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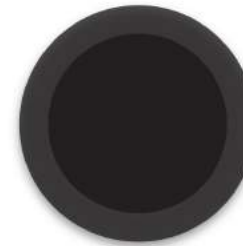


Colors



#28903F

Primary



#434343

Secondary

Typography



Cooper Black

Primary – Heading

Bold

Serif Typeface



Bookman Old Style

Secondary – Content

Bold & Regular

Serif Typeface





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EMILIA LUCY

Graphic Designer

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Emilia Lucy
Graphic designer

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Join Date: MM / DD /

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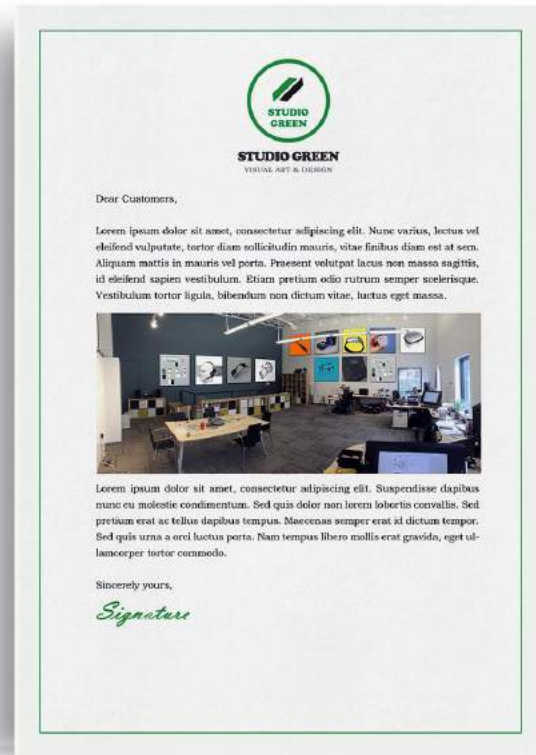


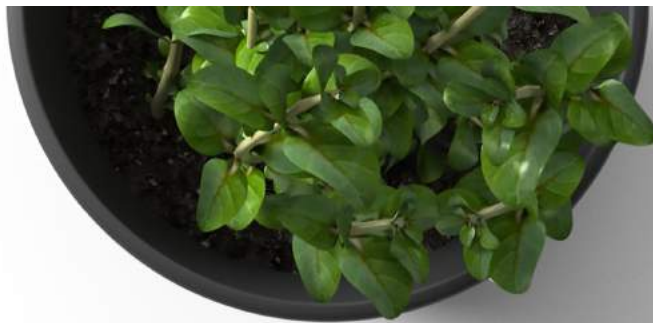
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Contact Us :

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CREATIVE ART & DESIGN

TriFold Brochure Template

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Ready To Help Anytime



Our Mission

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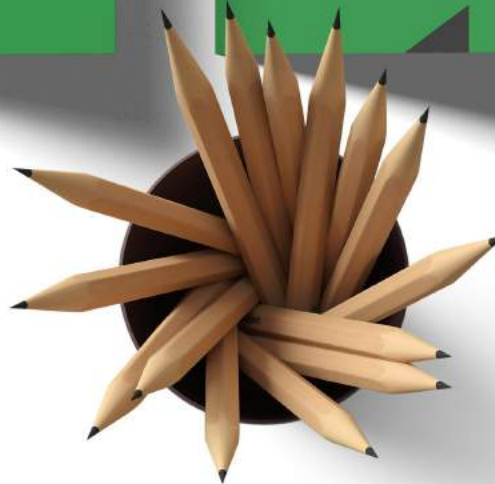
What We Do

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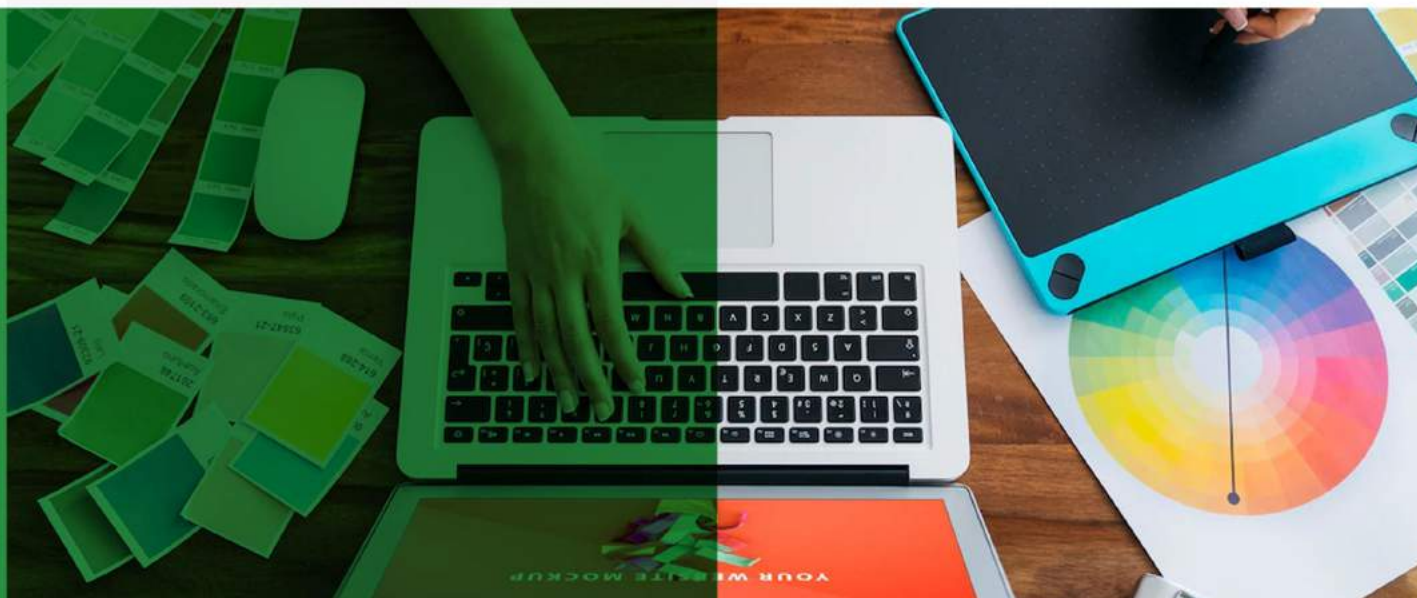
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DESIGN THINKING

12

Carefully Designed

"Design is one of the few disciplines that is a science as well as an art. Effective, meaningful design requires intellectual, rational rigor along with the ability to elicit emotions and beliefs. Thus, designers must balance both the logic and lyricism of humanity every time they design something, a task that requires a singularly mysterious skill."

A design process defines every designer's journey to solve wicked problems. It's a phrase that appears at talks, in job descriptions, and during job interviews. **But, what exactly is a design process?** Each company interprets it differently. And, each designer interprets that interpretation differently too. And, when asked to clarify, they fear that we are being too prescriptive and the process should be unique to an individual.

01 Designing the Right Thing

First, we'll look at designing the right thing. As we said in the first lecture, we use the Clay Christensen Jobs Framework to better communicate what a people problem actually is using an end-user, the context, the need, and the expected outcome.

For example, before Uber, a people problem was:
When pressed for time, I want to go to my next destination reliably, so that I can focus on what I have to do. But I can't do that well because: public transport is less flexible and taxis are expensive.

DESIGN THINKING

13

02 Drawbacks to a Simplified Design Process

The 'simplified' design process with which students are familiar is modeled after a typical/academic case study.

- Interview a bunch of people
- Brainstorm (only using Post-Its)
- Do a lot of low fidelity sketches
- Make some wireframes
- Do some user testing
- Create high fidelity mockups (-"pixel perfect"-)
- Iterate, iterate, iterate (if you screw things up)

Well, what is wrong with that? That sounds like the process to me.

Design everything on the assumption that people are not heartless or stupid but marvelously capable, given the chance Good design is all about making other designers feel like idiots because that idea wasn't



Carefully Designed

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