

IDEO: HUMAN CENTERED DESIGN

INTRODUCTION

Ideo, the design and innovation company is one of the most recognized companies that deal with the human-centered design. This process deals with the identification of customers' wants and their requirements and how to satisfy them while designing new and efficient solutions. The IDEO case explicates the complete sequence of the company's work and its benefits of utilizing human-centered design for finding solutions to the multifaceted quandaries and stimulating innovation.

EMPATHY

Therefore, IDEO in its work deals with empathy at its core. Designers engage themselves in the user's experience, problems, and necessities in an effort to endow themselves with extensive experience pertaining to the user's experiences. This phase is mainly characterized by field study, interviews, observations and other interactive sessions with the potential users. Thus, by personifying the users, IDEO guarantees that all the suggestions designed are closely matched and tailored to the users' requirements.

TESTING

The last procedure is the usage of prototypes where products are given to the users in order to test them. As for the last phase of the project, it is the most critical as it involves the confirmation of underlying assumptions and the modifications that might be needed after that. That is, at IDEO prototypes are cycled through many times with improvements incorporated after talking to the users, in order to produce an end product that will not only work but is easy to manipulate by the users.



Conclusion

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Humanitarian Design is a useful strategy in ID for ideating and solving pressing problems across industries. As a result of IDEO's focus on users as the centre of design, the organisation is able to develop novel yet highly relevant concepts and initiatives. Evidently, the approach demonstrated in this case in the use of empathy, collaboration, and iterative testing produces good results.

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