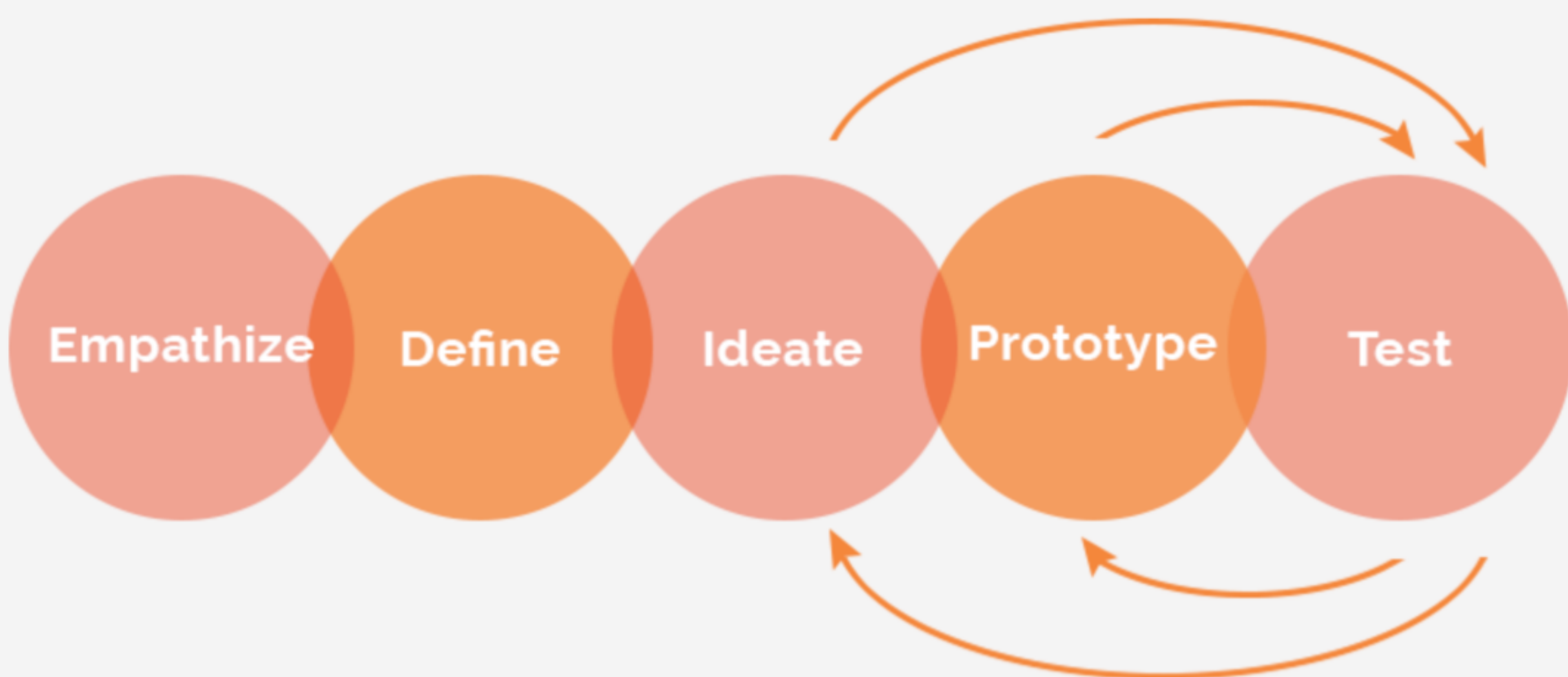


In the Process

I follow an agile iterative design process aimed at delivering the optimal outcome.



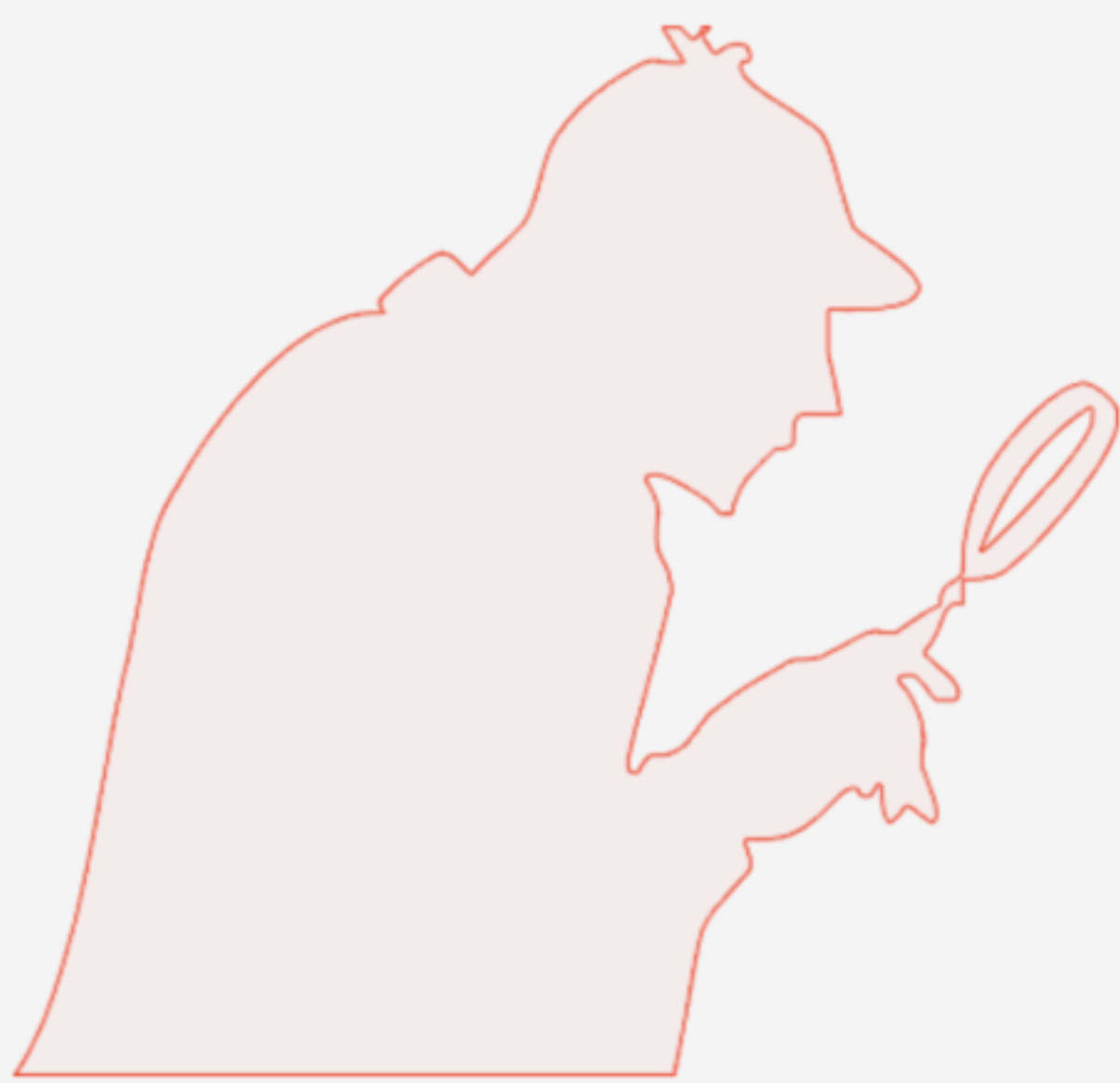
Empathy



Arguably the centerpiece of the process. We make an effort to understand people and the way they do things. We try to meet their physical and emotional requirements. All the while respecting the context of the design space.



Observe. Engage. Listen.



Define

This step brings clarity and focus to the design space. Using all the data gathered from the previous stage, you try to define the challenge that you are about to undertake. That definition is usually represented by a meaningful and actionable problem statement that embodies the spirit of the problem.

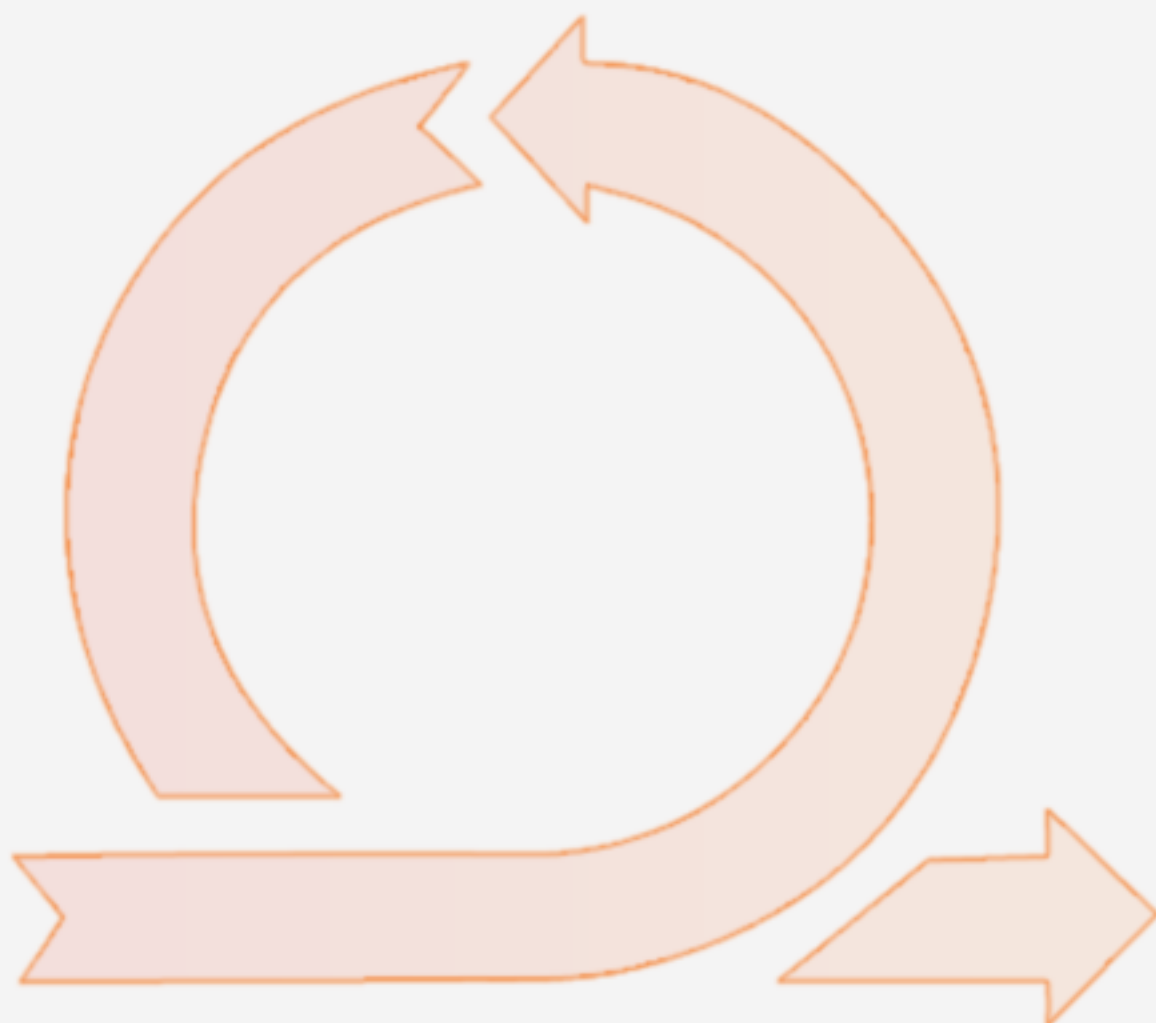
Users. Insight. Needs

Ideate

As the name indicates, this step focuses on idea generation, providing the creative raw material for building prototypes. It bridges the gap between identifying problems and delivering solutions.

As my professor once said, “The best idea is to have lots of them”.

Brainstorm. Sketch. Mindmapping.



Prototype

Prototype is analogous to putting pen to paper. It grounds and gives solidity to ethereal thoughts; anchors free form. We iteratively generate artifacts that gets us closer to the final solution.

Agile. Iterative. Low-fidelity

Test

You test your prototype with ideal end users to solicit authentic feedback. It gives us a chance to refine prototypes and in some cases reexamine the solution.

Show, don't tell.

