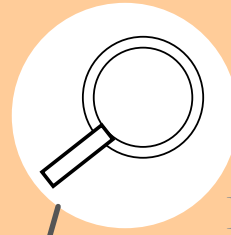




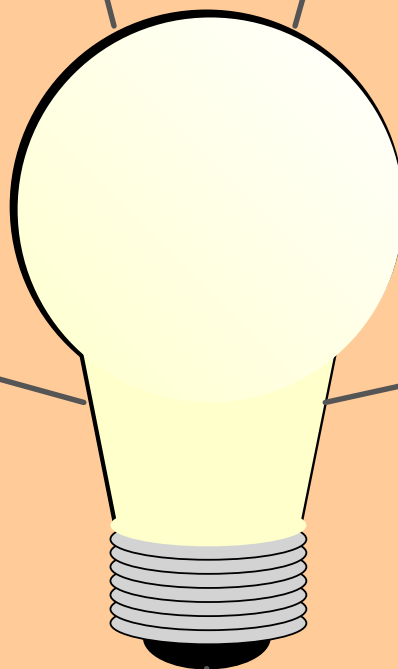
EMPATHIZE

Learn about the audience
Observe & Interview
Listen
Ask questions



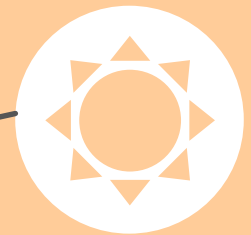
DEFINE

Define your scope
Look for patterns & insights
Question assumptions
Frame your P.O.V



TEST

User testing and surveys
Evaluate
Gather Learnings
Iterate & Scale



IDEATE

Come up with many solutions
Experiment
Co-create with team members
Brainstorm & select



PROTOTYPE

Think Big, Act Small, Fail Fast
Gather feedback
Refine
Learn from users