Liza de Alba

VIST 405

22 September 2019

“Field Guide to Human-Centered Design” Response

In the world of design, there are many factors that go into making the perfect human-centered design. Finances, gender, accessibility and more are all factors to be considered. The most important part of designing for this is failing. In order to make the perfect design, you have to see the issues and problems with previous designs. This allows you to learn from mistakes and improve every time, much like a nesting loop, getting smarter each time. Letting yourself take into account yours and others issues with the development, you can create a design that works for the majority of humans.

* Empathy must be applied to the design process in order to create for people of all ages, abilities, genders, etc. (pg. 23)
* It is imperative to be specific on who you are designing for. You must consider what the audience needs, where the audience is coming from emotionally, physically and mentally, and the context of the design or product with the audience. (pg. 44)
* Always sketch out your ideas and never throw out your past designs. Design is a process, and you may need to look back at past iterations for inspiration. (pg. 65)
* Drawing is a universal language that can be used to bridge the gap between creator and consumer. If customers are able to sketch out their ideas, it can give the designer a more specific inspiration to start from. (pg. 65)
* In the ideation phase, you should begin to prototype your most successful ideas, get a more tangible look at possible products. (pg. 75)
* Frameworks are visual representations of a system that can be used to organize all the data collected from the research stage. (pg. 89)
* Don’t stress too much about creating the perfect prototype during ideation. Rapid Prototyping allows you to make ideas tangible, while continuously improving. (pg. 119)
* In the implementation phase, you will show your product to the rest of the world. You will find partnerships and improve your company and business. (pg. 133)
* When forming your team, make sure you have a diverse set of people who excel at various things, such as finance, design, technology or partnerships. (pg. 144)
* Developing strong stake holders and partners is an important part of maintaining a successful business, so that funds allow you to continue to grow and improve your design. (pg. 152)

Overall, human-centered design is an integral part of successful creation. When you are aware of who you are designing for, you are able to create a better and more efficient product. In every step of development, the consumer must be considered. When the consumer is the main focus, the product will be more marketable. And with that comes more business development and success.