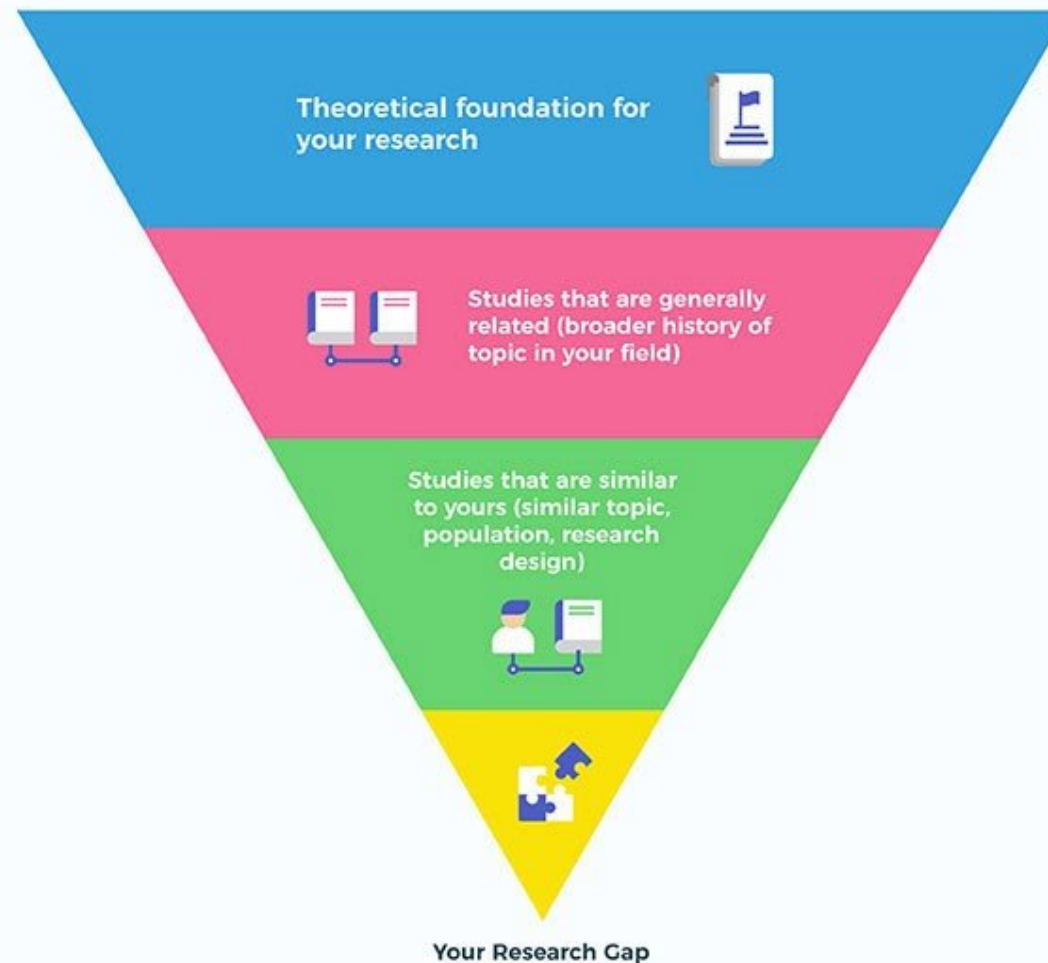


LITERATURE REVIEW

It helps to think of the organization of a good literature review as an inverse triangle. After first establishing the seminal theories and foundational research that inform your approach and topic, you then narrow your discussion to focus on the specific studies and methodologies that justify your research gap and design.



STAGES OF IDEATION

The three key steps are used to counter specific problems from the start till the end

GENERATION



Break down ideation into various levels



Consumer insights and Core competencies



Surveys and focus group research

ideation



Ideas are selected before ideation



Criteria are pre-decided



Ideas are tagged and labelled

IMPLEMENTATION



Gather top ideas



Enable the right workflow



New ideas are accepted from outside

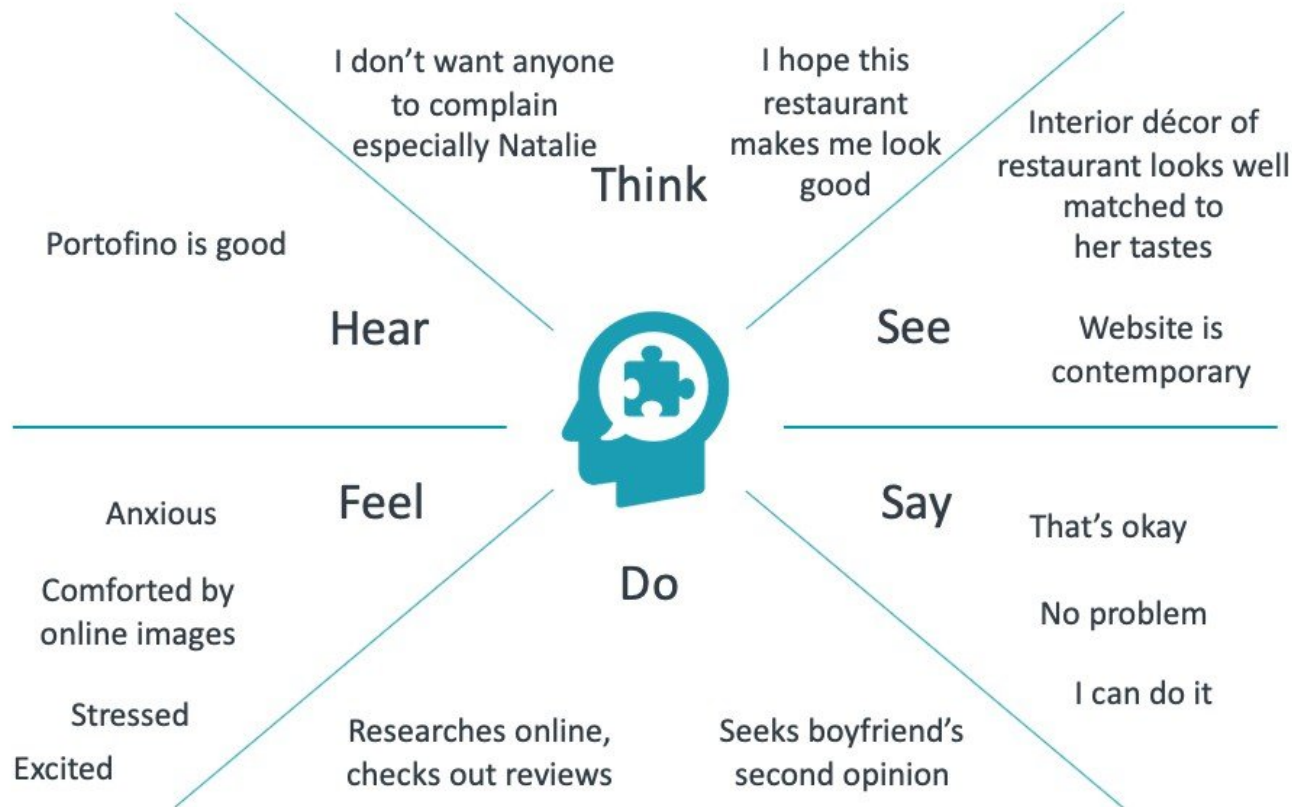
Empathy Map Example

Persona

Describe the person you are designing for. Who are they? What is their typical day like? What is important to them in life?

Claire lives on the North Shore and works long hours as a consultant, even on weekends. Her days are hectic when she is in the office so making calls to restaurants is an inconvenience.

Her social life is an outlet from the pressure she experiences day-to-day and she prides herself on her ability to organize a "great night out" for her friends.



Needs

- To book a restaurant for a party of 6 people on a Saturday night
- BYO
- Gluten free menu options

Expectations

- The restaurant will make it easy to book with them
- Calls will be returned on the same day
- The online booking system will be easy and guarantee a table if available