

## Assignment 10

**Q.Report Writing** Write a detailed report on for all the phases of design thinking. Describe briefly all major phases that you described in earlier assignments.



There are five phases in design thinking:

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

### Empathize

The first step in the design process is to consider and discuss the problem from the viewpoint of the target audience/customer/consumer. In order to achieve this, designers are urged to disregard all assumptions about the crisis, customers and other stakeholders in general (for assumptions will hinder innovation!). This enables them to take all possible options about people and their interests critically into account.

Activities typical:

Observes: You're going to go where your customers go to see what their concerns are.

Qualitative Interviews: In order to understand their attitudes towards this subject you are researching, one-on-one interviews with some of your customers. To ask someone to say the tale of their last issue offers an abundance of information that would not have been taken into account otherwise.

Immersion: Step into the shoes of your consumer so you can feel and experience your everyday life.

Tools such as empathy maps can be a perfect way of improving all the precious information gathered from the interviews. Empathy maps capture what people in the context of the issue do, say, think and feel. They allow colleagues to understand the problem and how it is experienced.

## **Define**

It's time to accumulate the information gathered during the Empathize stage. You then analyze your observations and synthesize them to define the core problems you and your team have identified. These definitions are called problem statements. You can create personas to help keep your efforts human-centered before proceeding to ideation.

## **Ideate**

Now that the problem is apparent, it's time to brainstorm ways to address those unmet needs. You start by gathering as many ideas as possible so that your team can investigate and test them by the end.

The step from finding issues to seeking solutions is marked by the ideation stage. It flows between idea generation and assessment, but each method must be kept separate from the others. When it's time to create ideas, do so quickly and without regard for the idea's consistency or viability. Once you've gathered all of your thoughts, it's time to evaluate them. This is where you will go around the room and discuss the concepts that have been discussed, seeking clarification if necessary.

The ideation phase is usually a very creative and freeing phase for a team because they have permission to think of out-of-the-box ideas before deciding what they are going to prototype

## **Prototype**

It's time to experiment! Through trial and error, your team identifies which of the possible solutions can best solve the identified problem(s). This typically will include scaled-down versions of the products or systems in question so you can present and get feedback from the people they are intended to serve.

The goal is to start with a low-fidelity version of the intended solution and improve it over time based on feedback. Beginning with a paper prototype can help you learn quickly with minimal effort. The prototype should be a realistic representation of the solution that

allows you to gain an understanding of what works and doesn't work. It is changed and updated based on feedback from the Test phase in an iterative cycle. The low-cost, lightweight nature of prototyping also allows you to develop multiple solutions to test in tandem to identify the best possible solution for meeting those unmet user needs.

## **Test**

All of the work and information come together to test the product in the final stage. It's important to note that this is still an interactive stage. You will want to hear from your users again —just as you did in the Empathize phase. The difference is that you are showing them your prototype to get feedback on whether or not it solves their problem.

Testing is essential because everything, ultimately, should be about the people who will use your products. Now's the time to revisit the problem statement and make sure the end solution is meeting those needs and resolving frustrations.

You want to see what real people think about your idea. This stage allows for all details to be flushed out and refined to create the best solution possible.