DESIGN THINKING

GLOSSARY

HUMAN-CENTERED APPROACH

Human-centered approach is a problem-solving technique that puts real people at the center of the development process, enabling you to create products and services that resonate and are tailored to your audience's needs.

DESIGN THINKING

Design thinking is a human - centered methodology which provides a solution-based approach to solving problems. It comprises five phases: Empathise (with the user), Define (the problem), Ideate (potential solutions), Prototype, and Test. Design thinking is a non-linear, iterative process.

USER RESEARCH

User research, or UX research, is an absolutely vital part of the user experience design process. User research helps to remove bias by learning about the user from their perspective, experiences, knowledge and mental models.

What do UX researchers do?

- Conduct research like interviews, surveys and focus groups.
- Analyze the research data to uncover what the main problems are.
- Define the scope of the problems to make sure the right things are prioritized.

EMPATHY

Empathy is the ability to metaphorically put yourself in someone else's shoes—and it's the very foundation of good design. Empathy enables you to understand your end user's needs and pain-points, and to design solutions accordingly.

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END USERS

The end user is, quite simply, the person you're designing for. It's the person who will use your product or service and it's the person whose pain-points you want to understand and solve.

PERSONAS

A persona is a representation of our end user. They aren't necessarily a real individual but are constructed using real information and data based on real users. They represent the goals, needs and characteristics of the end user(s).

JOURNEY MAP
customer, user, employee

A journey map is a visualization of stages end users go through when interacting with a company or product. One of the main goals of creating a journey map is to predict the user's emotions and feelings.

JM must be rooted in data-driven research and must visually represent different phases of end users' experience based on a variety of dimensions, including sentiment, goals, pains and touch points.

HYPOTHESES

A hypothesis is not just a guess – it should be based on existing theories and knowledge. It also has to be testable, which means you can support or refute it through different research methods (such as observations, experiments and statistical analysis of data, etc.).

OBSERVATION

Observation is an exploratory method approach. While a person performs a task, behaviors, events, and activities are observed, recorded and documented.

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CREATIVE SESSIONS

Creative sessions are an invaluable way to brainstorm for generating ideas and to make it possible to explore different potential solutions from many different points of view and combine alternatives until a sound idea emerges.

IDEATION

Ideation is a way to generate a large quantity of ideas to solve the identified challenge(s), as ideation is all about quantity rather than quality. One of the most popular ideation techniques is brainstorming.

BRAINSTORMING

Brainstorming is a popular ideation technique. It's usually done in a group and essentially involves coming up with ideas and sharing them without too much thought. You can also brainstorm alone and map your ideas out on paper.

PROTOTYPING

Prototyping is a process where teams implement ideas into tangible forms that are ready for validation by creating a model of how they might work. It involves producing an early, inexpensive, and scaled down version of the product in order to reveal any problems with the current or new design.

There are a lot of various prototypes, including role play, storyboards, physical, paper and interactive digital prototypes.

USER TESTING

User testing is when you test your product, new feature or prototype on real end users in order to gain feedback and inform future iterations of the product. User testing is often used to determine how your proposed solution works (or not) among your user group.

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MVP

Minimum Viable Product

MVP stands for "minimum viable product." It's the most minimal version of a product you can launch which has enough functionality for people to use. Launching an MVP allows you to see how the initial product idea is received before investing too much time and money.

FACILITATION

Facilitation is the conscious act of guiding the meeting process so that it stays on course, to make sure everyone participates, and to reach the agreed-upon meeting goals. To facilitate is to make things easier. A skilled facilitator makes it easier for all of us to listen, understand, consider, imagine, take action, and focus.

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