**Purpose and Values: IBM’s Principles and Values**

* Focus on user outcomes – You need to identify the users and help fulfill their needs. Connect and build empathy with the users.
* Restless reinvention – engage in conversation with the client and come up with different solutions for the same problem. While problems stay the same, context and evolution of technology change how they can be solved.
* Diverse and Empowered Teams – Diverse teams help bring in unique solutions. Have empowered teams to achieve a desired outcome.

**Design Principles: What is their design framework?**

IBM’s framework is called IBM Design Thinking. The main part of their scalable framework is called the Loop. It is a continuous cycle of observing, reflecting, and making. You want to observe what your users are saying to see how your ideas hold up to what they find important. You want to reflect on what you have learned to articulate a point of view and make a plan. You want to make your abstract ideas concrete and into reality. IBM also has three keys called Hills, Playbacks, and Sponsor Users. Hills turn human needs into project goals. This aligns the team around a common understanding of success. Playbacks are a safe space for team members and users to give feedback and voice concerns regarding your effort. Sponsor users are people outside your organization who represent extreme use cases of a targeted persona. They help close the gap between assumptions and reality.

**Behaviors and Functional Patterns**

The assignment says to watch a video, but I could not find one so I will summarize what I did find in the link for this section.

The first part is their guiding principles. This first part of this section is stay curious. Always ask why and look at things with an unbiased lens. The next section says research as a team. Everybody has a responsibility to advocate for a deeper understanding of the end user. The last section is called make to learn. Sometimes the fastest way to understand something is to try making it.

The second part is ethics and responsibilities. You need to clearly state your objectives, protect anonymity and confidentiality, preserve and strengthen client relationships, remove bias and judgement, and report all insights and limitations.

The third part is research in practice. Focus on people, understand the user’s behaviors, context, and external influences. Plan for success, from research plans to synthesis, set your research practice up for success. Craft insights, insights from data, synthesis, and recommendations. Find the story, craft a story rooted in real user insights, that is tailored to your audience.

The fourth and final section is sponsor user program. These are clients who provide their expertise to help you design experiences for real users and not assume their needs. This section helps you plan and start your program.