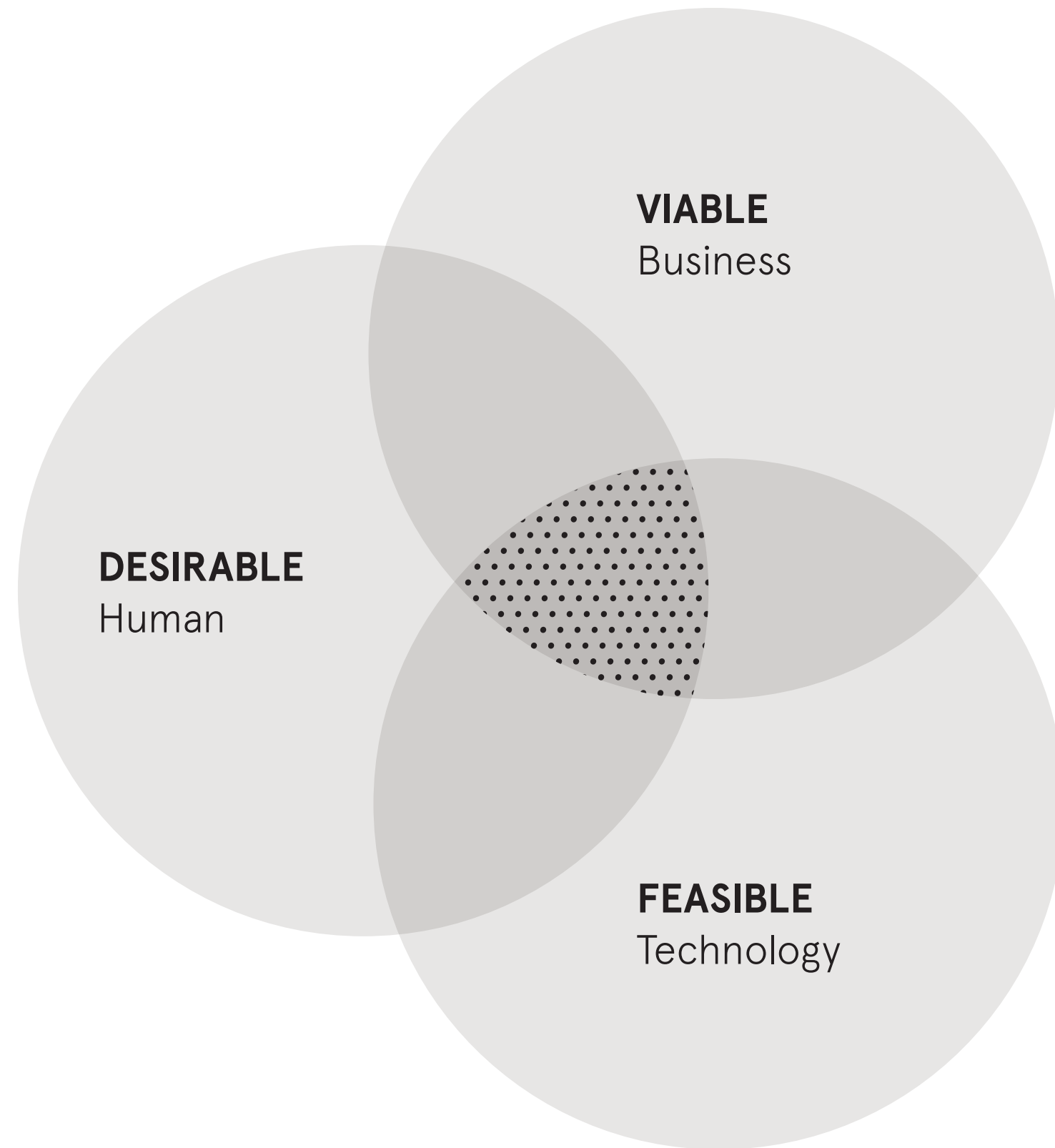
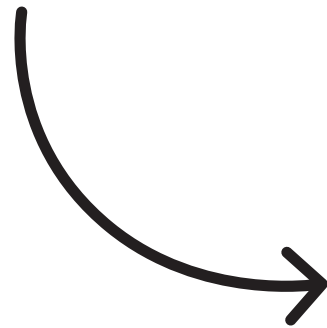




WHAT IS HUMAN-CENTERED DESIGN?

Start here



THE MINDSETS



1. Creative Confidence
2. Empathy
3. Embrace Ambiguity
4. Make It
5. Learn From Failure
6. Iterate, Iterate, Iterate
7. Optimism

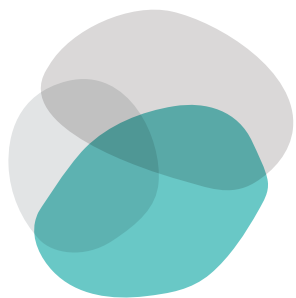
designkit.org/mindsets

THE METHODS



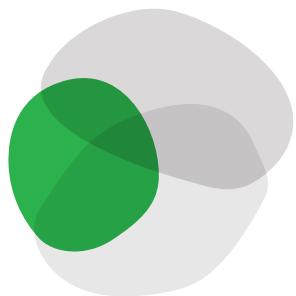
INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.

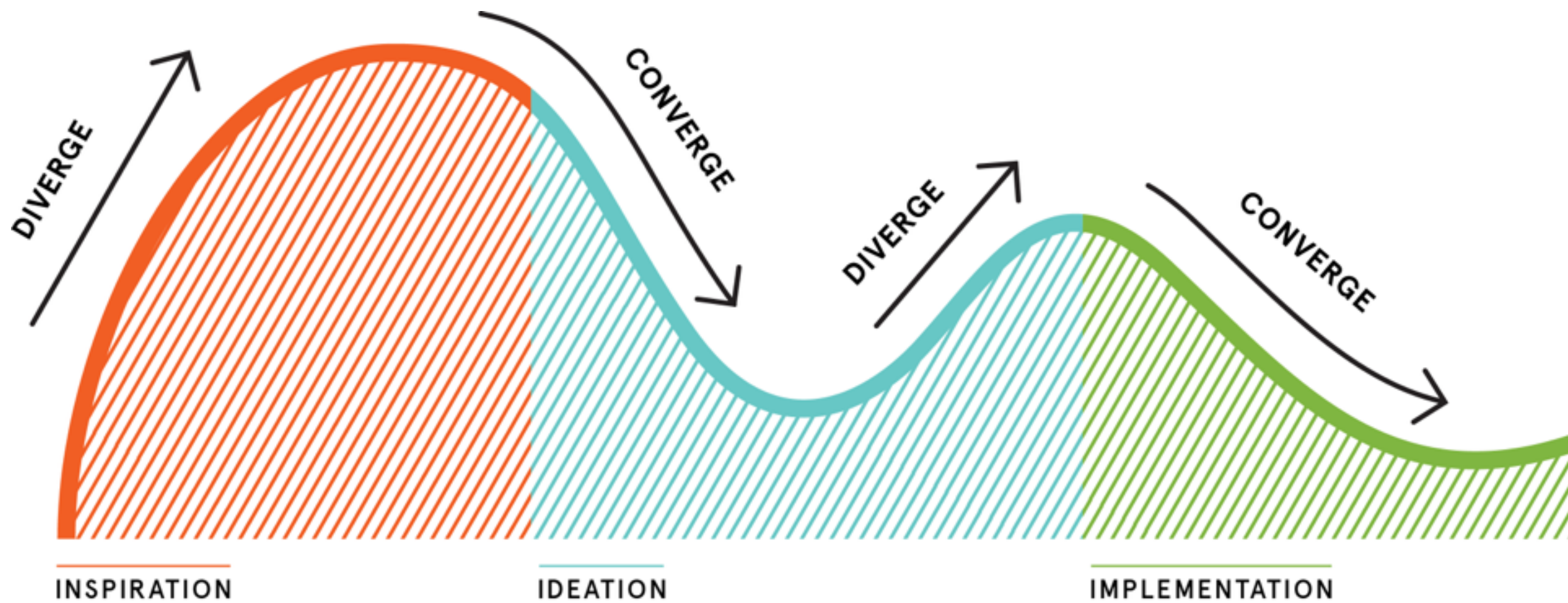


IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.



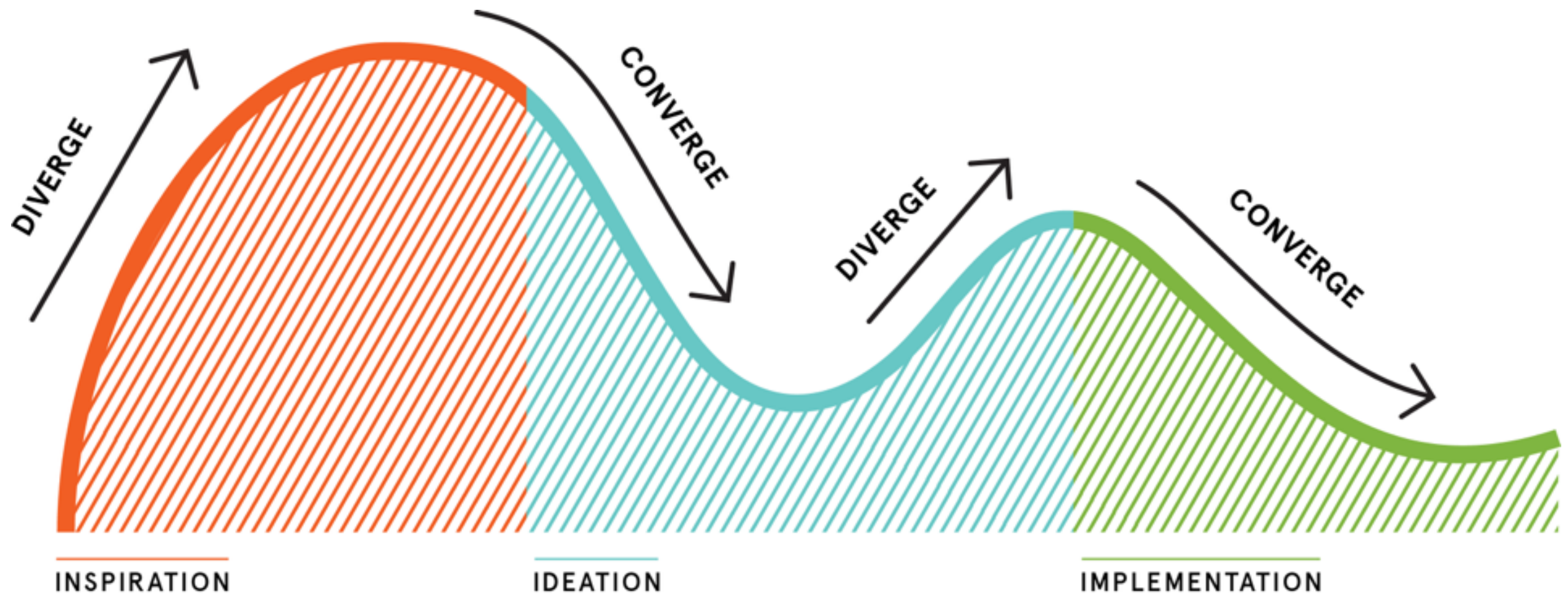
designkit.org/methods





INSPIRATION





Frame Your Design Challenge

Research

- People, Experts, Immersions, Analogous Inspiration
- Extremes and Mainstreams
- Interview Techniques

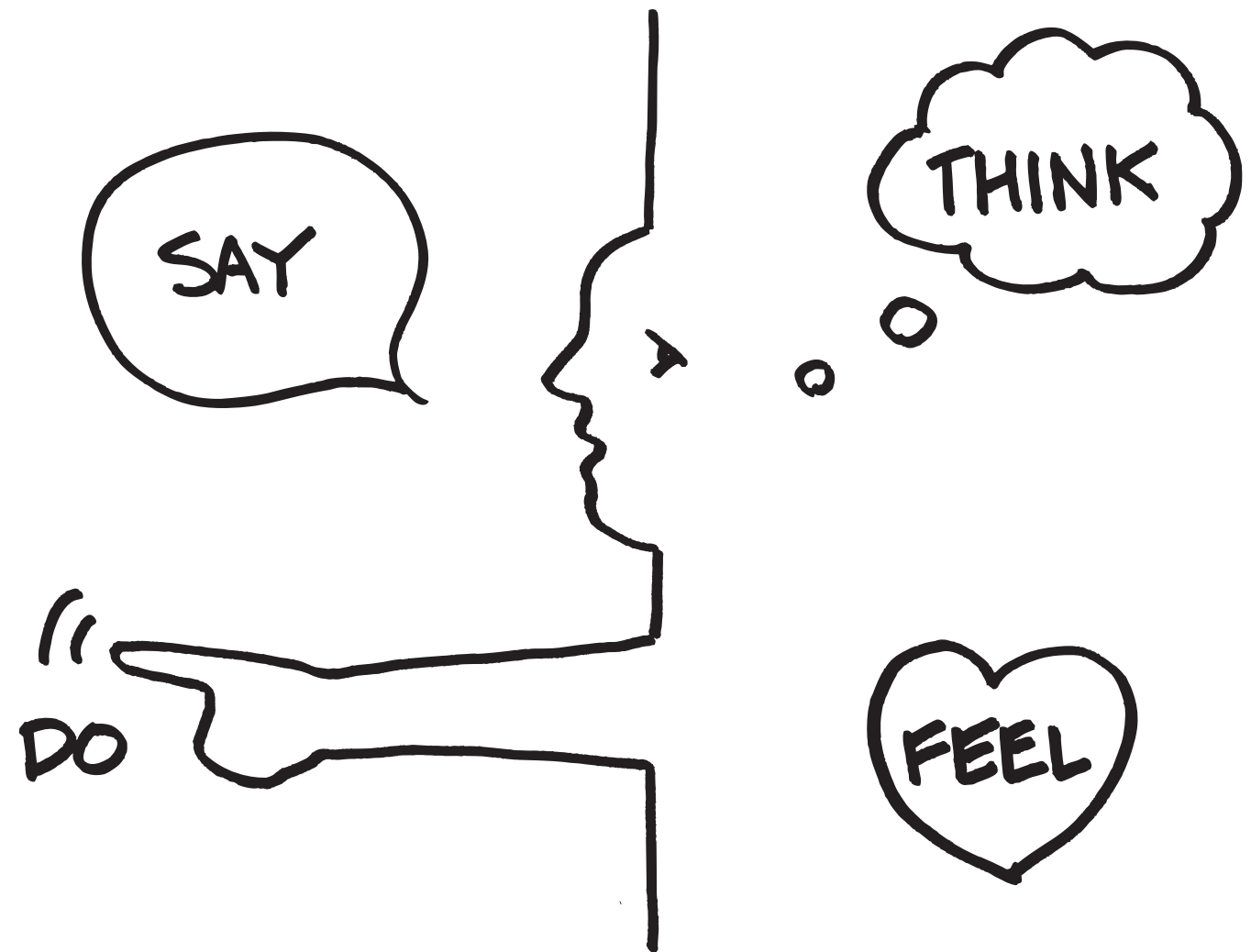
Create a Plan

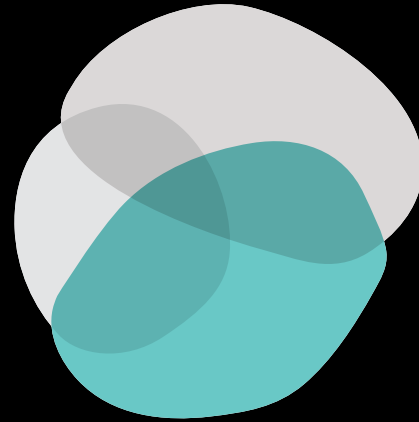
Field Research

INSPIRATION

In the Inspiration phase, you'll explore different ways to **UNDERSTAND PEOPLE**.

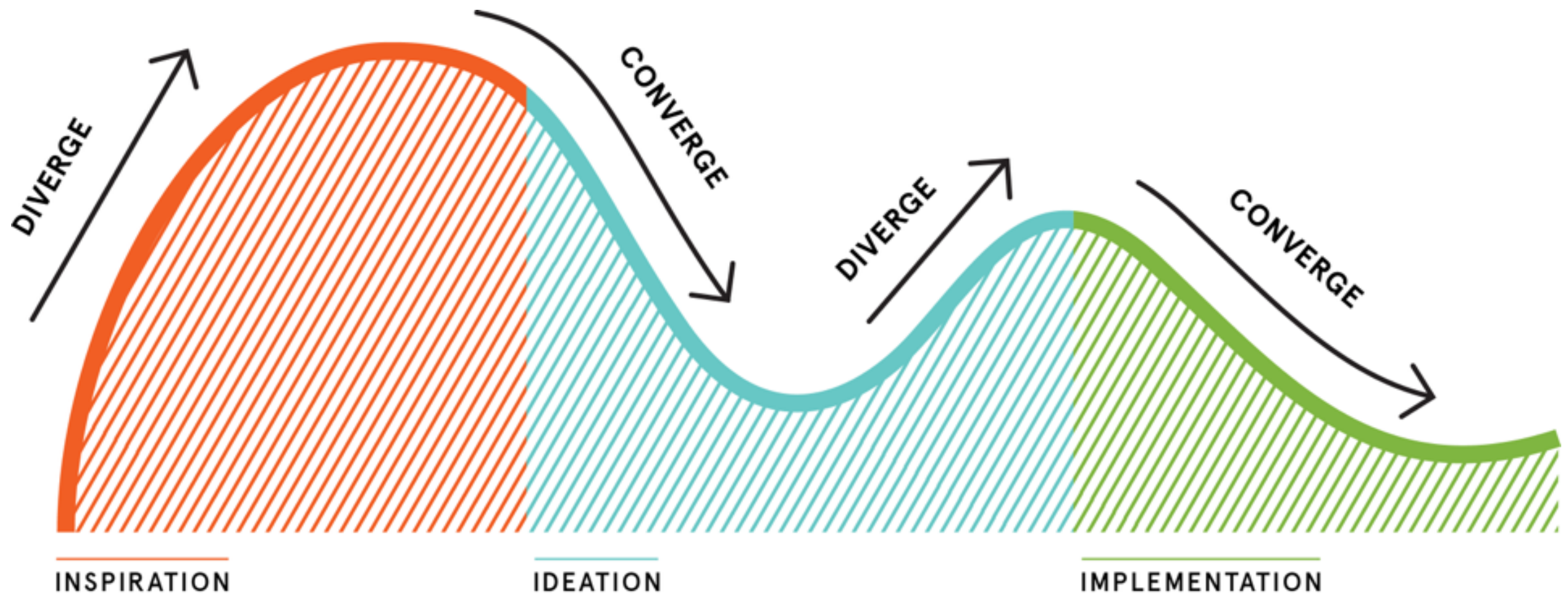
You'll observe and ask about their hopes, needs, feelings, and desires, all of which will **INSPIRE IDEAS THAT IMPROVE LIVES**.





IDEATION

—



Synthesis

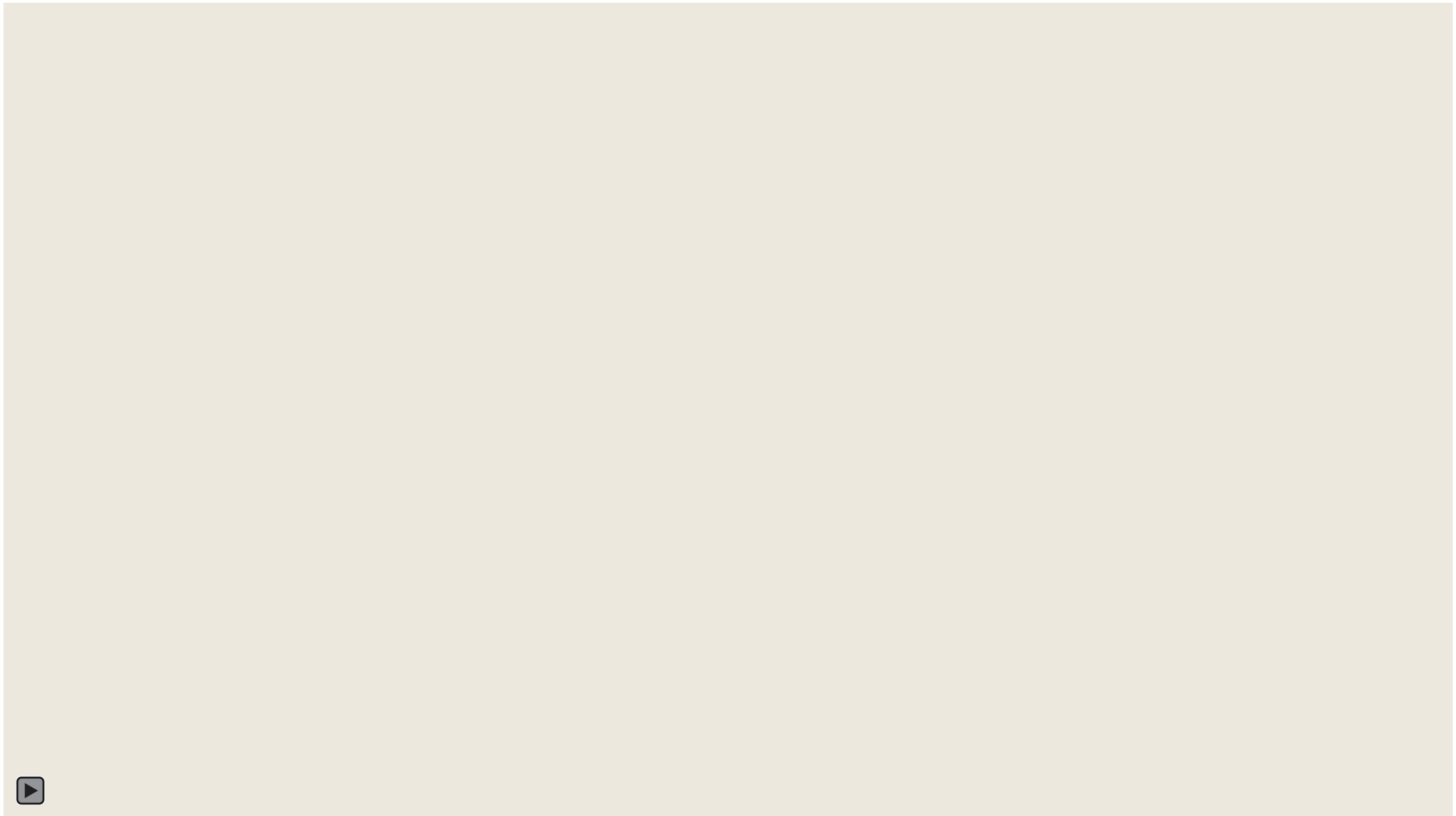
- Download Your Learnings
- Find Themes and Insights
- Craft "How Might We" Questions

Brainstorming

- Brainstorming Rules
- Top Ideas

Prototyping

- Storyboard
- Rapid Prototyping
- Test and Get Feedback
- Integrate Feedback and Iterate



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