

The process that starts with the people where I am designing for and ends with new solutions that are tailor-made to suit their needs. User-centered design is all about building a deep empathy with the people you're designing for, generating tons of ideas, building a bunch of prototypes, sharing what I have made with the people I'm designing for, and eventually putting my innovative ideas with the new solution out in the world.

The user-centered design consists of three phases. In the Inspiration Phase, I'll learn directly from the people and deeply understand their needs. In the Ideation Phase, I'll make sense of what I learned, identify opportunities for design, and prototype possible solutions. And in the Implementation Phase, I bring my solution into life, and eventually, to market. And I know that my solution will be a success because I've kept the user in my entire design process.

Few words
about my process

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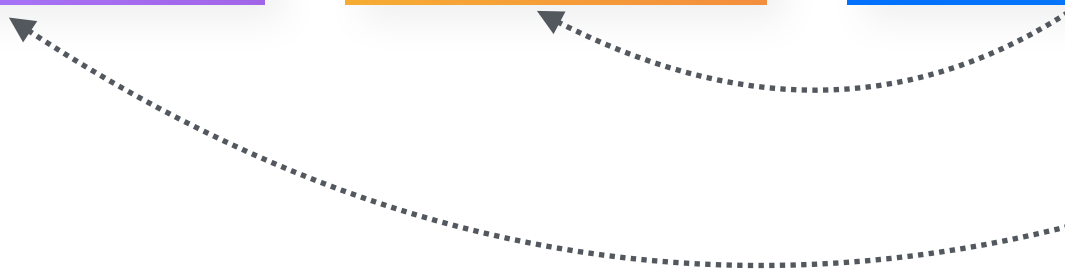
Empathise

Define

Ideate

Prototype

Test

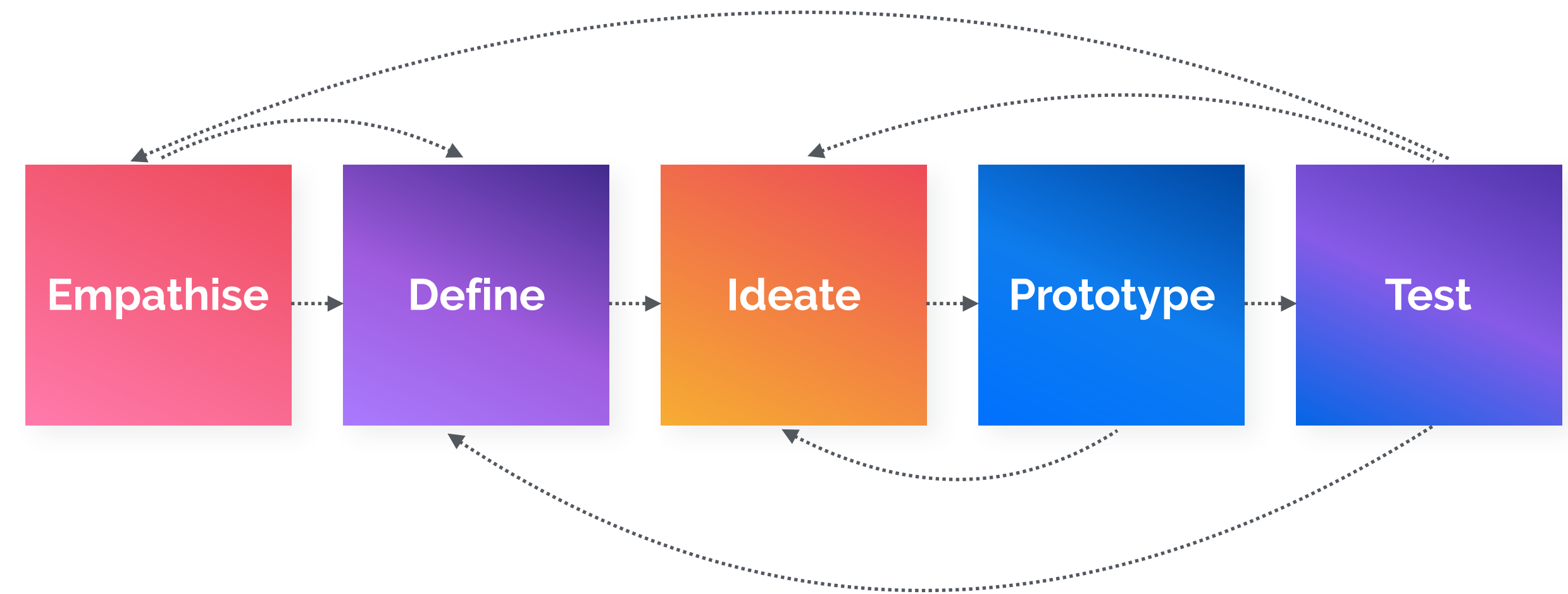




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CHALLENGE 1

