**Page ID**:**2.1 Fundamental Concepts Overview Page**

**Primary Content**

**Title**

Enter the **page title** here (REQUIRED).

**Fundamental Concepts Overview**

**Intro**

Enter the **intro** here (REQUIRED).

Human-centered design builds on a set of principles that help you create products that put users and their needs first.

These concepts create the foundation for the user experience process and provide the underlying reasons for using specific methods.

If you’re just getting started with human-centered design and the user-experience process — or you want a refresher — start by exploring these topics.

**Design Thinking**

Enter the **section text** here.

Design Thinking

Understand the user and reframe problems in a human-centered way to design better solutions.

**Value Proposition**

Enter the **section text** here.

Value Proposition

Define the value to be gained by a project and create a clear plan to measure how well you achieved it.

**Introduction to UX**

Enter the **section text** here.

Introduction to UX

Learn what user experience (UX) is, how it compares to usability and human-centered design, and more.

**Excerpt**

Summary text for WordPress

Fundamental concepts create the foundation for the user-experience process and provide the underlying reasons for using specific skills.