Design is a Shoppy Process

Design is a Wicked Problem

Booz Allen Hamilton (1991) described the "wicked problem" as one that is open-ended, where the answer is not obvious, and there is no single correct solution. Design, in this context, is a process of discovery, where the designer must explore different possibilities and make informed decisions along the way.

The Round-Trip Design

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When the design process is complete, the feedback loop closes, and the process begins anew. This iterative process ensures that the final product is both functional and aesthetically pleasing. Round-trip design is a critical component of this process, allowing designers to refine and improve their work throughout the design process.
Design is a Heuristic Process

The design process is an everyday reality in professional programming. This is embodied in the fact that a program is never done until it is. The planning and development of a program is a dynamic process that involves constant evaluation and refinement. It is a process of trial and error, of learning from mistakes and adapting to new situations. The key to effective design is recognizing that it is a heuristic process, designed to achieve a goal through a series of approximations, each of which is a step closer to the desired solution. Design is an iterative process, with feedback and evaluation at each stage. The ultimate goal is to create a program that is not only functional but also efficient, user-friendly, and scalable.