Design thinking = applying analytical, creative, holistic, practical, and organizational thinking for smart & user-friendly results.

BASIC DESIGN PROCESS

0. WARM UP RIGHT BRAIN
- creative thinking & problemsolving
- mind mapping
- experience current state

1. UNDERSTAND & FILTER
- audience
- applications
- legal information

Information chunking & mapping

Plain language

2. TRANSLATE & ORGANIZE
- communication concept
- information diagram
- visual elements
- textual elements
- practical process

3. CREATE
- information graphics
- visual tools, formats
- integrated visual design

4. TEST
- user panels

5. IMPLEMENT
- in existing communication procedures & materials