

Chapter 6 of Design of Everything

Tigist Berhe

Design Thinking

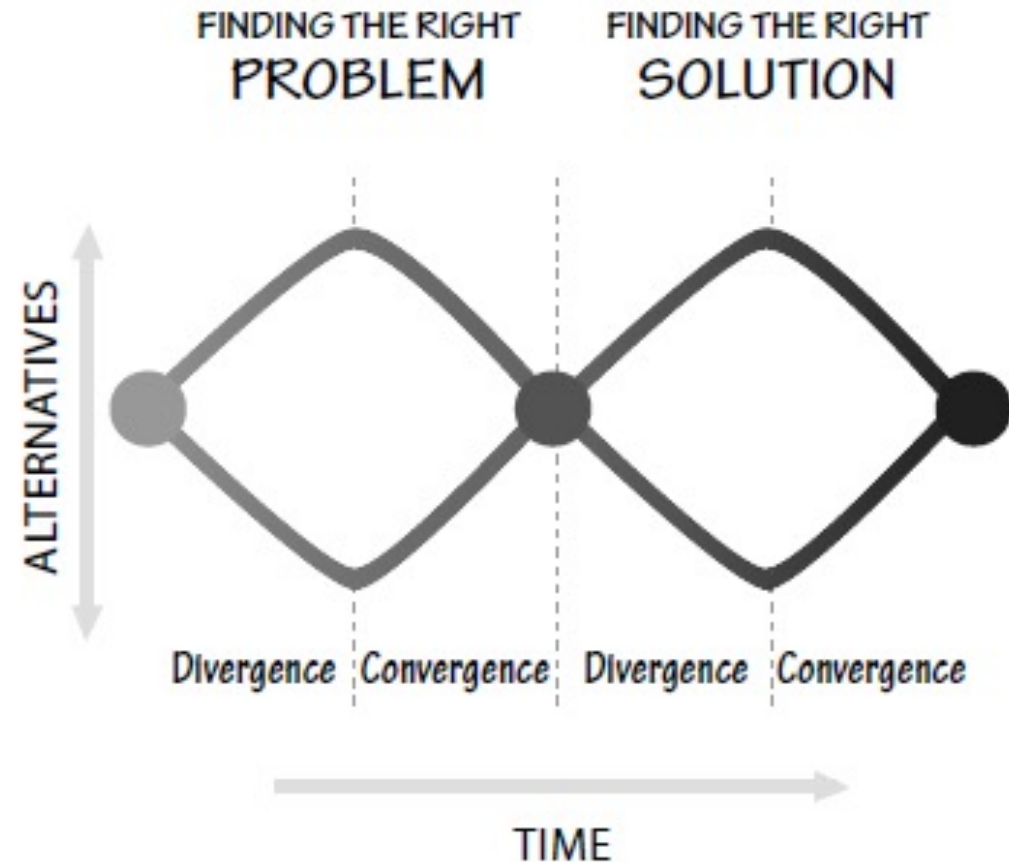
What is Design Thinking?

Correct and Wrong Problem



Double Diamond model of Design

- Expands the space of possible solutions (divergence)
- Converge upon a proposed solution
- divergence and convergence phases of finding the right solution
- Repeated divergence and convergence are important in properly determining the right problem to be solved



Human-Centered Design



Ensuring people's need



Understandable and usable



Acomplishes desired task

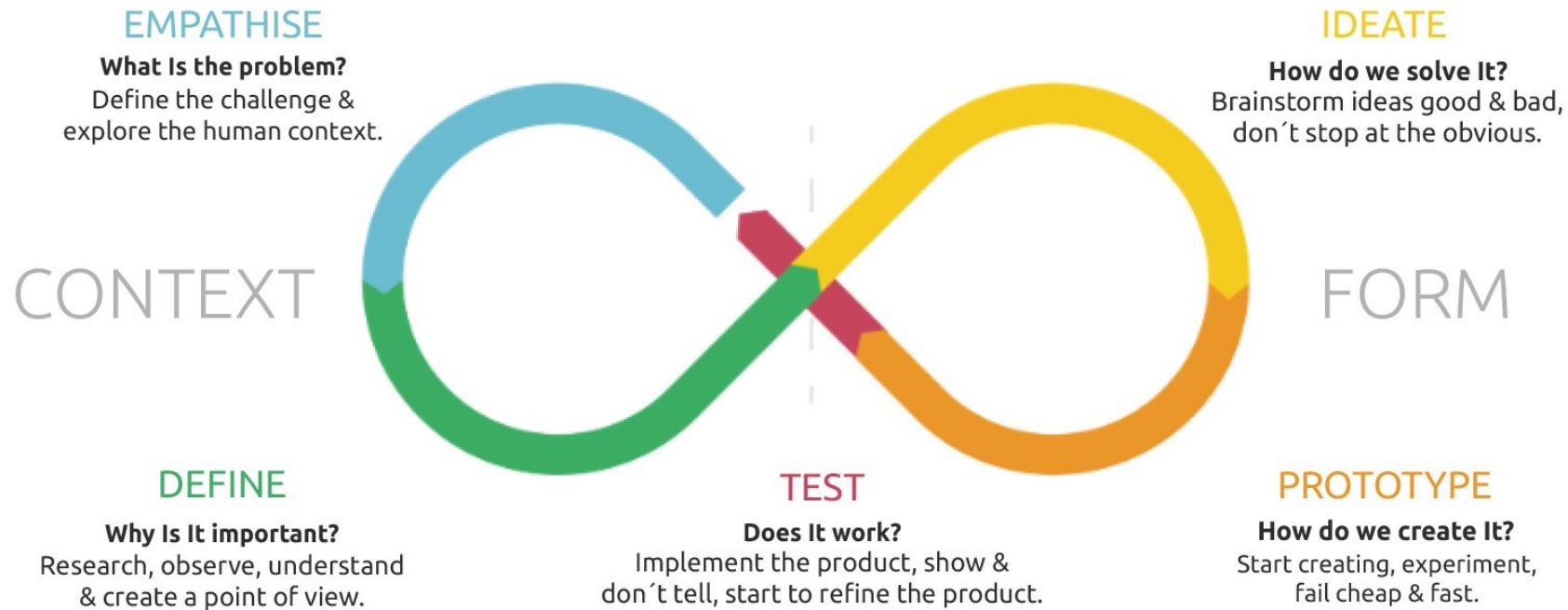


Positive and enjoyable experience



DESIGN THINKING

A FRAMEWORK FOR INNOVATION



Iterative design



CLARIFY PROBLEM STATEMENT
AND REQUIREMENTS

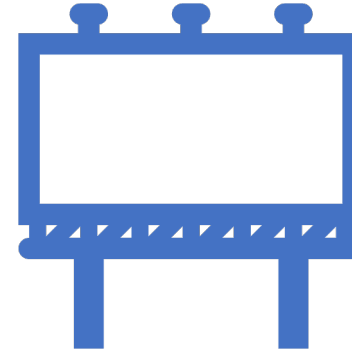


DEFER FORMATION OF RIGID
SPECIFICATION

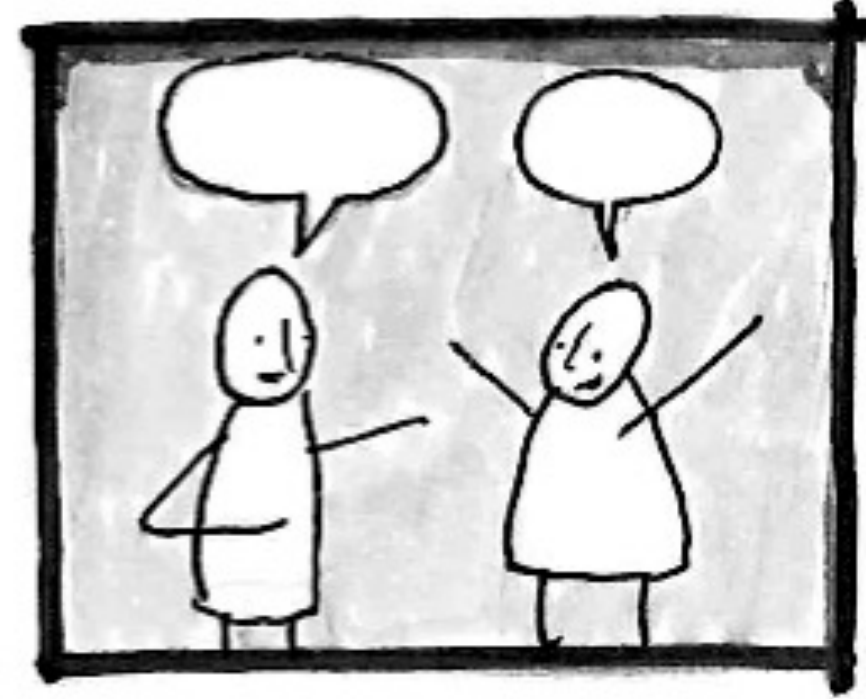
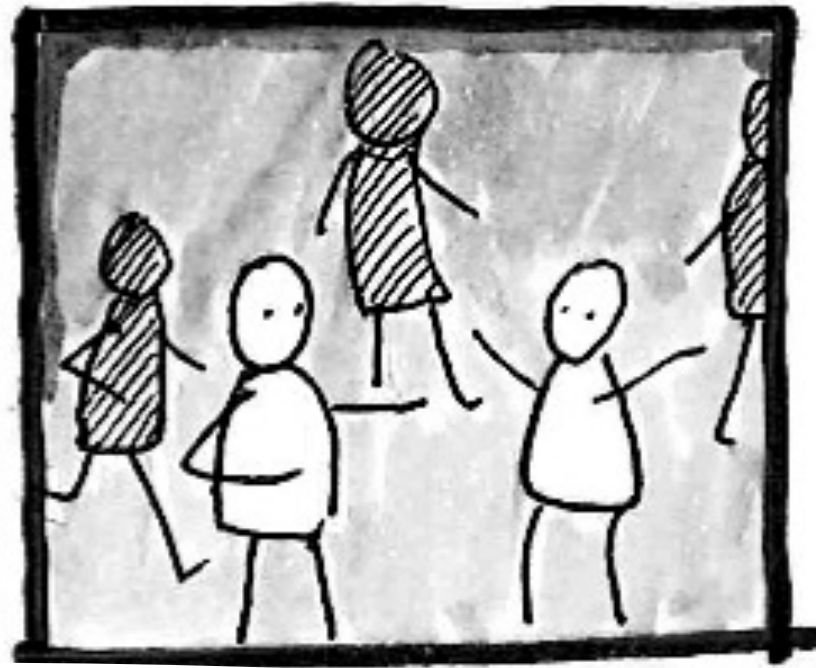
Design research vs Market research



Design: desired and useability



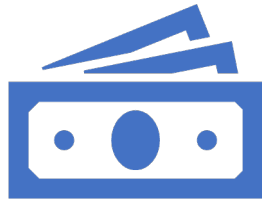
Marketing: purchasing decision



ACTIVITY- CENTERED DESIGN

- Accommodating disparate people focus on activities
- Activity, Tasks, Action, Operation

product development



Budgeting



Patents



Active researcher

Design Challenge



Time and budget constraints



Good products require

Harmonious

Smoothly functioning

Cooperative

Respectful organization

Solving conflicting requirements



Multidisciplinary team overseeing the design, engineering, and manufacturing process.



Sales and Marketing

Accommodation

- Inclusiveness
- Universal design
 - Flexibility





Standardizing

- Laborious, lengthy, and comes with a politicized issue
- Standardize and simplify lives everyone learns the system.
- Don't standardize too soon

Deliberately Making Things Difficult

- Deliberate difficulty results in good design
 - Keeping unauthorized people from using the device
- Difficulty can be achieved by breaking the rules of good design
 - Making things invisible to find
 - Not providing feedback when action is performed
 - Use unusual mapping





Thank you