



# Deliver Mindset

Make It!

## WHY MAKING IS ESSENTIAL

In Human-Centered Design (HCD), ideas become real through making. Prototyping—creating simple, tangible versions of ideas—helps us test, learn, and improve quickly. “Make it” means moving beyond theory and talk, and into action. It’s about showing, not just telling, and letting users interact with ideas early and often.

## WHAT IT MEANS TO MAKE IT

- **Think with Your Hands:** Use sketches, models, or mock-ups to explore ideas.
- **Start Scrappy:** Don’t wait for perfection – start with quick, low-fidelity versions.
- **Show, Don’t Just Tell:** Let users experience ideas to get clearer, more honest feedback.
- **Build to Learn:** Making helps uncover what works, what doesn’t, and why.

## BENEFITS OF MAKE IT!

- Translates ideas into something people can see, feel, or use
- Sparks new thinking and team collaboration
- Speeds up feedback and iteration
- Engages customers in shaping the solution

## HOW TO PRACTICE THIS MINDSET

- **Start Small and Low-Fidelity**  
Use paper, sketches, or quick digital tools – focus on learning, not polish
- **Co-Create with Others**  
Involve customers and team members in the making process to strengthen ideas together.
- **Learn by Doing**  
Use hands-on making as a way to explore possibilities, not just execute plans.

## IN SUMMARY

Making is how ideas come to life. By building early, testing often, and learning through action, we create solutions that are more useful, usable, and human-centered.