

# EPIC2016

PechaKucha 5 – Reflecting on Methods

## When 'Design Thinkers' Prototype—through an Anthropologist's Eyes

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*Empathy*

*Our anthropology trained colleague was new to Design Thinking and prototyping before joining us. As she's explored this new activity with us we've come to see the alignment between prototyping and other anthropological methods or principles. We've also noticed understanding prototyping from this social perspective has made us better designers. Just as it has allowed my colleague to conceptualise her own prototyping practice and come 'play with us'. Let's talk about some of the ways we see this being the case.*



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