



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

SCHOOL OF COMPUTING
Faculty of Engineering

Presentation for Rubric design.

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TEAM- #TRYHARD



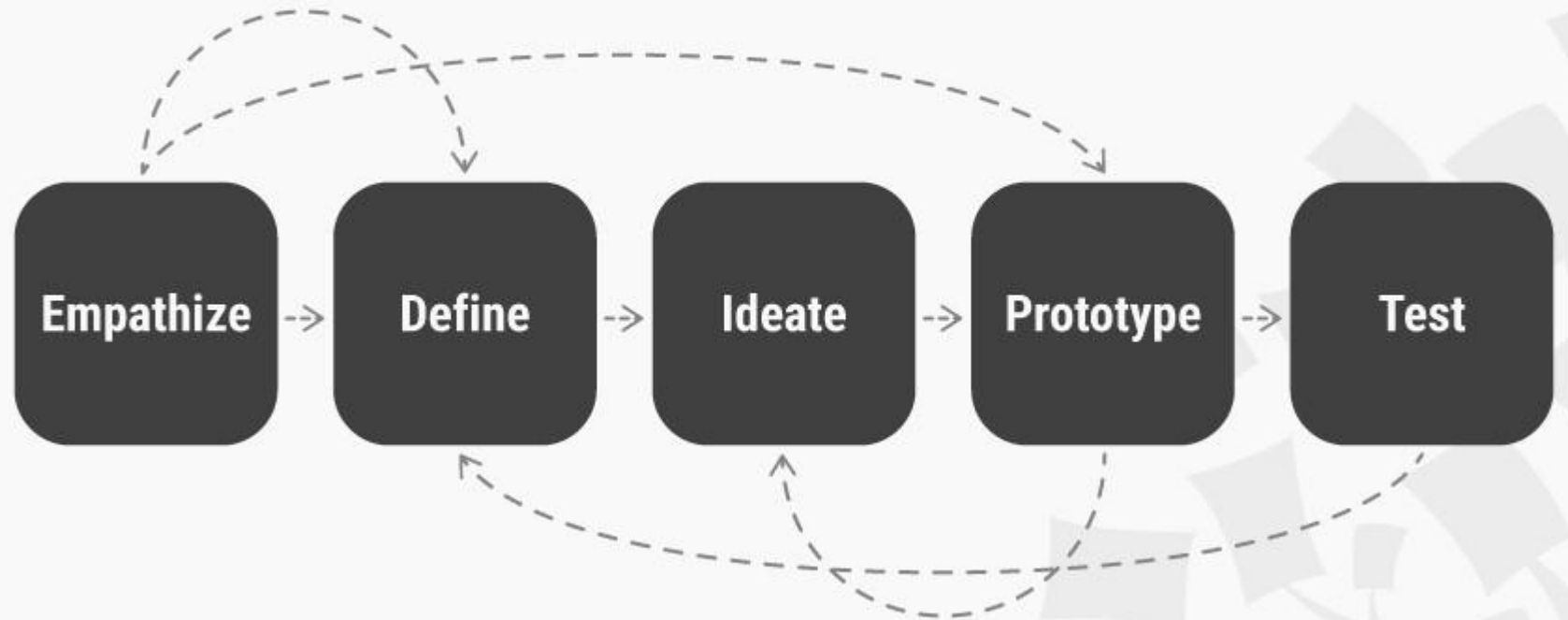
Introduction of design thinking:

“Design thinking draws on logic, imagination, intuition and systematic reasoning to explore the possibilities of what could be, and to create desired outcomes that benefit the end user (the customer).”

A design mind-set is not problem-focused, it’s solution-focused, and action-oriented. It involves both analysis and imagination. Design thinking is linked to an improved future and seeks to build ideas up—unlike critical thinking, which breaks them down.

— Linda Naiman, Founder of [Creativity at Work](#)

Design Thinking: A 5-Stage Process



INTERACTION DESIGN
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Stage 1: Empathize—*Research Your Users' Needs*

The first stage of the design thinking process allows you to gain an empathetic understanding of the problem you're trying to solve, typically through user research. Empathy is crucial to a human-centered design process like design thinking because it allows you to set aside your own assumptions about the world and gain real insight into users and their needs.



Stage 2: Define—*State Your Users' Needs and Problems*

In the Define stage, you accumulate the information you created and gathered during the Empathize stage. You analyze your observations and synthesize them to define the core problems you and your team have identified so far. You should always seek to define the problem statement in a human-centered manner as you do this.



Stage 3: Ideate—*Challenge Assumptions and Create Ideas*

Designers are ready to generate ideas as they reach the third stage of design thinking. The solid background of knowledge from the first two phases means you can start to “think outside the box”, look for alternative ways to view the problem and identify innovative solutions to the problem statement you’ve created.



Stage 4: Prototype—*Start to Create Solutions*

This is an experimental phase, and the aim is to identify the best possible solution for each of the problems identified during the first three stages. Design teams will produce a number of inexpensive, scaled-down versions of the product (or specific features found within the product) to investigate the problem solutions generated in the previous stage.



Stage 5: Test—*Try Your Solutions Out*

Designers or evaluators rigorously test the complete product using the best solutions identified in the Prototype phase. This is the final phase of the model but, in an iterative process such as design thinking, the results generated are often used to *redefine* one or more further problems. Designers can then choose to return to previous stages in the process to make further iterations, alterations and refinements to rule out alternative solutions.



Finally by supporting five phases of the design thinking here is our prototype which we selected for our project. **we@care**



we@care is a smartwatch featuring :

- Fitness tracker.(step counts,exercise mode)
- Visibility of time and location.
- Heart rate measuring.(bpm)
- And last but not the least
SAFE DRIVING MODE.