

Design thinking helps you solve problems like CEOs

Design thinking is not only applied in the field of design, but it also brings great benefits to many other areas. The highlight of this thinking method is the visualization of objectives, feedback and testing acquisition.

In the present age, when the Internet and technology are on the throne, design is too common. Appears in a myriad of things that we use and see every day like magazines, newspapers, books, ads, costumes, brands or other types of products - services, the design is gradually coming into an extremely "hot" field.

However, in the design has a term that not everyone knows is "**design thinking**" or also called "**creative thinking**" or "**think outside the box**" (**think out of the box**) . Basically, design thinking is an innovative practical process of problems to find an improved future outcome. It is necessary to combine empathy, creativity and rationality to meet user needs and business success.

Currently, design thinking is not merely a matter of design.

Wrong nontion

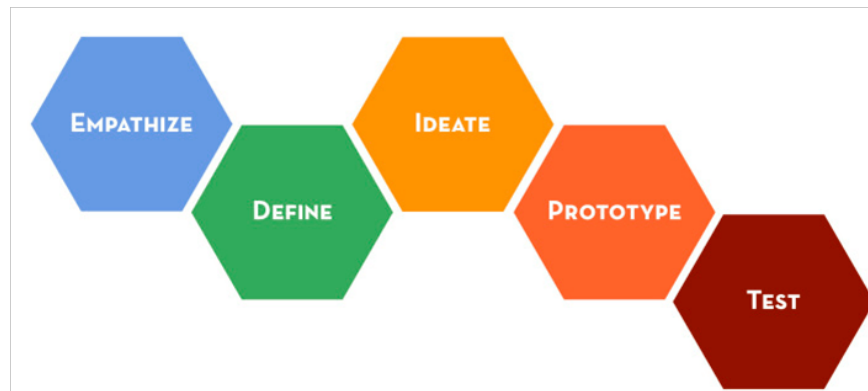
The traditional view is that design thinking is necessary or only applied to designers, useful for their work, such as product design, machinery or graphics. In other areas, people who do other professions do not need this method of thinking at all.

However, if you delve deeper, you will receive a lot of documents, books, business activities and courses based on design thinking.

Everyone, from business people, engineers to farmers or anyone else, has been using a design thinking process to create healthy habits, achieve personal goals and solve problems. situations of dilemma in life. And now, you can do the same.

What does design thinking look like?

Recently, the New York Times separated the design thinking process into 5 basic steps:



1. **Empathy:** Understand the problem to be solved.
2. **Defining the problem:** To understand the problem may be more serious than its external manifestations.
3. **Imagine:** Brainstorm, write ideas out of paper, make a list and start forming possible solutions.
4. **Construction:** Start creating the first models or build plans.
5. **Experiment:** Search for feedback from others while testing the created templates.

Now, let's see how these principles can be applied in your daily work and life.

Fight with procrastination: Apply test patterns

Many people think that designers are very creative. This is certainly true, but for great artists, creativity is not necessarily a motivating and decisive force.

Design thinking involves overcoming the fear of failure. Designers often have to create many prototypes using cheaper materials than the final product to save money, time and put the project into practice. Even if some of the first prototypes cannot be used or removed, they consider them to be lessons learned for new models.

This is the type of thinking that is used to help us completely eliminate procrastination. In an article in Psychology Today, Joseph Ferrari, a professor of psychology at De Paul University in Chicago, says there are three types of delays:

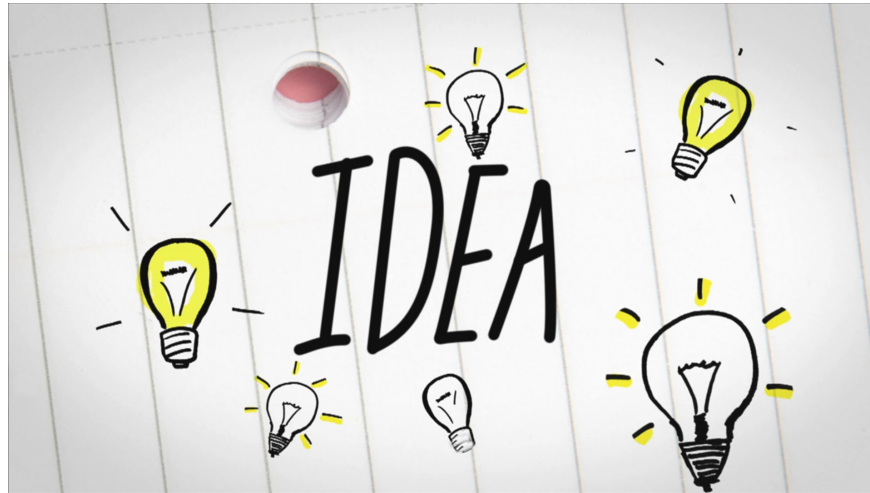
1. Model people are excited, nervous do not dare to do
2. The model who hesitates cannot make a decision
3. The most common is that people are afraid of failure or even afraid of success.

Many people do not realize that they often avoid tests, quarterly work reports or buy a gift for loved ones just for fear that those people will not be satisfied or that gifts are not really perfect. .

Instead of being overwhelmed by fear, think like a designer. **Whatever the problem or task you're delaying, create a sample by dividing the work into small parts and solving them one by one.** Once you have succeeded and recalled them, you will find that a small start can bring tremendous confidence to help you complete the rest.

Good control of criticism: Get feedback

Designers must collect and apply feedback for each project. The important thing here is that they must build a positive collaborative environment with their customers. Instead of fearing it, expect it, feel lost without it. Good control of criticism, assessment, whether constructive, too hasty or misunderstood, is also a great advantage for both your work and your own life.



According to Douglas Stone, a lecturer at Harvard Law School and co-author of *"Thanks for the Feedbacks"* book, there are 3 reasons why we cannot control well. criticize:

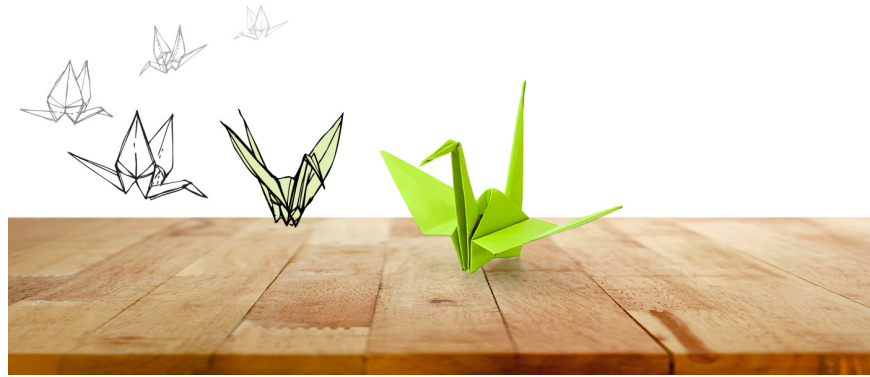
1. Critics seem wrong or unfair.
2. They do not like or disrespect those who give such feedback.
3. Makes the listener feel shocked when the response touches their own identity or safety.

Designers often receive less personal feedback and criticism because the above three conditions do not occur. As a designer, if you feel disrespectful or lose confidence after receiving feedback, they will not go beyond the limit. More importantly, criticism may be wrong or unfair because customers (clients) are trying to please the audience they understand better than designers, not to attack. friend.

Apply these principles when receiving criticism. Does that bad feedback come from? What should they do to make them more satisfied? If there is still misunderstanding, please apply the necessary steps properly. Don't forget that everyone is trying to please those around them more than themselves.

Become a better seller: Visualize with stories

Sales skills are beneficial in most areas. People need to become sales people and be a sales person in certain situations in life. From job interviews, romantic relationships or work or just to be more confident in yourself and more valuable: **listen, connect, explain values** and **other sales skills** are all what you need to get closer to the results you aspire to achieve.



And thinking about the end result is the point where design and sales thinking meet. The combination of these two will create great advantages for people who know how to use them.

Designers in addition to explaining the details must also determine whether the goals of the whole project will be achieved. **A good design, sales and problem solving** are all combined with the way Samsung has done with many of their products like TV or the Serif.

Many years ago, curved screen TVs have attracted millions of users thanks to the new design, but in 2016, they are expected to "cool down" because of some limitations such as viewing angles. restricted or reflective beyond modern standards. However, Samsung quickly overcome these problems by cooperating with a group of designers named Ronan & Erwan Bouroullec from France to make sure they formed a "new" feel for the line. This product by yourself. After that, the company also designed an impressive introduction video and a spectacular PR campaign in parallel with the process of selling products. Fast Company magazine called it a "design masterpiece".

Samsung used design thinking to visualize the entire process of this project and test how the goals will be achieved - similar to how sales professionals visualize results. finally to increase concentration and motivation. This is the key that can be applied in all areas.

Think of it as a designer by focusing on the end result to improve your sales skills. Understand that no matter how difficult or complicated the situation is, nothing can beat your passion.

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