

# Design Thinking for Managers

## Slide -2

# People-Centered Design:



**User-Centric Approach:** People-Centered Design (also known as Human-Centered Design) is an approach that prioritizes the needs, preferences, and behaviors of the end-users or people who will interact with a product, service, or system.

**Empathy:** It starts with empathy, understanding the users' perspectives, feelings, and challenges. This deep understanding forms the foundation for designing solutions that truly meet their needs.

**Iterative Process:** People-Centered Design is an iterative process involving stages like empathize, define, ideate, prototype, and test. This cycle allows designers to continuously refine and improve their solutions based on user feedback.

**Inclusivity:** It promotes inclusivity and considers the diverse backgrounds, abilities, and circumstances of users. Designers aim to create solutions that work for as many people as possible.

**User Feedback:** Continuous user involvement and feedback are essential. Regular testing and prototyping help in refining the design based on real-world user experiences.

**User-Centered Problem Solving:** Instead of starting with a preconceived solution, People-Centered Design focuses on identifying and addressing the actual problems and challenges users face.

# Evoking the "Right Problem":

**Problem Definition:** Evoking the "Right Problem" is about accurately defining the problem or challenge that needs to be addressed. This is a critical first step in any design or innovation process.

**Root Cause Analysis:** It involves digging deeper to identify the root causes of the problem, rather than just addressing its symptoms. Solving the root cause leads to more lasting solutions.

**Critical Thinking:** It requires critical thinking and questioning assumptions. Sometimes, the perceived problem may not be the most significant or relevant issue.

**User Involvement:** Users and stakeholders can help in evoking the right problem. They often have insights into the issues they face, which might not be apparent to designers.

**Iterative Process:** Similar to People-Centered Design, evoking the right problem can be an iterative process. As you learn more about the problem, your understanding may evolve, and the problem statement may need refinement.

**Aligning with Goals:** The "Right Problem" should align with the broader goals and objectives of the project or organization. It ensures that solving the problem has a meaningful impact.

**Prioritization:** In some cases, there may be multiple problems to address. Prioritizing them based on their importance and impact is essential.

People-Centered Design emphasizes designing with the end-users in mind, while evoking the "Right Problem" focuses on accurately identifying the core issues that need to be solved. These concepts work hand in hand to ensure that solutions are not only user-centric but also address the most significant and relevant challenges.