DEFINITIONS AND FOUNDATIONS OF DESIGN THINKING

Design Thinking, also known as human-centered design, is a methodology that keeps humans at the center of the problem-solving process in order for organizations to create feasible and viable solutions within any industry.

What is design?
Design is a creative, people-first way of solving complex problems.

Why bother with design?
The design process helps with addressing some of the hardest challenges which can also be called “wicked problems.”

When should I use design?
Design is most useful when solving problems that involve people. This way of thinking is called “human-centered.”

What is Human-centered Thinking?
Human-centered thinking deals with complex problems that involve a lot of different people, challenging circumstances, or challenging environments.

What are Wicked Problems?
Wicked Problems are problems that don’t have a clear finished state. They are nuanced, complex, unique, and often exist at the intersection of many people with different priorities, abilities, and challenges.

What are the modes of design?
There are three Modes that designers use as they work. They are Inspiration, Ideation, and Iteration.

• Inspiration - Discovering Ideas:
  Inspiration is about activating the right mindsets and utilizing tools to gather insights from an user-centric perspective.

• Ideation - Strengthening Ideas:
  Ideation is about utilizing insights, perspectives, and analysis that clarify the problem to be addressed and generate ideas as potential solutions.

• Iteration - Making Ideas Real:
  Iteration is about crafting feasible solutions to contextual challenges and testing design assumptions to ensure their effectiveness in solving the real problems for the user.

What is Divergent and Convergent Thinking?
• Divergent Thinking: is a way of thinking that broadens horizons and opens up many new possibilities
• Convergent Thinking: is a way of thinking that focuses in on something.