

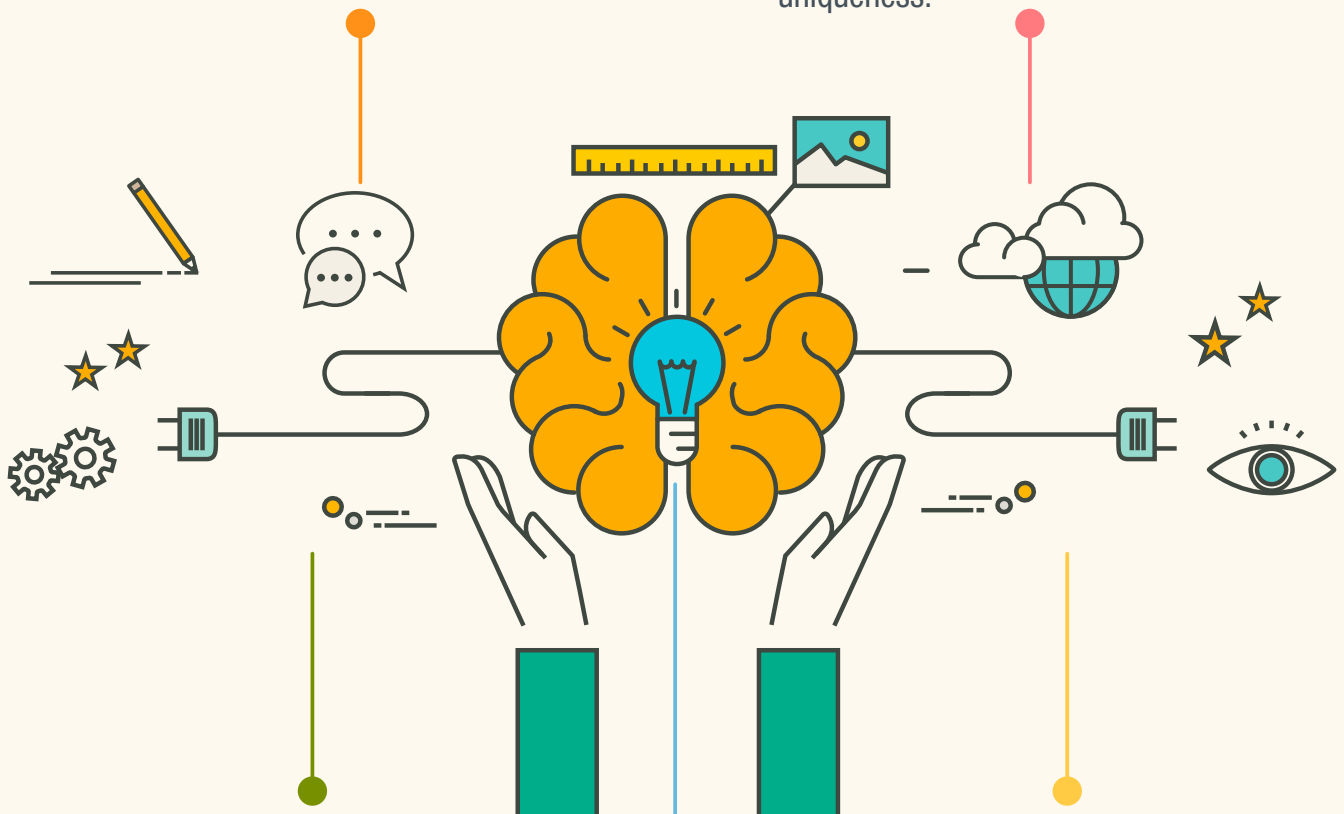
WHAT ASPECTS DOES DESIGN THINKING PROMOTE?

IT DEVELOPS EMPATHY

By having to put yourself in the user's shoes, the ability to empathise is reinforced. The ultimate goal is to meet their needs and provide them with innovative solutions.

IT REINFORCES TEAMWORK

It encourages the creation of synergies between different people, respecting and valuing one's ability to provide uniqueness.



IT PROMOTES IMPROVEMENT

Every idea must be valid before it can be assumed to be correct. This enables rapid identification and resolution of errors.

IT CREATES A GOOD ATMOSPHERE

The mechanics of this methodology enable us to enjoy the process and thereby reach a state of mind in which our potential is given free rein.

IT BOOSTS CREATIVITY

The development of techniques with a great visual and artistic content allows us to work with the most creative part of our mind while still being analytical.

Source: Universia.