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Introduction to Design Thinking

Unlock creativity with Design Thinking for innovative problem-solving.

DEFINITION

> Design Thinking is a human-centered approach to innovation that focuses on understanding users' needs. It emphasizes empathy, ideation, and prototyping to create effective solutions.

KEY CONCEPTS

Empathy

Understanding the user's feelings and experiences to identify their needs.

Define

Clearly articulating the problem based on insights gathered during the empathy phase.

Ideation

Generating a wide range of ideas and solutions through brainstorming and creativity.

Prototyping

Creating tangible representations of ideas to explore and test concepts quickly.

Testing

Gathering feedback on prototypes to refine and improve the solutions.

EXAMPLES

→ Creating a new app based on user feedback.

→ Redesigning a website to enhance user experience.

→ Developing a service that addresses specific customer pain points.

MEMORY TIPS

★ Remember 'EDIPT': Empathy, Define, Ideate, Prototype, Test.

★ Visualize a cycle: Empathy leads to Define, which sparks Ideation, followed by Prototyping and Testing.

★ Think of Design Thinking as a journey: Start with understanding, then create and refine.

COMMON MISTAKES

✗ Skipping the empathy phase and jumping to solutions.

✗ Failing to iterate on prototypes based on user feedback.

✗ Not involving users in the testing phase.

QUICK RECAP

Design Thinking is a user-focused approach to problem-solving. It involves empathizing with users, defining the problem, ideating solutions, prototyping, and testing to refine ideas.