

Design thinking is extremely important when it comes to solving problems. According to Wikipedia one of the reasons why it's so effective is because it pushes beyond the original and scientific way of problem solving and instead encompasses an emotional aspect. As a human being we seek answers to questions whether we want them or not and in most cases we want to find the quickest way to answer something. However, by doing this we lose not only the human experience but also the connection. One of the most important principles of design is called "human rule" which essentially says that the idea should be relate and fulfill the "human centric" POV. The customer will only find the product satisfying if they are comfortable with it and can benefit from its use. I recently watched Tim Brown's TED Talk titled "[Designers- Think Big!](#)" He immediately then begins to talk about why design should be so much more the making something look "pretty" or fit a certain aesthetic. He puts this into context when he tells the story of a 19th Century designer by the name of Isambard Kingdom Brunel. In one of his designs he designed a train that would take people all across Britain but keep the passengers in a constant floating sensation. Even though we not believe so design thinking takes place in our daily lives it is fundamental in creating the best possible outcome. Whether you are in advertising, graphic design, or even business it is important that you remain aware of all the different options and problems that could arise. Design thinking is often used in advertising because they are targeting a specific group of people and in order to do that they must bring in their own emotions in order to make sure whatever they are trying to sell is convincing and evokes a response. An example of this can be found in Coca Cola commercial because it focuses on being around people and having a fun time. The slogan "Taste the Feeling" and "Taste the Happiness" all suggest that if you drink this soda you must in turn be having a good time and feel happy.

I believe that if you want a design to be successful it has got to target people's emotions but also be able to put the user at ease which can sometimes be very difficult depending on the type of product.