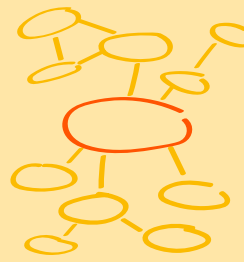




## DEFINE

Designers map out the challenges users face and identify key problems and opportunities for improvement.



## RESEARCH

Designers gather and analyze information by combining interviews, data collection, and observations to understand the user, space, or system they are designing for, collaborating closely with users to avoid making assumptions.

## OBSERVE

Designers are actively aware of their surrounding environment, taking time to look and listen.

## BRAINSTORM

Designers generate multiple ideas and explore solutions freely before thinking critically over whether an idea is good or not.

## USER

An individual or group of people who interact with a product, space, system, experience or service.



# Design Terms & Strategies

## CO-CREATE

Designers work with users from the start to finish of a project as they are the experts on the object, space, or system. Users contribute ideas, skills, and insights, engaging in joint decision-making.



## COLLABORATE

Designers often work in groups as having diverse perspectives, backgrounds, and skills can lead to better ideas and solutions.



## PROTOTYPE

Designers find ways to bring ideas to life, share them with others, and test them out to see what does and doesn't work before going into a final design.

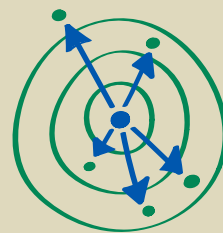


## LOCAL RESOURCES

Designers use what is available to them to create sustainable solutions that connect with the community and or support the local economy.

## EVALUATE

Designers critically assess ideas and prototypes, refining them based on feedback from peers and users, identifying what works or needs improvement.

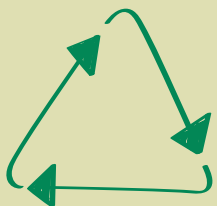


## INNOVATE

Designers take creative and new approaches to conducting research, experimenting, collaborating, and solving problems.

## FUNDS OF KNOWLEDGE

Designers seek out and collaborate with others in their community who bring unique expertise, skills, or resources to help solve the challenges related to the product, space, or system.



## IMPACT

Designers consider the impact of their solutions on users, communities, and the environment, both locally and globally.

# COOPER HEWITT

Smithsonian Design Museum