





**LEVEL UP**

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Are you a Designer?



Do you make things other people use?

















# Human Centered Design

Are you a Designer?

Do you make things other people use?

- Then be obsessively focused on understanding:
  - What are **their** problems
  - What are **their** needs
- The most effective designers have the people they're designing for be a constant part of the design process



Usable



Useful



Designed  
for  
Humans

# Human Centered Design

**Primary**

