XRDC

Learning to Do Design Thinking for Immersive Experiences

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UBM

What is Design Thinking?

5 Basic Steps of a Design Thinking Process

1. Empathize

Understand your user before you start.

       - Watch

       - Listen

       - Ask

5 Basic Steps of a Design Thinking Process

2. Definition

Define your project goals in light of your user research.

- Who?

- What?

5 Basic Steps of a Design Thinking Process

3. Idea Generation

Leverage a variety of methods to look for a wide array of possibilities.

5 Basic Steps of a Design Thinking Process

4. Prototypes

Build draft versions of your most compelling ideas.

Make sure you don't abandon ideas that might seem difficult to execute or too silly to work.

5 Basic Steps of a Design Thinking Process

5. Test

Assess your prototypes in light of your defined criteria and user needs.

      - Do this with a variety of users.

REPEAT REPEAT REPEAT

Learn about users through testing

Empathise to help define the problem

Tests create new ideas for the project

Empathise --> **Define** --> **Ideate** --> **Prototype** --> **Test**

Learn from prototypes to spark new ideas

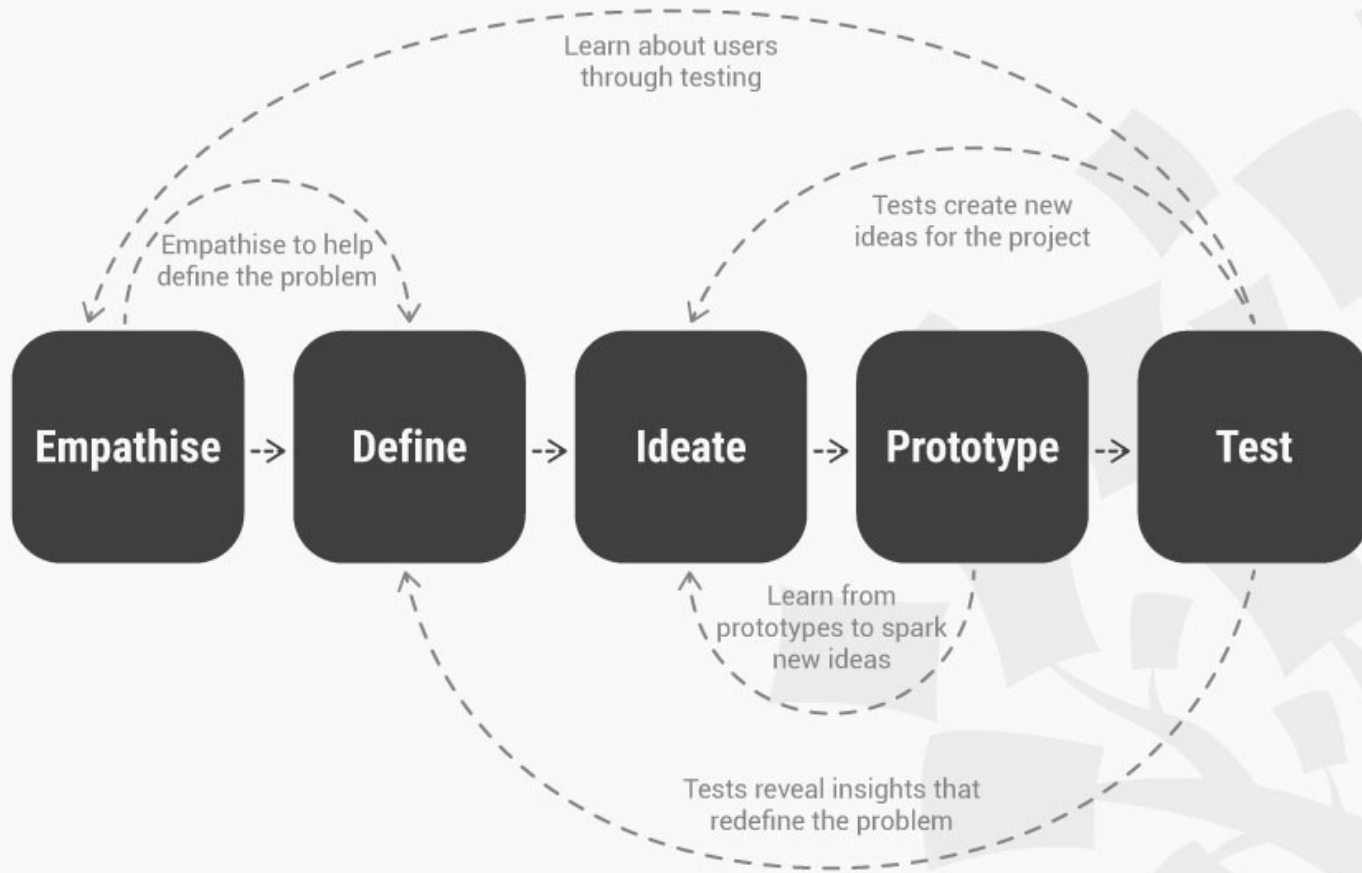Tests reveal insights that redefine the problem

Image provided by the Interaction Design Foundation. Interaction-design.org

What do these steps look like in practice?

1. Empathize with users

2. Define the Project

3. Generate Ideas

4. Build Prototypes

5. Test

Questions?