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DESIGN THINKING

In different areas there are cases in which to change the situation must be taken unusual, resonance, and radical solutions. However, people can block these skills through stereotypes, inspired by conservatism, artificially constituted boundaries. And to help break these limits of thinking can certain paradigms that are embodied in the concept of design thinking, which will allow you to perceive situations from different angles, think more widely and take unusual novelties.

Design thinking is a complex philosophical and methodological orientation that has emerged over the years in response to the emergence of a new economic system with analysis functions and capabilities outdated economy. Thinking design originated in the United States and is a product of coaching. In the western countries, the peak of design thinking as an innovative technology has already passed – it is implemented and used by most successful companies [1].

The concept of design thinking in 1969 was formulated by Simon Herbert in his book The Sciences of the Artificial [3]. Then the idea was developed by scientists at Stanford University and founded the Stanford Institute of Design, which promotes the idea of design thinking. The concept of design thinking is treated differently. It is defined as a set of processes in which we seek to understand user refute the assumptions and rethink the problem, not obvious to find alternative solutions. The basis of design thinking is welcome anthropocentrism. Anyone who uses this principle subordinates his research interests of the individual, not the company, boss or project manager. The main work of design thinking - is to go beyond stereotypes and conventional ways of solving problems. In the original it's called thinking outside the box. Thinking design works like this. The process of finding a problem has five stages: empathy, focus, idea generation, prototype, test [2, p. 294].

Stage 1. Empathy. Empathy is the tendency to participate in the experiences of other people, to understand what they are experiencing, about their preferences and desires. This is the main goal of design thinking, namely, compassion, to escape from their perceptions of the world and to present them as a user. The true designer is always empathy. He chooses the paths that will be suitable for the user in different situations and creates projects that can be easily perceived.

Stage 2. Focusing. At this stage, it is necessary to systematize the information received through empathy, analyze your observations and highlight the key problems of the user. The purpose of the focus is to formulate a question to which you will look for an answer in the next stage.

Stage 3. Idea generation. Generation of ideas you have identified the main problem of the user, find solutions. "Thinking outside the box" is just the right time. To ensure that everything goes well, remove critical thinking. Criticism can block a good idea. Record everything, even the most delusional thoughts. Only after the creative ends, select viable ideas and proceed to the next stage.

Stage 4. Prototyping. This direction determines the progressiveness of your ideas in practice. The prototype will be needed: 1) in the case of success, find the necessary output, notice deficiencies, refine it and create a product; 2) in case of failure, refute your hypothesis, save your strength and expenses. If the prototype is appropriate, proceed to the next step. If not, check the previous step and try to find the problem again.

Stage 5. Testing. At the end, you test the resulting product and interesting discoveries, ideas that you developed during prototyping. Design thinking is a process that repeats itself: you can apply test results to see and understand problems that arise. Customer feedback on the prototype or the working version can be useful in this [4].

How to apply design is thinking in design. Let's imagine that the clothing designer should develop a prototype of an unusual winter jacket. It can operate in standard, well-known ways: conduct surveys of people who have regular jackets, collect feedback, find out the positive and negative sides of individual models and,

with the help of information received, propose solutions. The designer can also go in a non-standard way: interact with people and learn about their behavior patterns and desire for convenience. So the designer can find out that all the jackets are warm in a different way and have a certain, most likely, familiar design: one when the cold is unlikely to warm up and the other is warmed up, which leads to discomfort. Therefore, people need a more modern model, which is ergonomic in operation, and also has an interesting and intuitive design. That is, on a primitive example, one can visually identify the attractive sides of this unusual thinking. It's worth it to work on the small one and then to conquer something essential and you will definitely notice the difference.

So, analyzing the above-mentioned information, it can be argued that design-thinking is a powerful and non-standard method for finding and obtaining the necessary interesting solutions in different situations. This method is universal because it can be used in various areas ranging from any business to normal life situations. After reading the steps of this method, one can apply them in practice and see how interesting the solutions to some issues, problems and situations can be. Necessary to remember that life is fleeting and must live without putting themselves in artificial limit, you have to think broader standard and discard conservative views, to look at issues through a special, unusual for a prism. And then you are sure to discover and find what you are looking for.

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