Design Thinking

Design thinking is a philosophy and a set of tools that helps you to do creatively and human centered products like who you are designing for and what their needs are. Design thinking has a process: Empathize, Define, Ideate, Prototype and Test. Empathize is the first process of design thinking. This is where you try to understand who you are designing for in a form of an interview, observation or gathering information. This is not simply about putting your assumptions but more of a real insight about the people who you're trying to design for. Second step of design thinking is, Define. This is where you make use of what you've gathered from the first step. After empathizing, you should be able to derive what their core problems are and their common challenges. Basically, you are synthesizing or analyzing the information you gathered from empathizing. The next process is, Ideate. This is where you formulate a solution and ideas based on what you've came up with the first two processes. You should also be able to identify your potential matches or rivals with the product you're going to come up with. This is where the brainstorming happens to formulate the most viable solution. Prototype, this is where you make a sample of different solutions you came up with to visualize the product you want to make for your target users. It's like a sketch or semi-working product that you could show or test with your potential users. Lastly, we have the Test phase. After ideating possible solutions and bringing them to life by prototype to be tested by "real" people and use your product. Then, after them testing your product, you will receive a feedback. But it doesn't end with Test phase, after receiving feedback you will go back to define phase and define the problems based on the feedback you received from the "real" users and repeat the process.

References:

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