Design thinking as an approach for innovation in the advertising design to enhance user experience

Prof. Nagwa El-Adawy
Professor of Design, Department of Advertising - College of Applied Arts
nagwaeladawy@ymail.com

Prof. Samar Hany Abo Donia
Professor of Design, Department of Advertising - College of Applied Arts
dr.samarhany@hotmail.com

Researcher / Walaa Mohamed Ali Hawas
Freelance advertising designer and plastic arts specialist - General Authority for Palaces of Culture.
walaahawas0@gmail.com

Abstract

Design is an interactive process between the designer, the environment and the needs of consumers on the one hand, and the design idea and the recipient on the other. Design thinking is found at every stage of this design journey, from the customer's lines to the completion of the work. A simple change in this process can result in another solution leading to different levels of creativity, practicality and budget. Hence the relationship between design and the thinking process, and a trend of thinking emerged in the late 2000s known as design thinking, which is a type of organized and interconnected creative thinking, directed towards customers and working on their needs and improving the efficiency of the service provided to them, and depends on the mind to understand the complex problems , also to find out their causes and reach innovative solutions. Therefore, the role of the designer overlaps in every stage of design thinking as a creative methodology. The most important characteristic of design thinking is that it is an approach that can be practiced by ordinary individuals, and it derives its tools and practices from the sciences of design, management and engineering, and it follows more than one way of thinking. And building on them through the ideas that are built and developed through the design thinking team through its various stages, and the ideas are often visible and practiced through visual thinking. Which are often outside the box and out of the ordinary, then finding appropriate solutions for them, and identifying the negatives of the prototypes to meet the unsaturated needs of consumers through successful goods and services.

Key words:

Design thinking, user experience, advertising