



BRIEF DESCRIPTION ON SOME DESIGN TERMS

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Abstract

This article discusses some of the design terms related to information technology. Not only a brief overview of these terms, but also synonymous words and examples of these terms are given in detail.

Keywords: synonym, an affinity map, synthesis, co-designing, prototyping, design, human-centered. Non-designers may see design words as jargon, which can lead to misunderstandings. Through definitions and examples, this work clarifies the meanings of popular design words. In the article, the followings are covered:

- Definitions of the terms and their significance;
- Examples to contextualize the phrases;
- Synonyms and related words for each term.

The glossary was created by working with a variety of global practitioners and designers who offered feedback on the meanings of words as well as examples that assist clarify each of them.

AN AFFINITY MAP

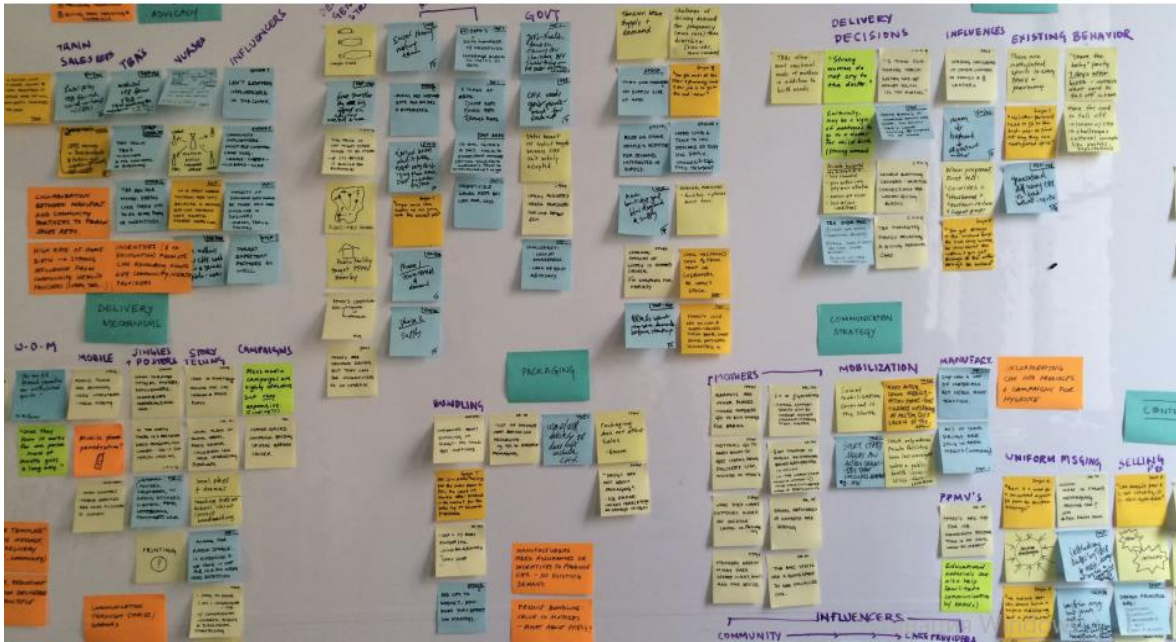
An affinity map integrates a huge quantity of data (for example, text on sticky notes) into groupings, themes, or concepts. Designers frequently apply such a map to reveal trends, produce insights, and uncover possibilities while making sense of research data. Affinity mapping is a typical method used by designers to make sense of complicated information during the synthesis process. Affinity maps are especially valuable for identifying cross-cutting requirements and possibilities across complicated health-care systems.

SYNONYMS:

- ❖ Affinity diagram
- ❖ Synthesis
- ❖ Sense making
- ❖ Brainstorming



EXAMPLE:



CO-DESIGNING

Co-designing is the process of developing solutions in collaboration with the users you want to influence. This comprises activities that allow for varied degree of user interaction, such as drawing, card sorting, roleplaying, and so on. Co-designing can be used to define a whole solution or just to get input and comment on minor aspects of products or services. It is one of the most frequent ways for designers to collaborate with the users with whom they are working. Please keep in mind that co-creation generally refers to a broader set of ways for collaborating with people and might include approaches like crowdsourcing, co-authoring, and co-designing.

Designers frequently use the terms co-designing and co-creating interchangeably. Co-designing can be especially beneficial for global health consumers who struggle to imagine better answers to their requirements but outbalance at improving on an idea once it is brought to them through basic prototypes.

SYNONYMS

- ❖ Card Sorting
- ❖ Co-creation
- ❖ Participatory Design
- ❖ Prototyping



EXAMPLE



These co-creation and prototyping workshops were created with teenagers' beliefs and lifestyles in mind, with the goal of generating ideas and understanding methods to enhance fertility awareness and enhance access to contraceptives and contraceptive service delivery methods.

DESIGN THINKING

Design thinking is an approach to innovation that draws on the designer's toolset to merge people's wants, technological possibilities, and corporate success criteria. Design thinking, skills, and practices should be considered applicable to many disciplines, including design. Design is a discipline that requires highly specific abilities such as graphic design, interface or user experience design, user research, and so on.

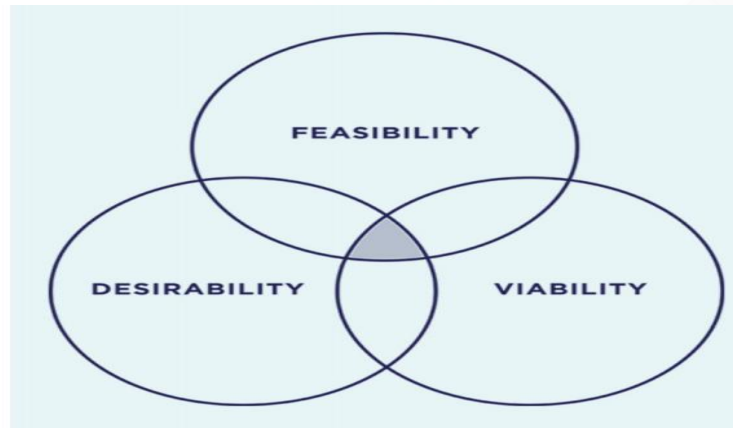
Each of these design professions requires knowledge and skill in its own specific skill, as well as knowledge and skill in design thinking. Design thinking may aid global health practitioners by improving the possibility that solutions will appeal to consumers and be practical in resource-constrained situations, in addition to producing demonstrable clinical effects.

SYNONYMS:

- ❖ Design
- ❖ Human-centered
- ❖ Design
- ❖ Experience Design
- ❖ Service Design



EXAMPLE:



This figure illustrates how design thinking integrates what is desired from a human standpoint with what is technologically feasible and economically viable. Design thinking also enables those who have not been educated as designers to employ creative methods to solve a wide range of problems.

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