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Launch of the Ford Fiesta Diesel: The World's Most Efficient Car

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What is Human Centered Design?

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**A formal creative process to problem solving;
identifying issues and/or problems, designing and
delivering services and/or products that begins with
the people you're designing for and ends with
innovative solutions tailor-made to suit their needs.**

What's it all about?

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It's about building a deep empathy with the people you're designing for; generating tons of ideas; building a bunch of prototypes; sharing what you've made with the people you're designing for; and eventually putting your innovative new solution out in the world.

What's The Benefit of Human Centered Design?

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- 1. It fuels engagement in the process by end users and ensures that when solutions are implemented, target audiences are receptive and respond favourably.**
- 2. It creates more effective, innovative problem solvers.**
- 3. It eliminates the possibility of spending time, effort and money creating solutions to a problem only to find end users don't share your perception of the problem.**

The 3 Phases:

Phase 1

INSPIRATION

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- **Opening yourself up to others ideas, letting go of the 'We are the experts' mentality**
- **Accepting that what you set out to resolve may be re-defined by what end users experience as problematic thus changing your focus**

The 3 Phases: Phase 2

IDEATION

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- Brainstorming, imagining the practical and the fantastic
- Prototyping, testing and rolling out ideas, gathering feedback from the people you're designing for, revising and checking

The 3 Phases: Phase 3

IMPLEMENTATION

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- Partnering and getting the idea out
- Here the best ideas generated in the Ideation Phase are morphed into concrete fully developed action plan
- Prototyping is at the core of this stage moving ideas to actual services/products that are tested, iterated and refined

Impediments to Human Design Thinking

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- The approach isn't adopted by the entire organization
- It can be difficult for an organization to accept that there is nothing wrong with experimentation and failure, as long as they happen early and are a source of learning
- Prototyping has to be more than a way of validating finished ideas

