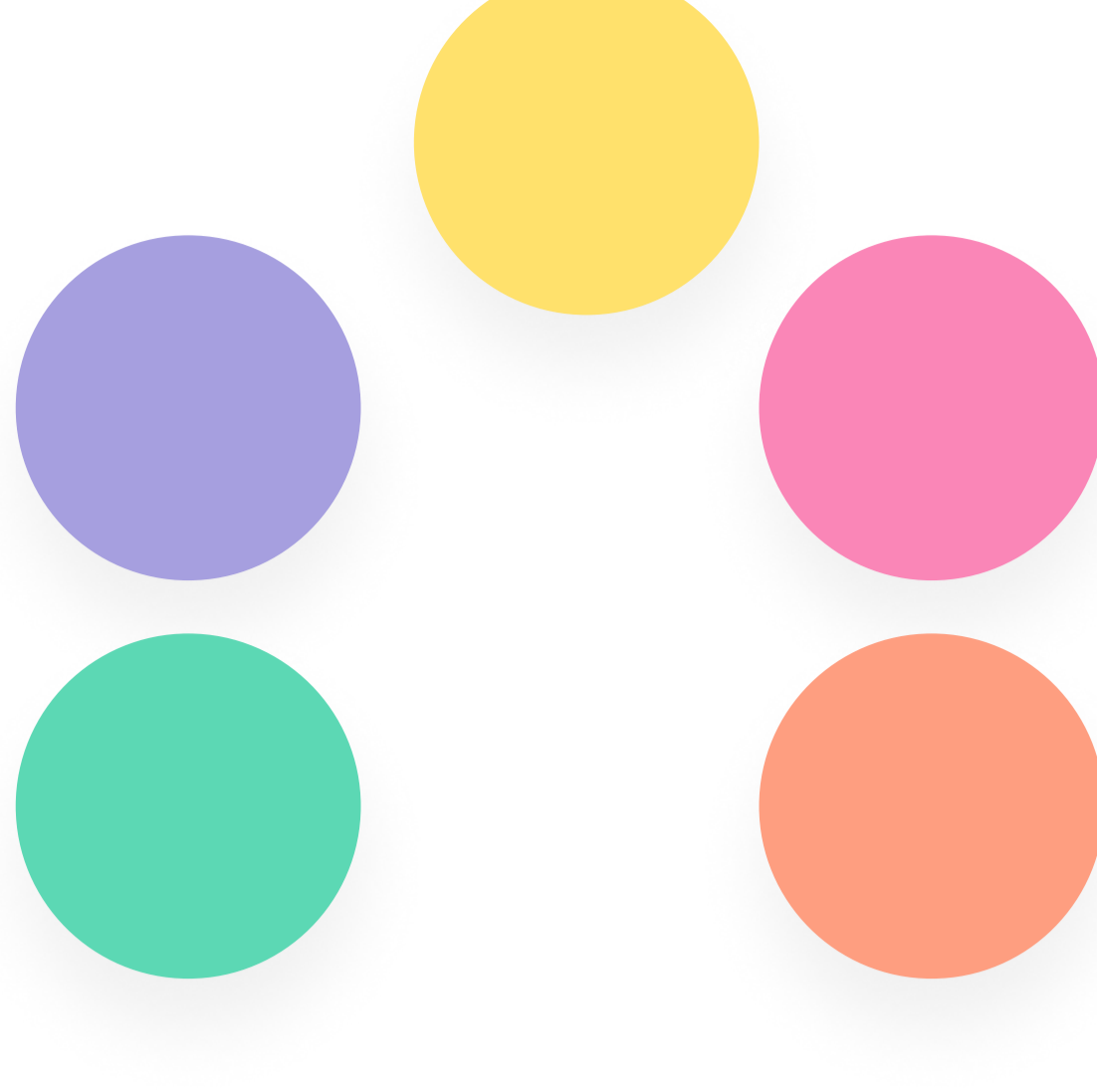


UI/UX Design

Thinking Process



What is Design Thinking

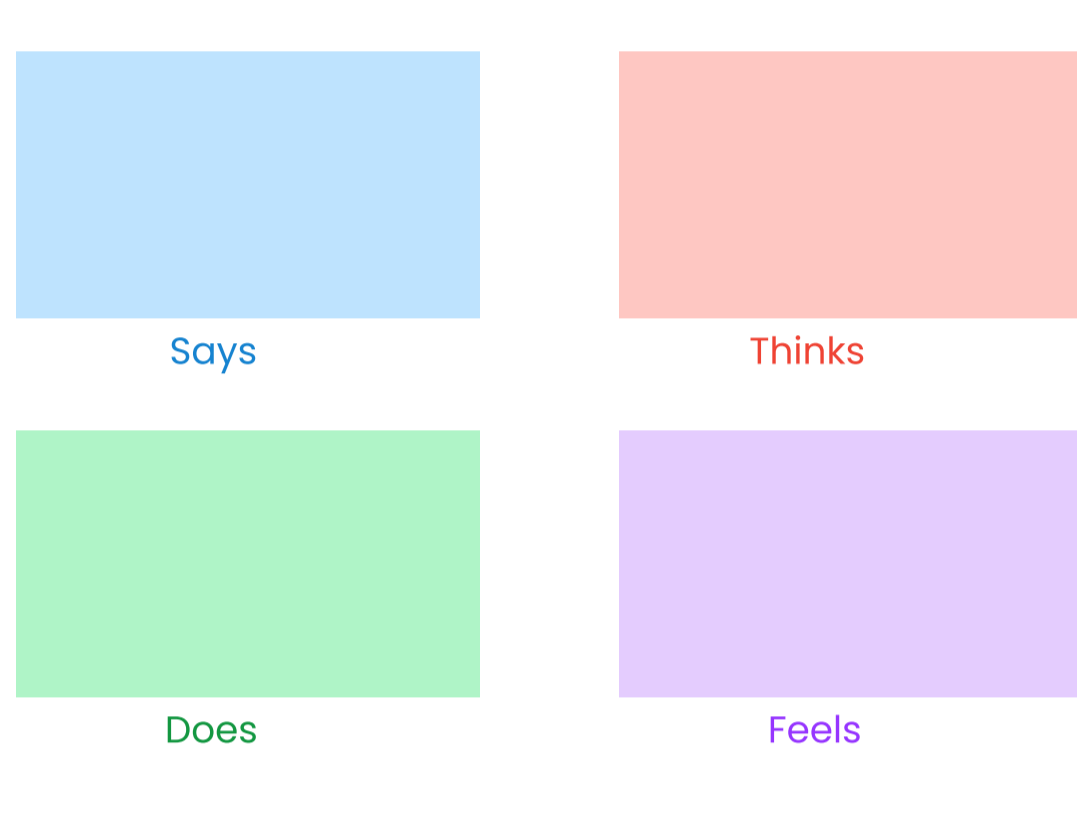
Design Thinking Is A Problem-Solving Methodology That Focuses On Understanding And Empathizing With The Users To Create Innovative Solutions That Meet Their Needs.

Design Thinking Is An Iterative Process That Encourages Creativity, Experimentation, And Collaboration. It Emphasizes The Importance Of Generating A Wide Range Of Ideas And Then Refining Them Through Feedback And Testing.

Empathize

What? During The Empathize Phase, You'll Engage With And Observe Your Target Audience.

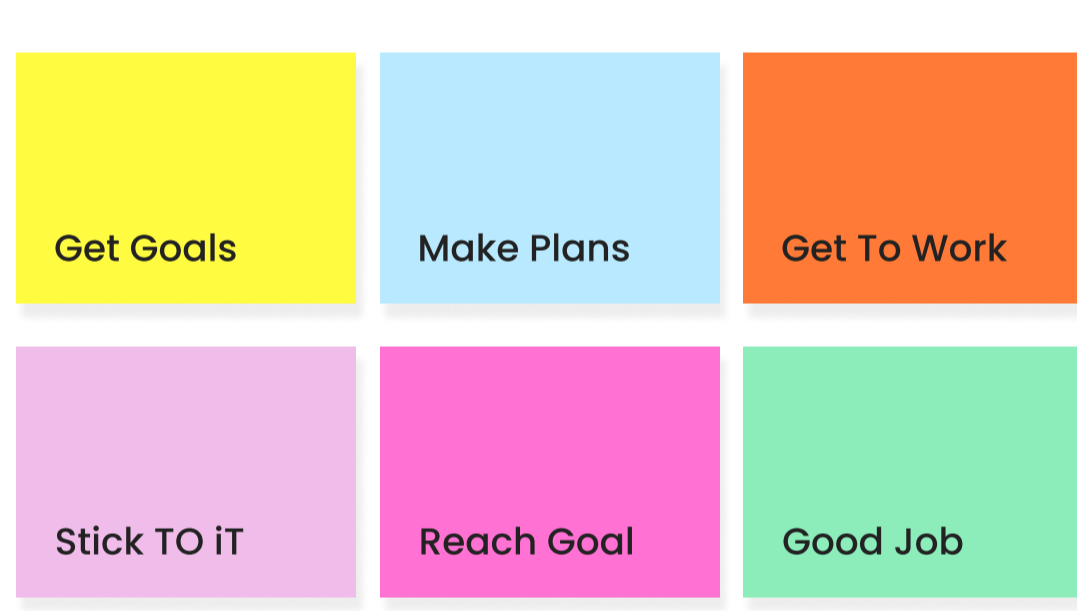
Why? The Aim Of This step Is To Paint A Clear Picture Of Who Your End Users Are, What Challenges They Face, And What Needs And Expectations Must Be Met.



Define

What? Based On What You've Learned In The Empathize Phase, The Next Step Is To Define A Clear Problem Statement.

Why? Your Problem Statement Sets Out The Specific Challenge You Will Address. It Will Guide The Entire Design Process From Here On Out, Giving You A Fixed Goal To Focus On And Helping To Keep The User In Mind At All Times.



Ideate

What? With A Clear Problem Statement In Mind, You'll Now Aim To Come Up With As Many Ideas And Potential Solutions As Possible.

Why? The Ideation Phase Gets You Thinking Outside The Box And Exploring New Angles. By Focusing On Quantity Of Ideas Rather Than Quality, You're More Likely To Free Your Mind And Stumble Upon Innovation!



Prototype

What? Having narrowed your ideas down to a select few, you'll now turn them into **Prototypes** — Or "**Scaled-Down**" versions of the product or concept you want to test.

Why? the **Prototyping stage gives** you something tangible that can be tested on real users. This is crucial in maintaining a user-centric approach.



Test

Why? The **Testing Phase Enables** you to see where your prototype works well and where it needs improving. Based on **User Feedback**, you can make changes and improvements before you spend time and money developing and/or implementing your solution.

