

## Design thinking process

- Design thinking:

is a human-centered design process that involves the combination of the right people, with the right perspectives, and working together in the right way to address challenges and identify opportunities. The process in order are: empathize, define, ideate, prototype and test.

- A real life example: **Netflix.**

When everyone was renting DVDs from stores and taking time to find the movie they wanted or to get to the store! And they will pay an amount of money in every movie/series they will buy. Netflix, I brought movies and renting at consumers houses with a monthly subscription

While this revolutionized the movie industry, Netflix realized DVDs that were becoming outdated, it created an on-demand streaming service to stay ahead of the curve. This also inadvertently eliminated the inconvenience of having to wait for DVDs.

In 2011, Netflix took its design thinking one step further and responded to customers' need for original, provocative content that wasn't airing on traditional networks.

Later, in 2016, it improved its user experience by adding short trailers to its interface. Each of Netflix's major updates was in response to customers' needs and driven by an effective design thinking process.

## User human centered design

- User-centered Design:

User centered design is a multi-disciplined field that uses many different techniques. It typically focuses on a user's goals and needs in order to improve the experience of a product or service. It is about understanding user behavior and designing accordingly, rather than crafting something solely for how it looks. This method of design has been applied to the web, software, services, and digital content.

- A real life example: [Trello](#)

Products that include features without a purpose confuse the user and make it more difficult for them to navigate it. One company that is great at avoiding this issue is Trello.

Trello is a collaboration tool that helps you stay organized with its simple design. The interface only displays features and elements that benefit the user. Users can navigate the site easily due to the intuitive design Trello provides.

## Sources

- <https://online.hbs.edu/blog/post/design-thinking-examples>
- <https://www.o8.agency/blog/user-centered-design-principles-process-examples>