

timeinspace
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DESIGN THINKING

Design thinking:

- refers to design-specific cognitive activities that designers apply during the process of designing. W. VISSER
- [is] defined as combining empathy for the context of a problem, creativity in the generation of insights and solutions, and rationality in analyzing and fitting various solutions to the problem context.
TOM KELLEY + DAVE KELLEY

Below is a description of the principles of design thinking, as written by Bernard Roth (one of the 'inventors' of design thinking) in his (wonderful, inspirational, thought-provoking) book *The Achievement Habit*.

empathize

This is where it starts. When you design, you're not primarily doing it for yourself; you're doing it with other people's needs and desires in mind. Whether you're designing a better roller coaster or a better hospital waiting room experience, the idea is to care about the users' experiences and figure out how to help. In this step you're learning what the issues are.

define the problem

Narrow down the problem you're going to solve or which question you're going to answer.

ideate

Generate possible solutions using any means you like...
brainstorming, mind mapping, sketching on napkins...
however you work best.

prototype

Without going crazy to make anything perfect (or even close to it), build your project in physical form, or develop the plans for what you're going to enact.

test

Get feedback.

As Roth says, you may get to the prototype phase and realize you need to go back to defining the problem, or repeat your ideation phase several times. This is built into the process. Another important concept of design thinking is that failure can be a valuable part of the process. You can (and will) fail lots of time; learn from these failures. Many times failures will open the door to fabulous breakthroughs. Keep your eyes and ears open and never forget these famous words: you can't win if you don't play.

Oh, put me in coach, I'm ready to play today
Put me in coach, I'm ready to play today
Look at me, I can be centerfield

JOHN FOGERTY, CENTERFIELD