

spent refining and analysing workplace solutions rather than putting the analyses to use (Velsen et al., 2022).

In summary, while HCD and design thinking can offer significant benefits for entrepreneurs, it's important to consider potential drawbacks and ensure that these methodologies are used in balance with other important considerations such as business viability, technical feasibility, and regulatory compliance (Shneiderman, 2020).

6. Conclusion

In conclusion, human-centered design and design thinking are powerful tools that can help entrepreneurs create successful businesses. By taking the time to understand the needs and wants of customers, and then designing products and services that meet those needs, entrepreneurs can build businesses that are both successful and sustainable. are both profitable and sustainable.

While human-centered design and design thinking are not the only factors that contribute to business success, they can certainly play a major role. By using these tools, entrepreneurs can increase their chances of creating successful businesses that make a positive impact on the world. Businesses that are not only profitable but also meaningful and impactful.

Design thinking can help entrepreneurs create successful businesses by taking the time to understand the needs and wants of customers, and then designing products and services that meet those needs.

Human-centered design is a powerful tool that can help entrepreneurs create successful businesses by taking the time to understand the needs and wants of customers and then designing products and services that meet those needs.

Both human-centered design and design thinking are important tools that can help entrepreneurs create successful businesses. By taking the time to understand the needs and wants of customers, and then designing products and services that meet those needs, entrepreneurs can build businesses that are both successful and sustainable.

Moreover, learners of human-centred design and design thinking should be aware of potential issues as well as evaluation of results and experiences so that they can adapt their concept practises accordingly. These are considered to be adaptable methods for coordination, which makes it productive to use for developing shared visions.

Declaration of interests

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

The authors declare the following financial interests/personal relationships which may be considered as potential competing interests:

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