Design Thinking Process-Get Started

# What Is Design Thinking?

Design thinking is a process used during the initial stage of product development. UI/UX designers work on developing innovative solutions and prototypes that meet the needs of the user. This phase majorly involves empathizing with the user, defining problem statements, development of prototypes and testing.

# Why Design Thinking is important?

Design thinking is an important process for teams because it allows them to understand the users’ needs and develop solutions that really meet the needs of the user. As a developer, it is always important to remember that the product you are developing is for the user and their experience must be made top-notch.

In addition, it is a skill that is equally useful in helping one think outside their box. It triggers and pushes our creative beyond limits since it involves developing of prototypes, testing them in the market and re-developing others if the users are not satisfied with the product.

With this skill teams are able to develop better prototypes and conduct usability tests that meets the UX needs.

# How is Design Thinking Done?

Design thinking process can be done in 5 main phases:

## Phase 1: Empathize – Research users’ needs

This phase involves the team trying to understand the users’ needs not what they think the user may need. It involves data collection through conduction of interviews, surveys and getting feedback on products. The UI/UX designers then can empathize with the users because they have their perspective on the problem they want to solve.

## Phase 2: Define- Stating users’ needs/problems

After data collection, the team should be able to define the users’ needs through the use of problem statements. It is always advisable to analyze and be able to get one problem statement that you provide a solution for. The problem statement should really capture the main need of the user to allow the product to be user friendly.

## Phase 3: Ideate- Creation of solutions

After getting a problem definition, it is time to provide solutions. This phase majorly involves brainstorming and allowing us to ‘think without borders’. Brainstorming can be done through techniques like white boarding.

## Phase 4: Prototype-Visualize the solutions

This stage involves bringing to life the solutions we have developed. For beginners it is as easy as having paper prototypes. It is important to note that you should not be limited in the number of prototypes sketched out but rather have as many as you can.

## Phase 5: Test- Try out solutions`

It is now time to see if your user is satisfied with the solution provided. This last phase involves engaging the users by getting feedback from them. It is important to still have in mind that whatever the feedback is from the user do not defend yourself by trying to convince them the prototype is good. If it is not pleasing, you have to try out the ideation process again.

In conclusion while doing design thinking always keep in mind the product is for the user and as a solution provider you need to create solutions for the users’ problems.