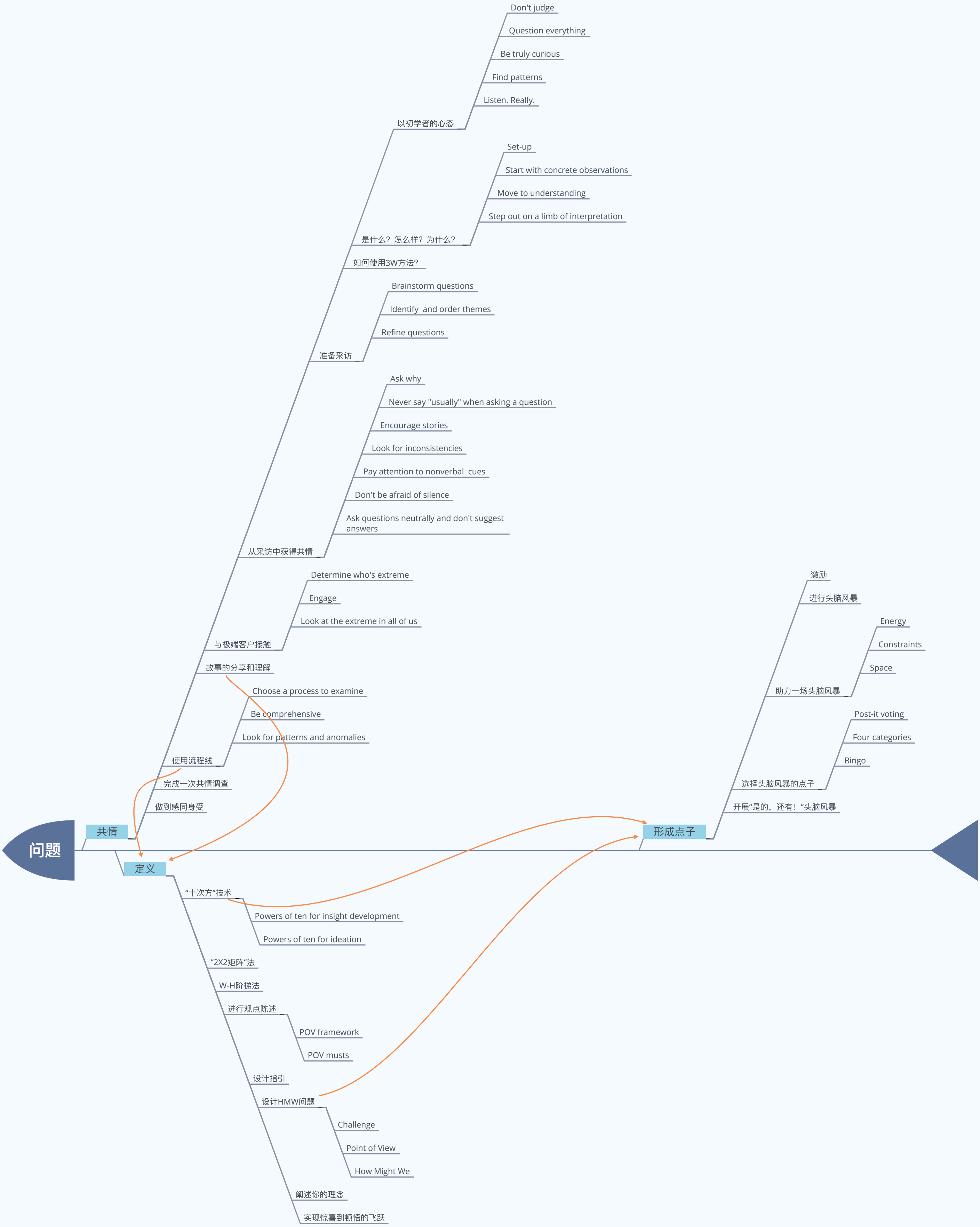

问题

- 共情
  - 以初学者的心态
    - Don't judge
    - Question everything
    - Be truly curious
    - Find patterns
    - Listen. Really.
  - 是什么？怎么样？为什么？
    - Set-up
    - Start with concrete observations
    - Move to understanding
    - Step out on a limb of interpretation
  - 如何使用3W方法？
  - 准备采访
    - Brainstorm questions
    - Identify and order themes
    - Refine questions
  - 从采访中获得共情
    - Ask why
    - Never say "usually" when asking a question
    - Encourage stories
    - Look for inconsistencies
    - Pay attention to nonverbal cues
    - Don't be afraid of silence
    - Ask questions neutrally and don't suggest answers
  - 与极端客户接触
    - Determine who's extreme
    - Engage
    - Look at the extreme in all of us
  - 故事的分享和理解
  - 使用流程线
    - Choose a process to examine
    - Be comprehensive
    - Look for patterns and anomalies
  - 完成一次共情调查
  - 做到感同身受
- 定义
  - “十次方”技术
    - Powers of ten for insight development
    - Powers of ten for ideation
  - “2X2矩阵“法
  - W-H阶梯法
  - 进行观点陈述
    - POV framework
    - POV musts
  - 设计指引
  - 设计HMW问题
    - Challenge
    - Point of View
    - How Might We
  - 阐述你的理念
  - 实现惊喜到顿悟的飞跃
- 形成点子
  - 激励
  - 进行头脑风暴
  - 助力一场头脑风暴
    - Energy
    - Constraints
    - Space
  - 选择头脑风暴的点子
    - Post-it voting
    - Four categories
    - Bingo
  - 开展“是的，还有！“头脑风暴