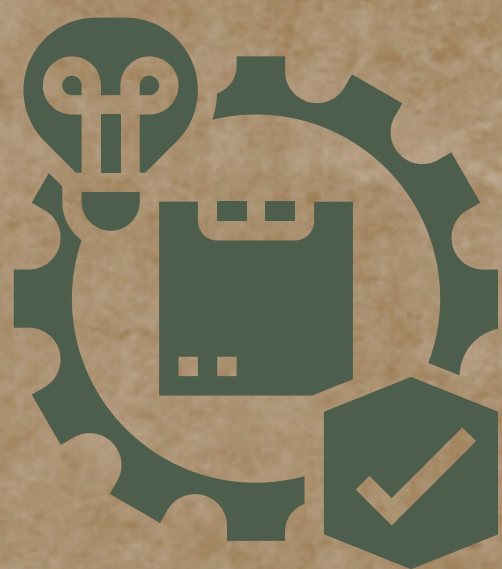


IDEATE

The Ideate phase in the design process involves generating a wide range of creative ideas and solutions to address the identified problem.

PROTOTYPE

The Prototype phase in the design process involves creating preliminary versions of a product to test and refine ideas, features, and functionality before final development.



TEST

The Test phase in the design process involves evaluating and validating a design solution through user feedback and performance testing to ensure it meets the intended objectives and requirements.