GINGER REINAUER

Design Thinking : The Basics

Who Am I?

UX DESIGNER

STREET CRED
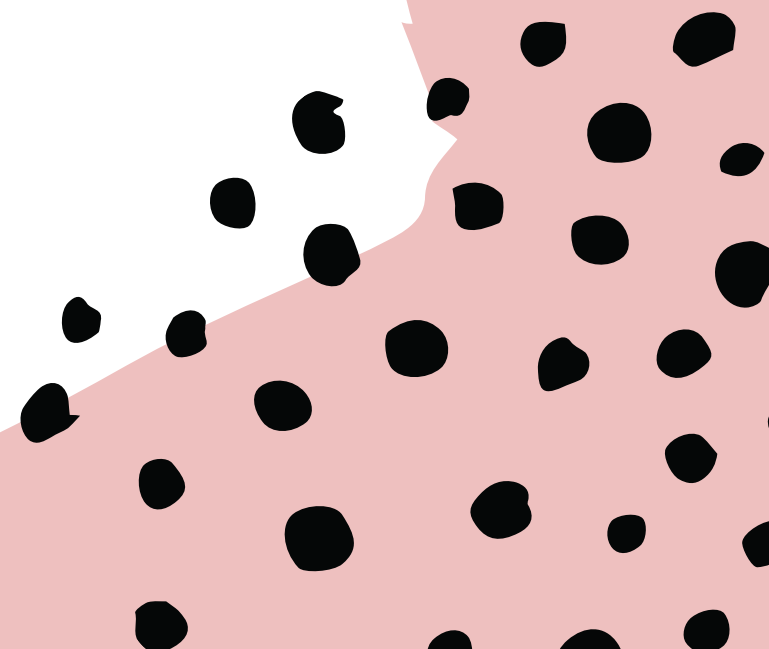
Designed the Exp.o Orders App

Taught robotics and CAD design to girls

Webmaster @ WWU

Been at Expd for 3 years

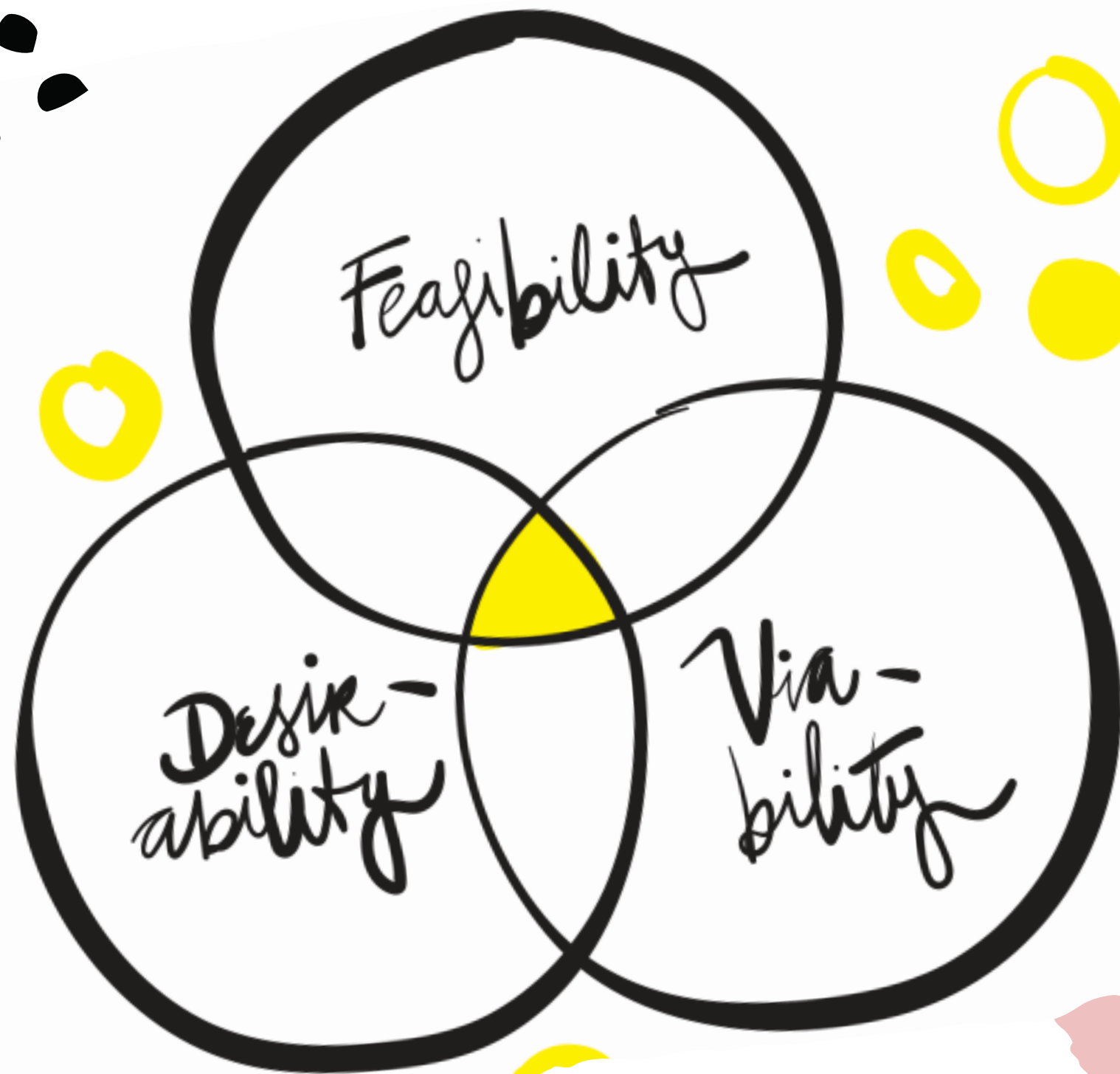Published children's book author & Illustrator

WHAT

Design thinking is a mindset that helps you solve problems creatively.
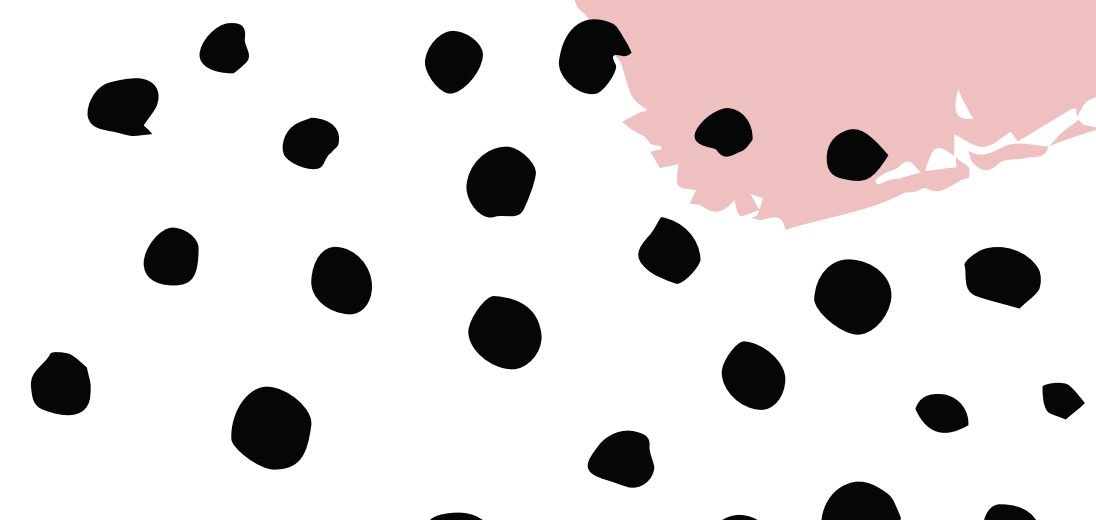
WHY

By thinking from the needs of the user, a design thinking approach helps designers bridge the gap between something that just works and something that solves a problem.

= people love your products!

We want to get to that sweet spot on the intersection of desirability, feasibility, and viability.

EMPATHIZE

Gain a deep understanding of the
actual users you are designing for
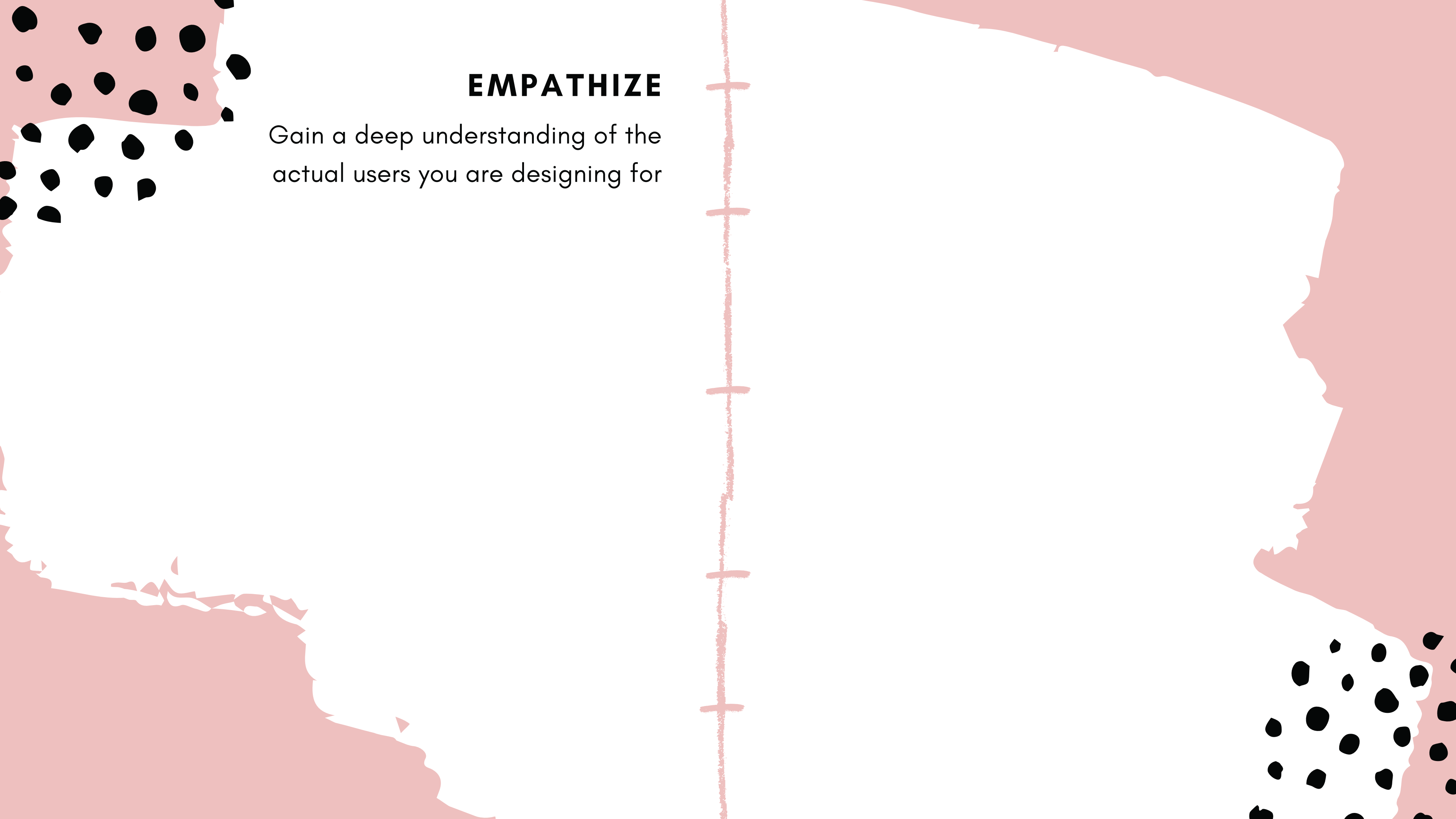
EMPATHIZE

Gain a understanding of the problem

DEFINE

Define the problem and pain points

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IDEATE

Come up with ideas of how to solve the problem

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PROTOTYPE

Attempt to build your idea - can be a lofi version

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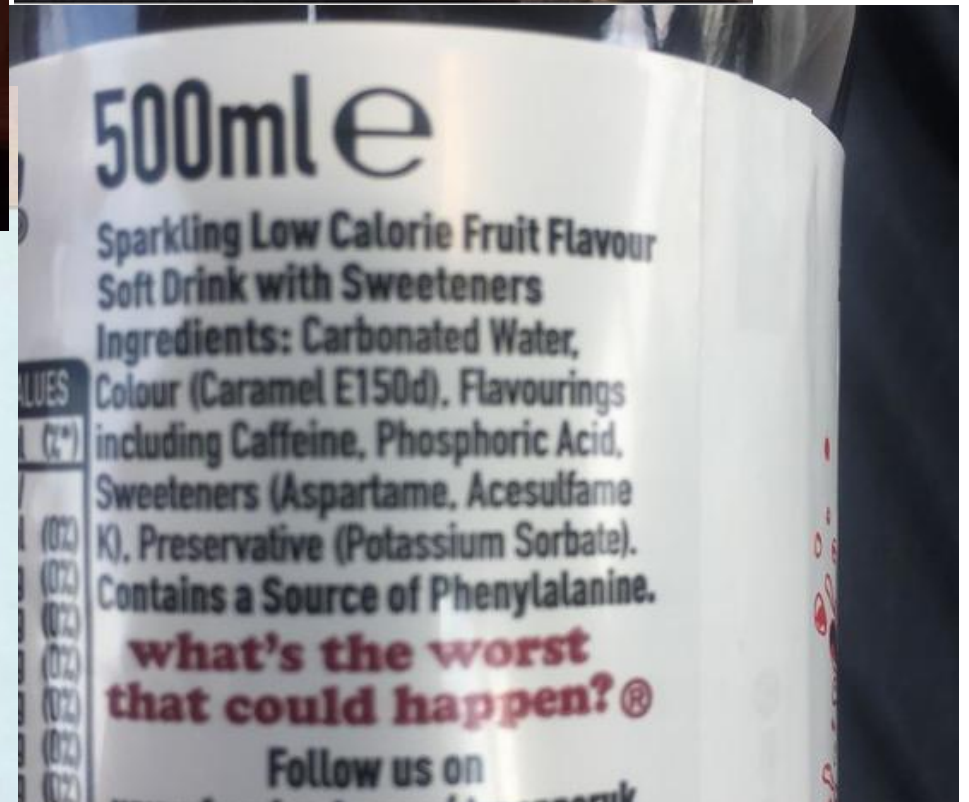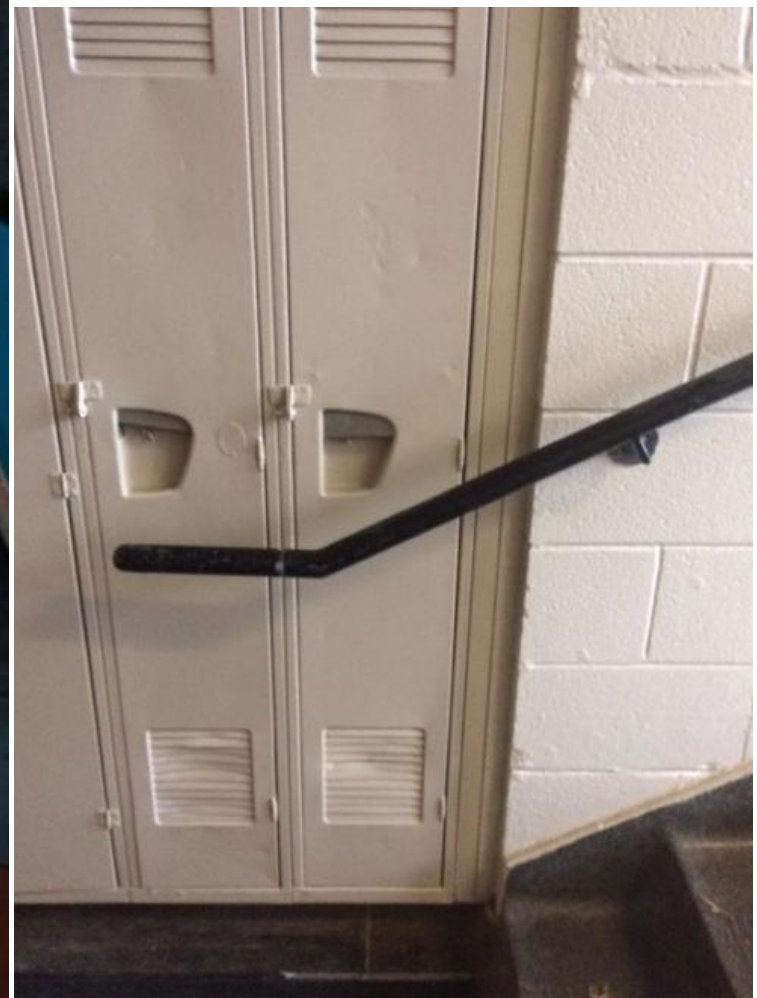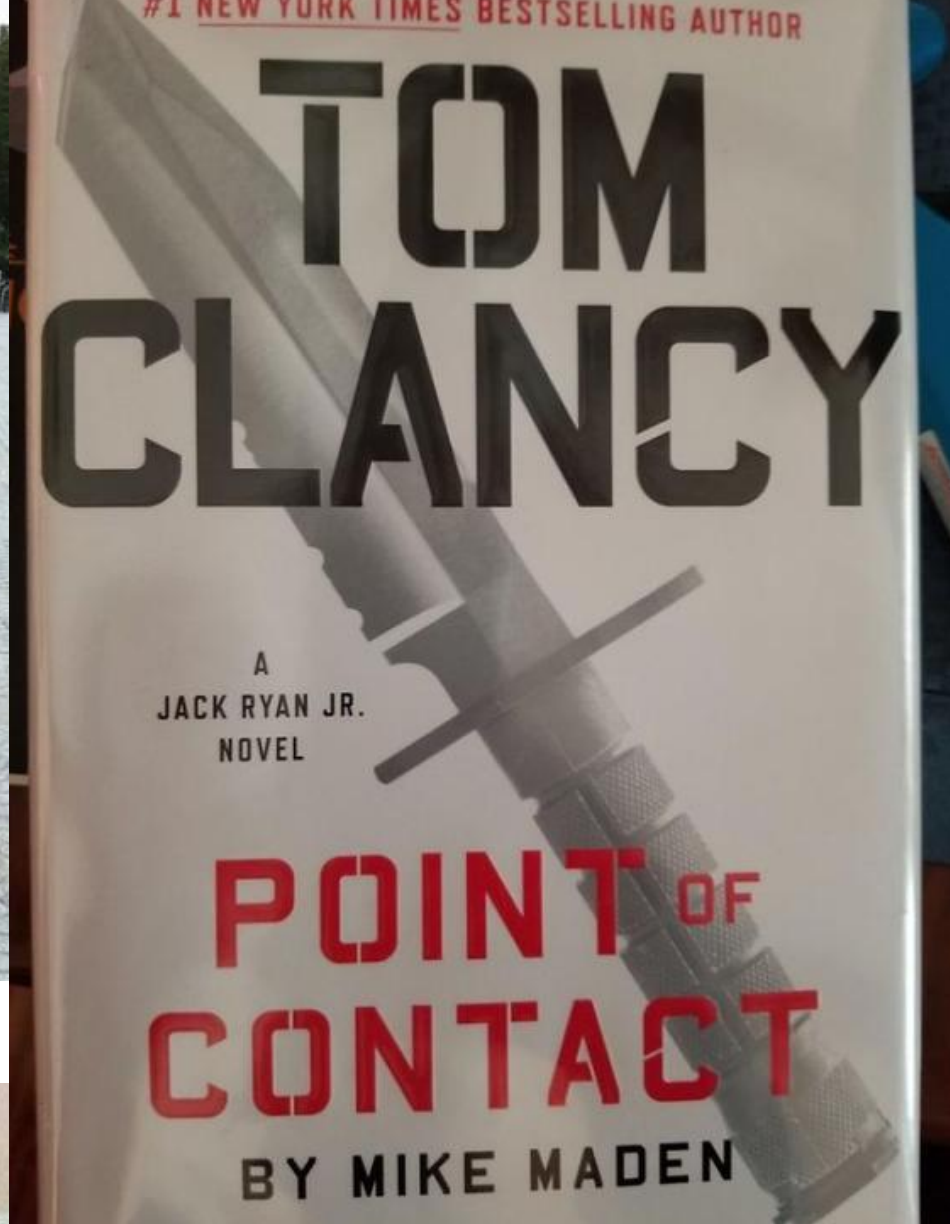
DEFINE

Define the problem and pain points

IDEATE

Come up with ideas of how to solve the problem

PROTOTYPE

Attempt to build your idea

TEST

Validate your idea

#1 NEW YORK TIMES BESTSELLING AUTHOR

TOM CLANCY

A JACK RYAN JR. NOVEL

POINT OF CONTACT

BY MIKE MADEN

†UNASHAMED

THE SIMPSONSNS

Simpson

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I am laughing so hard right now!

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child who does not master this stage feels inferior, as if he or she were incapable of reaching positive solutions and unable to achieve what peers are accomplishing.

IDENTITY VERSUS ROLE CONFUSION

LISTEN TO THE AUDIO:

00:00

The fifth ego crisis (corresponding roughly to Freud's genital stage) is the most famous and influential of Erikson's stages: "Identity Versus Role Confusion." At this stage, the adolescent experiments with different roles, while trying to integrate identities from previous stages. For instance, th child is son (or daughter), student, friend, and possibly si fit together into a cohesive whole?

11m

10m

WARNING- Do not put beverages in cup holders.