

Speak the language of design thinking

This is not an exhaustive list of every term you may hear in the discussion of design thinking, but it's a good start to getting your colleagues sounding like pros!

Analogous: Drawing inspiration from a solution from another field or industry that shares a commonality with the problem being explored

Constraints: What you can't change about a problem

Empathize: To set aside one's own assumptions about the world in order to gain insight into the users and their needs

Human-Centered Design: Design thinking is a human-centered design approach. It focuses on research about the proposed users: Who are they? What do they want/need? How do they behave?

Ideation: Generating a lot of ideas

Insight: Unique qualities about a user that inform the design

Iterative: The cyclical process of prototyping, testing, analyzing, and refining a product or process

Interdisciplinary: Combining or involving two or more academic disciplines or fields of study

Persona: A fictional character created to represent user types; used to help to understand the users' needs, experiences, behaviors and goals

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Prototype: An early model of a concept built to test and receive feedback iteratively and learn from that feedback.

- *High-fidelity Prototype:* A prototype that simulates the functionality of the final product; it may not be entirely polished, but it is more than mock-up
- *Low-fidelity Prototype:* A tangible and testable artifact that illustrates the design concept, but is not yet functional; for example, a hand-drawn mockup of a digital solution
- *MVP:* Minimum viable product; often used synonymously with "prototype," it is a pared down version of a product that can gather the maximum amount of feedback from users with the least amount of time, effort, and resources to produce it

User: The person or group of people designers design with and for

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