



# Deliver Mindset

Iterate, Iterate, Iterate

## WHY ITERATION IS KEY

In Human-Centered Design (HCD), the best solutions rarely appear fully formed. Iteration—repeatedly testing, refining, and improving—is how we get closer to what truly works for people. “Iterate, iterate, iterate” means staying flexible, learning from feedback, and evolving ideas over time. It’s a mindset of progress over perfection.

## WHAT IT MEANS TO ITERATE

- **Test and Tweak:** Try something, learn from it, and adjust accordingly.
- **Stay Open:** Be willing to change direction based on what you learn.
- **Involve Users at Every Stage:** Let real feedback drive improvements.
- **Build on What Works:** Keep refining the pieces that show promise.

## BENEFITS OF ITERATION

- Leads to more effective, user-centered solutions
- Reduces risk by catching problems early
- Encourages a learning – focused team culture
- Builds confidence through steady progress

## HOW TO PRACTICE THIS MINDSET

- **Prototype and Test Often**  
Don’t wait until something is “done” – learn from early versions.
- **Welcome Feedback**  
Treat input from customers and peers as a valuable tool for growth.
- **Reflect and Adjust**  
After each round, pause to ask: What worked? What needs to change?

## IN SUMMARY

Iteration is how good ideas become great ones. By making small improvements again and again, we create solutions that truly meet people’s needs—and adapt as those needs evolve.