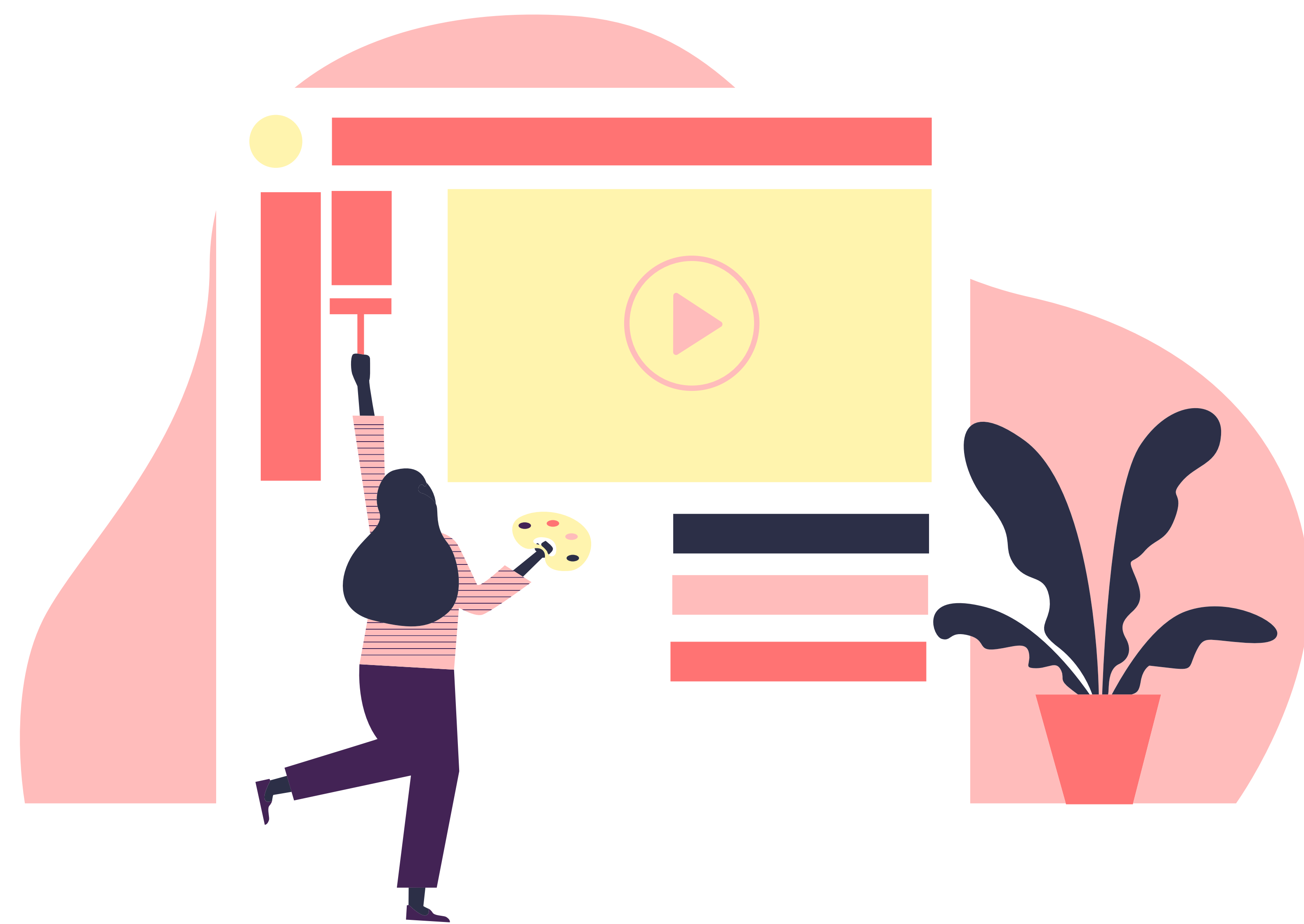


The background is a solid light blue color. It is decorated with several abstract elements: a large, thick, dark blue brushstroke in the top-left corner; a large, thick, light blue brushstroke in the top-right corner; a large, thick, dark blue brushstroke in the bottom-left corner; and a large, thick, light blue brushstroke in the bottom-right corner. Scattered throughout the background are numerous small, semi-transparent circles in various colors, including light blue, dark blue, and light green. The circles vary in size and opacity, creating a sense of depth and movement.

# Design Thinking

Building with the User in mind

# WHAT IS DESIGN THINKING?



Design thinking is an innovative approach to problem-solving that starts with the user(people) in mind. It is iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test.



# PROCESS OF DESIGN THINKING

## **Empathize**

Research and  
understand the  
users

## **Define**

Create a problem  
statement

## **Solutions**

Brain storm and  
create solutions  
from problem  
statement

## **Prototype**

Create a product or  
solution to the  
defined problem

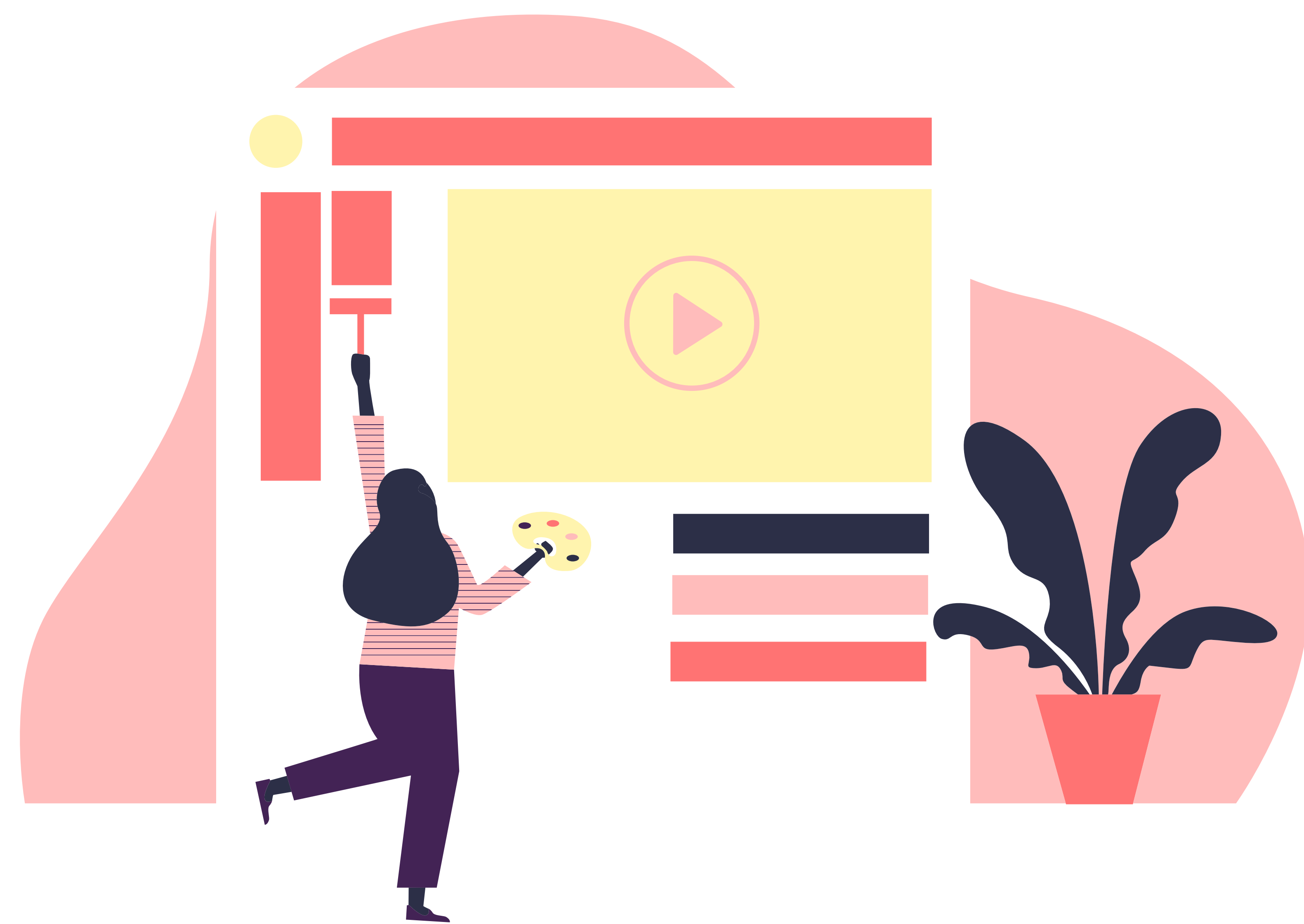
## **Test**

Test with the  
prototype with  
users

## **Iterate**

Recieve feedback  
from users and go  
through the  
design process  
again

# WHAT IS HUMAN CENTERED DESIGN?



Human-Centered Design is a creative approach to problem-solving that starts with the user(people) in mind. It involves researching and understanding the needs of the people and creating innovative solutions tailored for the needs of the people



# PROCESS OF HUMAN CENTERED DESIGN

## Inspiration

Address the context in which the product will be used and how it helps users

## Ideation

Specify features and all user requirements

## Implentation

Creation of minimum viable product or prototype of the solution

## Testing

Usability test , see how implemented solution works when users test





# IMPORTANCE OF USER EXPERIENCE

An important part of Human-Centered Design is User Experience - how a user interacts with a created product e.g a mobile application or a website and it is therefore important for your design to have the following aspects

USEFUL

USABLE

EASY TO FIND

CREDIBLE

DESIRABLE

ACCESIBILITY

VALUABLE



# Benefits of Human-centered Design



Eliminates assumptions

Reduces waste of resources

Creates partnerships

Faster feedback from users

Based on research