

Lecture 2: Design thinking

Design thinking: Using a designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity (Logue, 2013). In other words, it is a methodology used by designers to solve complex problems, and find desirable solutions for clients

Design thinking process:

EMPATHIZE: Identify what is your business problem? Then 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.

DEFINE: Process and synthesize the findings from your empathy work (the step above) in order to form a user point of view that you will address with your design.

IDEATE: Explore a wide variety of possible solutions through generating a large quantity of diverse possible solutions, allowing you to step beyond the obvious and explore a range of ideas. (then choose the best ideas out of the pool)

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. (repeat if necessary)

