



Complete Design Thinking Guide for Successful Professionals (Paperback)

By Daniel Ling

Createspace, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.Design thinking is a powerful thinking tool which could drive a brand, business or an individual forward positively. It is also a part and parcel way of thinking that designers go through in their minds in every single design project. Thinking like a designer can transform the way organizations develop products and services on the front end, while improving processes and strategy to the backend. It is a way of simply thinking and ideating on a solution to address a problem or better meet a customer need. It is a process focused on solutions and not the problem. In this book you will: Understand key characteristics of design thinking Understand the 5 action phases of design thinking - Empathize, Define, Ideate, Prototype and Test Empathize- Understand your customers / users Define- Define clear project / business objectives Ideate- Explore ideas and solutions Prototype- Build and visualise ideas Test- Review and decide best idea This book will help you: Clarify and solve problems better Understand your users Communicate in visuals confidently Innovate ideas and inspire others Experiment quickly and...



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