

# Chapter 35

## Application of Design Thinking Methodology to the Various Phases of the Software Development Life Cycle

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### ABSTRACT

*Design thinking is often thought of as a creative way of problem solving. People are told to believe what they are told and what they read, and with that is the downfall of creativity. Designers need to see the world through the eyes of a 5-year-old. People need to give themselves permission to be creative. It takes intelligence to answer a question, but it also takes creativity to answer the question. People have to imagine the world as it never existed before. Design thinking can be termed as “consumer-centric”, “end-user centric” or simply “human-centric” thinking. It works from the perspective of the user in general with user satisfaction being the primary goal. The methodology that I adopted is thinking from the user’s perspective and working towards user’s satisfaction as the goal. Design thinking is a problem-solving technique evolved in different fields like architecture, engineering, and business. The key element to the success of designing a software system lies in user participation. Therefore, it was basically developed to derive a solution by understanding the user’s need.*

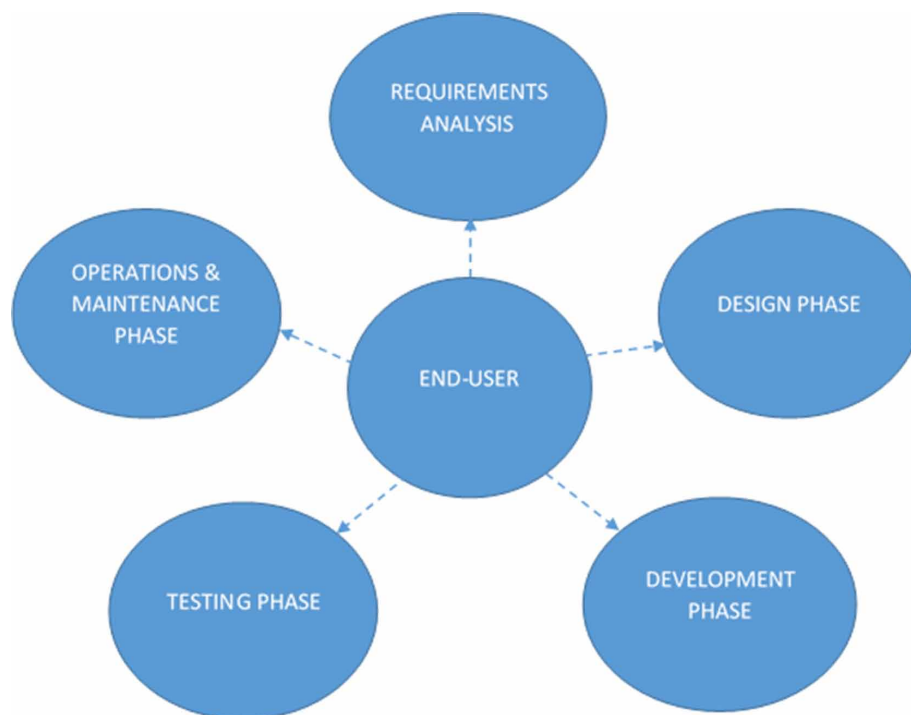
DOI: 10.4018/978-1-6684-3702-5.ch035

## **INTRODUCTION**

Design thinking is often thought as a creative way of problem solving. We are told to believe what we are told and what we read, and with that is the down coming of creativity. Designers need to see the world through the eyes of a 5-year-old. We need to give ourselves permission to be creative. It takes intelligence to answer a question, but it takes creativity to answer the question. We have to imagine the world as to it never existed before. Design thinking can be termed as “consumer-centric”, “end-user centric” or simply “human-centric” thinking. It works from the perspective of the user in general with user satisfaction being the primary goal. The methodology that I adopted is thinking from the user’s perspective and working towards user’s satisfaction as the goal.

Agile and Scrum methodologies are widely practiced almost amongst all the organizations. The design thinking methodology and agile methodology have many aspects in common, like aiming to get faster delivery while at the same time achieving highest customer satisfaction. The core of design thinking is iterative prototyping whereas agile focuses on what is the next step to be taken.

*Figure 1. User-Centric Design Thinking Methodology*



The Figure 1, depicts the influence of the end-user in all the phases of software development life cycle. It shows that the design thinking technique is mainly influenced and driven by the end users. The end user has a say in all the phases, and these phases are driven by thinking from end user’s perspective.

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