

Empathize

Empathize states that, understanding the users needs, emotions and challenges.

*we have to take user surveys,interviews and observations.

*create user persona to represent different customer segments.

*We have to highlight the pain points from cusomer's experience.

Define

clearly articular the problem or challenge to address

*We have to take insights through empathize phase.

*We have to write a problem statement in user centric language.

*Tools like customer journey map, and empathy are helpful in this phase.

Ideate

Generate as many creative solutions as possible.

*We have to group discussion sessions with the skateholders.

*Use techniques like mind mapping.

*Avoid judgements-Stop encouraging which seems like wild thoughts.

Prototype

we have to develop concrete representations of the best ideas to test them.

*Create low-fidelity prototypes.(e.g.,sketches,wireframes,mockups.)

*Focus on key features to address the problem.

*There are benefits like reduced risk, increased user involvement,improved design quality.

Test

Gather feedback by testing the prototypes with real users.

*Observe user interaction with prototypes.

*Collect qualitative and quantitative feedback.

*Iterative based on insights.

