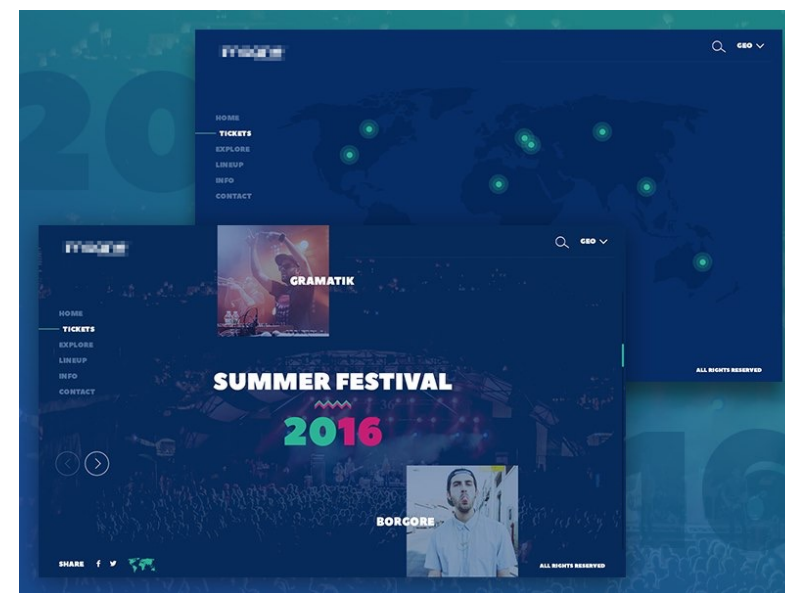
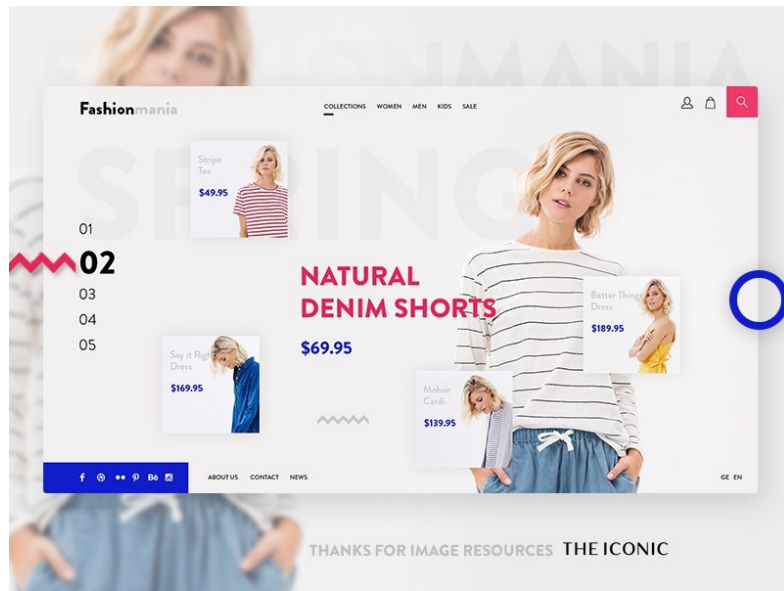


From Ideas to Action

Trends



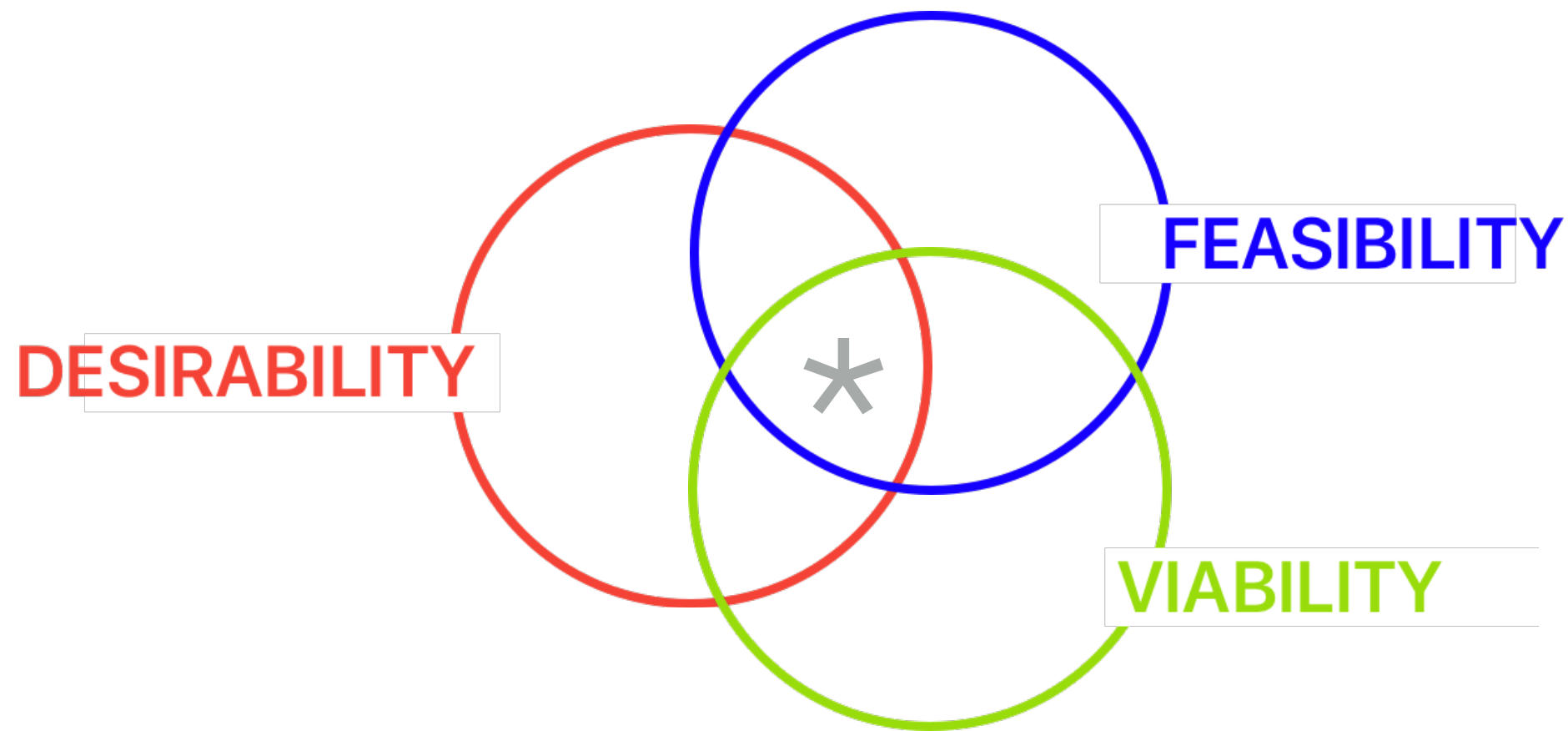
A lot of Designers focused on:

Aesthetics

Appearance

Fashion

Design Thinking



* -Great Products

Insight

Penetrating mental vision or discernment.
Faculty of seeing into inner character or
underlying truth.

Gathering Insights

Practicing observing

Learn from extremes

Conducting a great interview

Immersing in empathy

Sharing Insights

Ideas generation methods

Brainstorm

Mash-Up

Empathy Game

E-Storming

Brainstorm rules

Quantity over Quality

Build on the ideas of others

One conversation at a time

Be visual

Be a team player

Prototyping

“A prototype is just your idea of what the future might look like.”

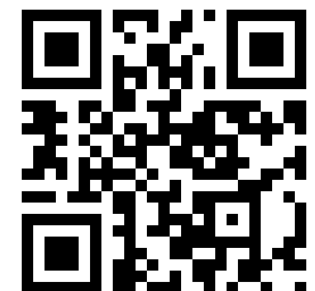
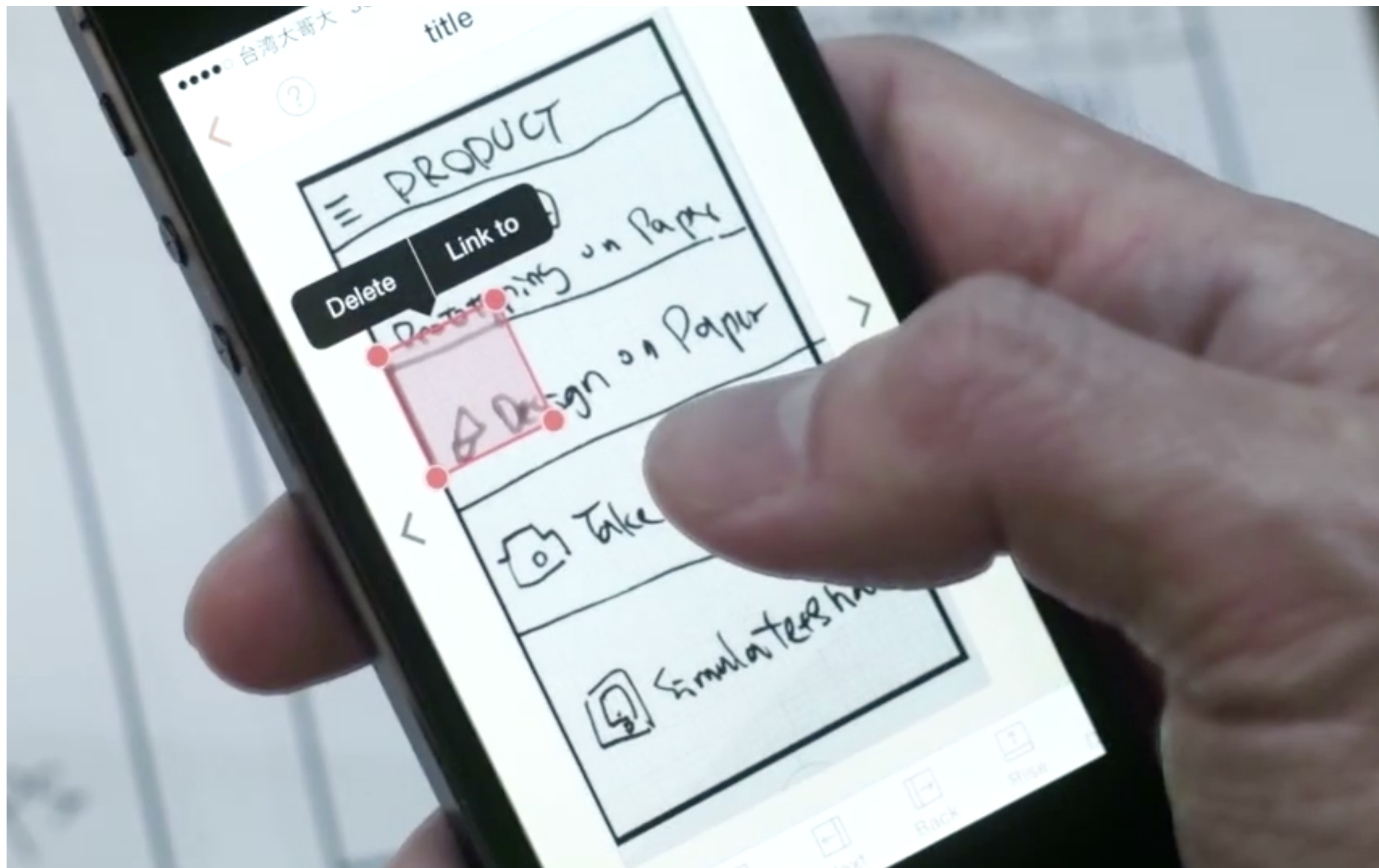
– David Kelley, founder of IDEO and d.school

How to prototype

1. Build
2. Share
3. Reflect

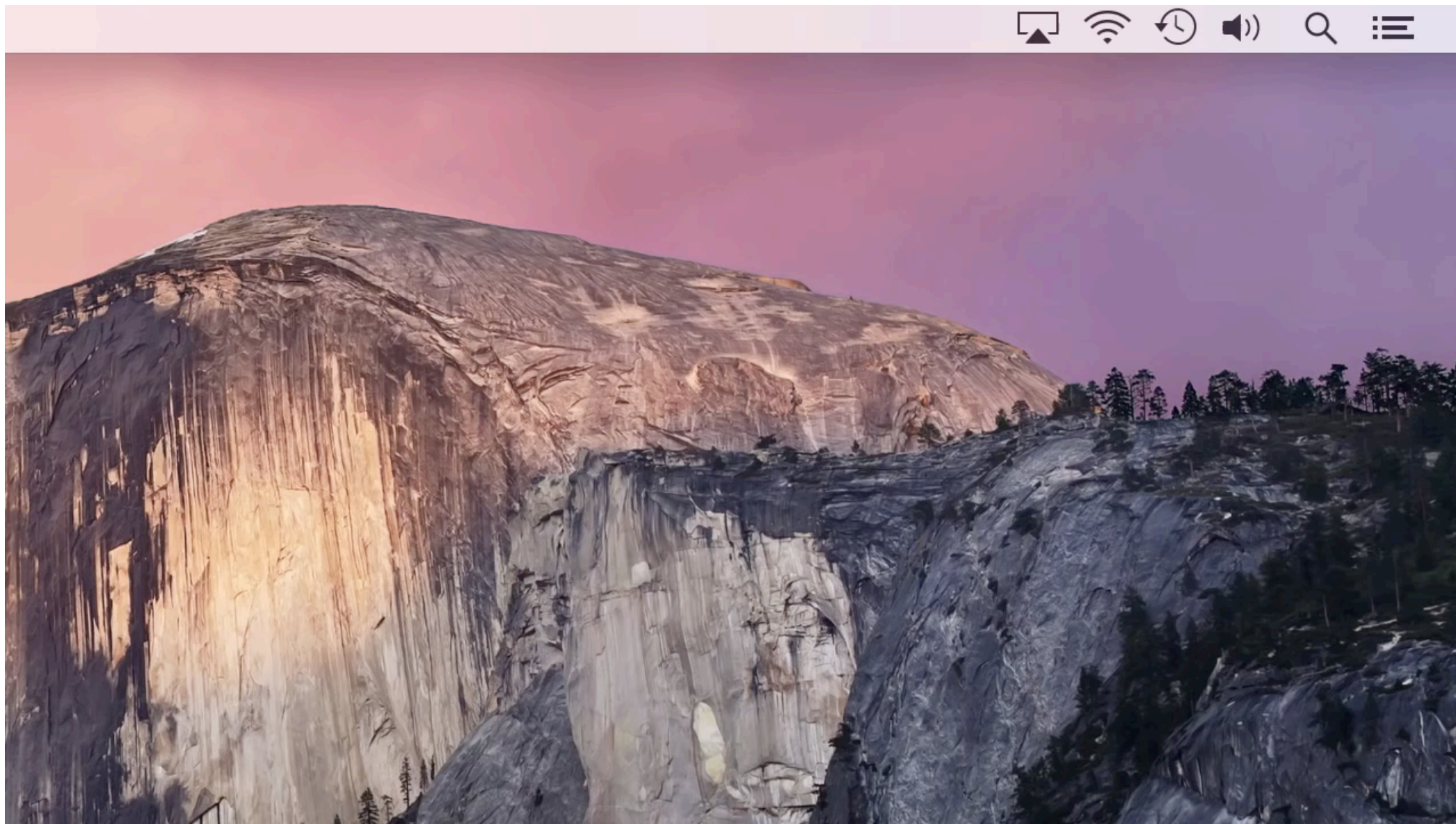
Prototyping tools

POP - Prototyping on paper



Prototyping tools

Principle



Prototyping tools

Framer Studio



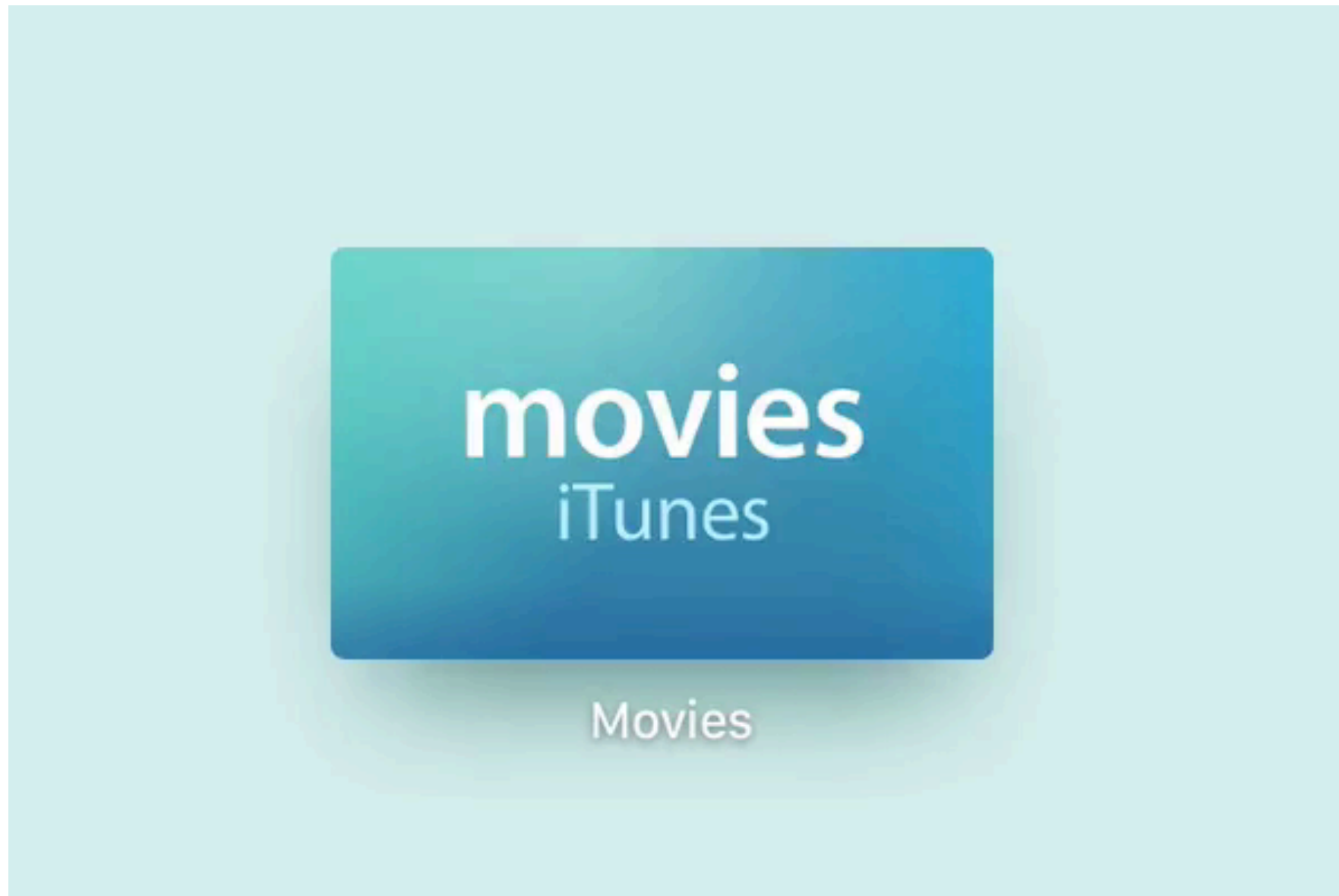
Prototyping tools

Framer Studio



Prototyping tools

Framer Studio



Iterative approach

1. List your questions
2. Prioritize
3. Ideate more
4. Prototype more

Product presentation

1. Problem
2. Solving
3. Resources

thnx

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