



DESIGN THINKING

DEFINITION

Design thinking is a human-centered approach to innovation that draws from the designers tool kit to integrate the needs of people, the possibilities of technology and the requirements for bussiness success.

Empathise



5 STEPS

1. EMPATHIZE

- Work to fully understand the experience of the user for whom you are designing.
- Do this through observation, interaction and immersing yourself in their experiences.

2. DEFINE

- Process and synthesis the findings from your empathy work in order to form a user point of view that you will address with your design.
- Do this through psychology test, behavior test and observation.

Define



Ideate



3. IDEATE

- Explore a wide variety of possible solution through generating a larger quantity of diverse possible solution, allowing you to step beyond the obvious and explore a range of ideas.
- Some of the best method are brainstorm, mindmap, storyboard, and others
- For further information: <https://www.interaction-design.org/literature/article/stage-3-in-the-design-thinking-process-ideate>

4. PROTOTYPE

- Transform your ideas into a physical form so that you can experience and interact with them and in the process, learn and develop more empathy.
- Prototype helps student to value the design process, to give student second chance and satisfaction.

Prototype



5. TEST

- Try out high-resolution products and use observation and feedback to refine prototypes, learn more about the user, and refine your original point of view.
- Try to get users to perform a task or play a role when testing the prototype

Test

