



Hi



I am a passionate and collaborative user interface and experience designer. Social behaviour and human connection always fascinate me and I am devoted to building delightful experiences that create great impact.

I'M KARAMVEER



創作者

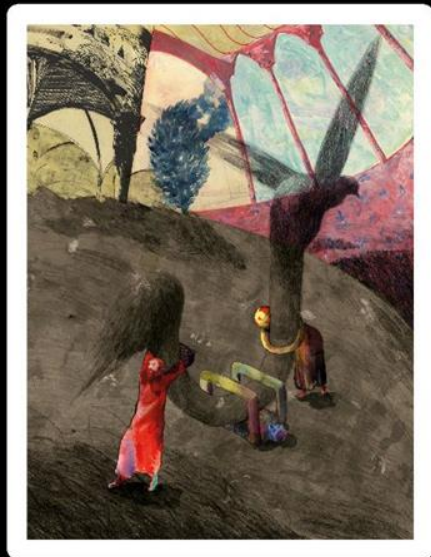
# DESIGNERS ARE NOT ARTISTS

As a designer, I thought I had to be an Artist  
I thought I had to express myself through  
design but **I WAS WRONG**



Because “Art” is open to interpretation  
but Design is communicating a clear  
message, **It's problem solving**

If design has to be explained, it didn't  
**serve its purpose**  
Don't use creativity without a purpose  
Use it to **solve problems**





# WHAT IS DESIGN

A Design is a plan for experimenting with objects and systems that implements with a help of a specific process or approach that lead us to make products, prototype, etc.

# DESIGN THINKING



Design thinking is the mindset that aims to improve the situation of people through the experiences they have. If you're interested in solving problems for people, then you can practice design thinking.

# DESIGN THINKING PROCESS

A design thinking process defines every designer's journey to solve wicked problems.



# EMPATHISE

The first stage of the Design Thinking process is to gain an empathic understanding of the problem you are trying to solve. To find out more about the area of concern through observing, engaging and empathizing with people to understand their experiences and motivations, as well as immersing yourself in the physical environment so you can gain a deeper personal understanding of the issues involved. Empathy is crucial to a human-centered design process such as Design Thinking, and empathy allows design thinkers to set aside their own assumptions about the world in order to gain insight into users and their needs.

# RESEARCH

In the Define stage, you put together the information you have created and gathered during the Empathise stage. This is where you will analyse your observations and synthesise them in order to define the core problems that you and your team have identified up to this point. You should seek to define the problem as a problem statement in a human-centred manner



# IDEATE

In this stage you and your team members can start to "think outside the box" to identify new solutions to the problem statement you've created, and you can start to look for alternative ways of viewing the problem. There are hundreds of Ideation techniques such as Brainstorm, Brainwrite, Worst Possible Idea etc. Brainstorm and Worst Possible Idea sessions are typically used to stimulate free thinking and to expand the problem space. It is important to get as many ideas or problem solutions as possible at the beginning of the Ideation phase.

# PROTOTYPE

In this stage the design team will now produce a number of design versions of the product or specific features found within the product, so they can investigate the problem solutions generated in the previous stage. Prototypes may be shared and tested within the team itself, in other departments, or on a small group of people outside the design team. This is an experimental phase, and the aim is to identify the best possible solution for each of the problems identified during the first three stages.

# TESTING

In this stage Designers rigorously test the complete product using the best solutions identified during the prototyping phase. This is the final stage of the 5 stage-model, but in an iterative process, the results generated during the testing phase are often used to redefine one or more problems and inform the understanding of the users, the conditions of use, how people think, behave, and feel, and to empathise.



# THANK YOU

Let's create magic together

*Karamveer*

**Karamveer**  
UI/UX Designer

#DM Are Always Open