



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

