
MINDSETS

Creative Confidence

Trust in your ability to come up with creative solutions to big problems and dive in.

Empathy

Step into someone else's shoes and start to solve problems from their perspective.

Embrace Ambiguity

Give yourself permission to explore so that the right answer can reveal itself.

Make It

Get ideas out of your head and into people's hands so you can learn from them and improve.

Learn From Failure

Experiment and prototype to learn what doesn't work, so you can learn what will.

Iterate, Iterate, Iterate

Keep testing, learning from, and evolving your ideas so you can get them just right.

Optimism

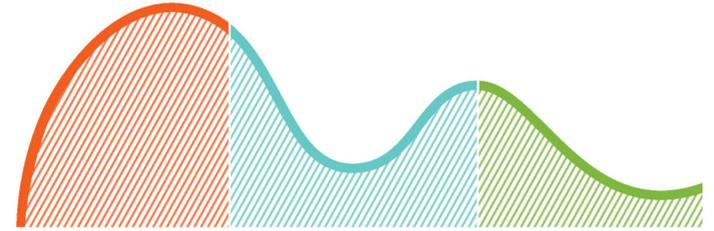
Embrace the idea that a solution is out there and that you can find it.

RESOURCES

Learn more and share your experiences on designkit.org.

HUMAN-CENTERED DESIGN

At a Glance



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 design challenge.

Frame Your Challenge

Start with a big question that you want to design for. Think about the impact you want to have and start with a challenge that you are excited to tackle.

Create a Plan

Think ahead about what you want to learn more about, who you can learn from, and where you can learn. Ask questions that lead to deeper understanding of and empathy for the people you're designing for.

Go Out and Research

Seek inspiration by going out into the world and learning from Interviews, Immersion, Expert Interview, and Analogous Inspiration. Talk with people who represent extreme perspectives to push your thinking and challenge your assumptions—remember that they are the experts on their own experiences.

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.

Synthesis

Make sense out of what you learned during Inspiration to uncover opportunities to design for by Downloading Your Learnings, Finding Themes and Insights, and Creating "How Might We" Questions.

Brainstorming

Energize your team and drum up a staggering amount of innovative ideas. Keep these rules in mind: defer judgement; encourage wild ideas; build on the ideas of others; stay focused on the topic; one conversation at a time; be visual; and go for quantity.

Prototyping

Bring ideas to life quickly so you can test them, get feedback, and continue to improve your idea—getting solutions that work out in the world. Try Storyboarding, Rapid Prototyping, Testing and Getting Feedback, and Integrating Feedback and Iterating.

IMPLEMENTATION

In the Implementation phase you'll bring your solution to life, and to market. Continue to learn and evolve your idea as you Keep Iterating, Live Prototype, and Pilot your concept. Keep the very people you're looking to serve at the heart of the process.

This workshop does not go deep into Implementation, but you can learn more about this phase and related methods on designkit.org.