

DESIGN THINKING

students Yasuikovich A.D. Beleychik E.A.
scientific supervisor – lecturer Samusevich A.S.
Belarusian National University of Technology
Minsk, Belarus

In the 21st century, an important place is occupied by your creative thinking, both for any organization and for solving problems. The way you think decides the principle of how your company develops products, services, processes and strategies.

Design thinking is a way of researching products, services and services aimed at the customer. It combines desirability from the client's point of view with the technologically feasible and economically feasible. It also provides various opportunities for people who are not trained as designers to use creative tools so that they can solve a wide range of problems/tasks.

It includes six stages:

1. Empathy is meaningful empathy. It is necessary to understand what society is doing, why they are doing it, what values, necessities and painful places they have.

2. Focus – here it is necessary to express a question related to the problem. Process the data acquired during the study: divide into clusters, separate the person-model, write out more important clear quotes from users. Formulate a point of view, for example: how can you help a certain person to do something with the help of service?

3. Generation of ideas – you need to accumulate as many ideas as possible, eliminate criticism, organize a comfortable atmosphere, select diverse investors, use the "yes and ..." rule.

4. Prototyping – iterative formation of layouts that can help in finding the right solutions.

5. Testing – can help you get to know the client better, immerse yourself in the task you are working on.

Design thinking is both an art and a science. It combines the study of the controversial components of the problem with optimal and analytical study, in other words, with the scientific side. This magical blend reveals previously unexplored characteristics, and can also help discover other strategies leading to truly innovative solutions.

Scientific activity explores how users interact with products, as well as studies the requirements in which they function.

As soon as you find several possible solutions, the selection procedure will be based on rationality. For a person, as a designer, it is recommended to investigate and forge these solutions in order to find the optimal acceptable option for any problem or obstacle found at the stages of the design process.

With this in mind, it would be more correct to note that design thinking is not thinking outside the box, but thinking on its edge, in its corner and under its barcode – this is how Clint Runge formulated the concept of design thinking.

References

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