- High-Level Process:
  - Clear idea for targeted customer
  - Understand customer needs and desires
  - Explore as many ideas as possible, especially in visual ways
  - Build prototypes of best ideas (What will work)
  - Evaluate prototypes, get feedback and learn, adjust
  - Refine prototypes, narrow ideas down. Stabilize plan.
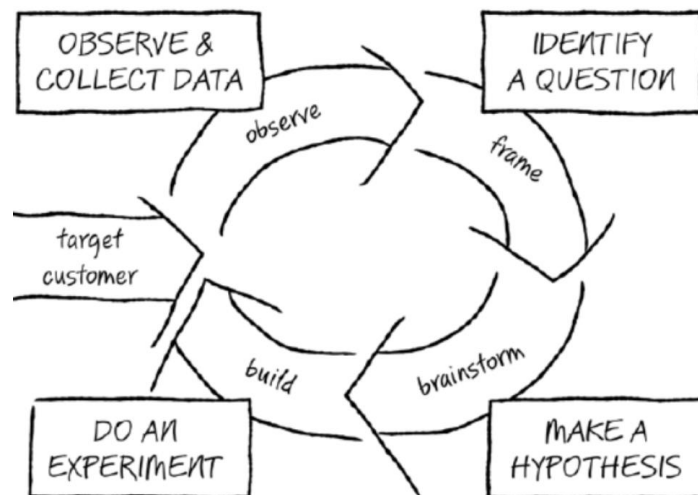
- Carryover – When you design a product for a specific group of people and it turns out to be useful to more groups of people because its just a good design. Consider customer carryover for understanding.

- Map out your ecosystem, find your North Star
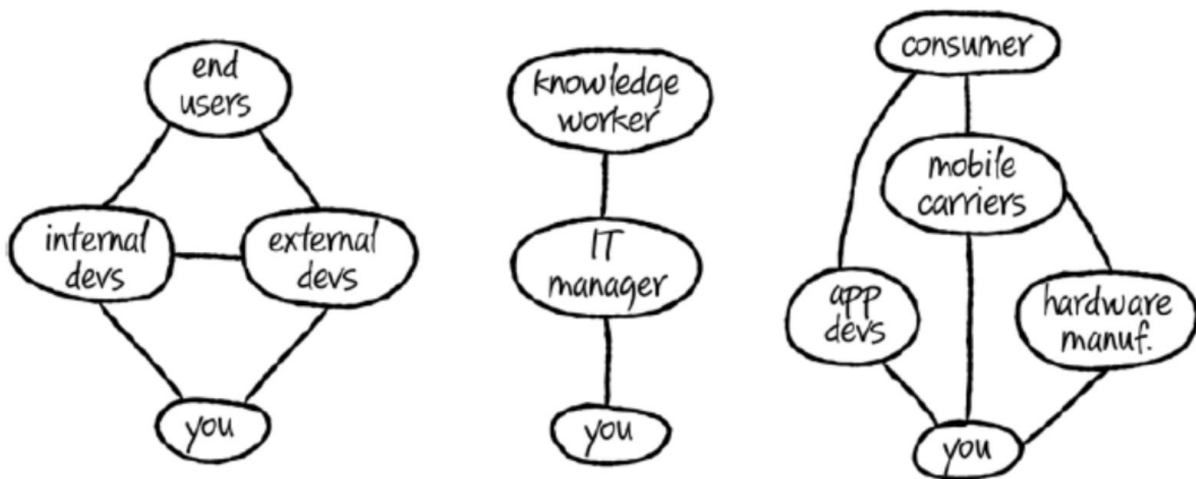
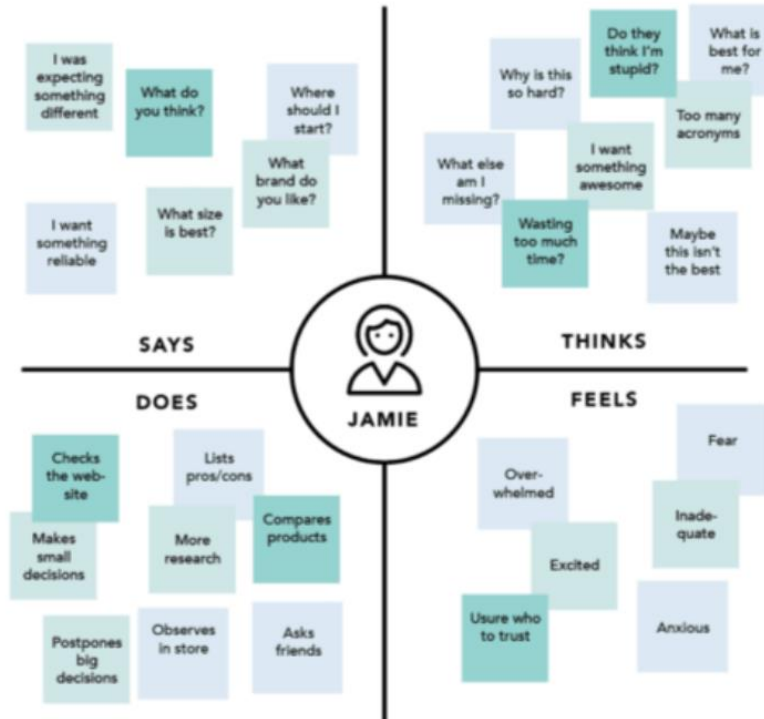Keep making sure that your bearings are straight and moving towards the north star

- Direct observation/ethnography (From Anthropology) – GOB: get out of the building and go where the customers are

- It is all about empathy. Customers won't tell you everything. Unearth unarticulated needs.

EMPATHY MAP *Example (Buying a TV)*

1. Preparation – All ideas no matter how similar
2. Initial Sorting – Make sections
3. Summarize – Theme each pile
4. Read-Out/Re-sort
5. Tape it up – Categorize and theme
6. Look for insights – Where does focus and themes lead and hold weight

- Quantitative data is more a substitute for qualitative data

- Diagramming to scenarios:
1. Create scenarios – Introduce targeted customer, need, qualities are solutions without actually giving solutions. Narrative describing process in a valuable outcome.
2. Stories deal with what users are accomplishing, not the things on the interface they are interacting with

- Stories are:
    - GHighly accessible and
    - Educate and
    - Provide understanding, patterns
    - Thought provoking
    - Relatable
    - Cautions: Don't babble (reduce noise), comparisons can be confusing
    - Framing
        - Problem or opportunity
        - 4 questions:
            - Who solution is built for?
            - What need does customer have?
            - Why does customer care?
            - What would delight the customer/carryover customer?
    - Metrics – How to determine whether a success or not

- Quantitative data is more a substitute for qualitative data

- SPICIER:
    - S – Tells a narrative STORY
    - P – Includes PERSONAL details
    - I – Is IMPLEMENTATION-FREE
    - C – CUSTOMER'S story, not the product story
    - I – Reveals deep INSIGHT about customer needs
    - E – Includes EMOTIONS & ENVIROMENT
    - R – Based on RESEARCH

- Story Format:
    - As a <Type of user>
    - I want <Some goal>
    - So that <some reason>
  - Role + Activity + Valuable outcome

- Minimum Viable Product (MVP):
  - Something meaningful, useful, utility, usability, and new (delight)
  - Agile principle: Simplicity (Art of maximizing the about of work not done – is essential
  - Start at the base – increase size as you iterate (Stories & mapping)

- User Story Mapping (USM):
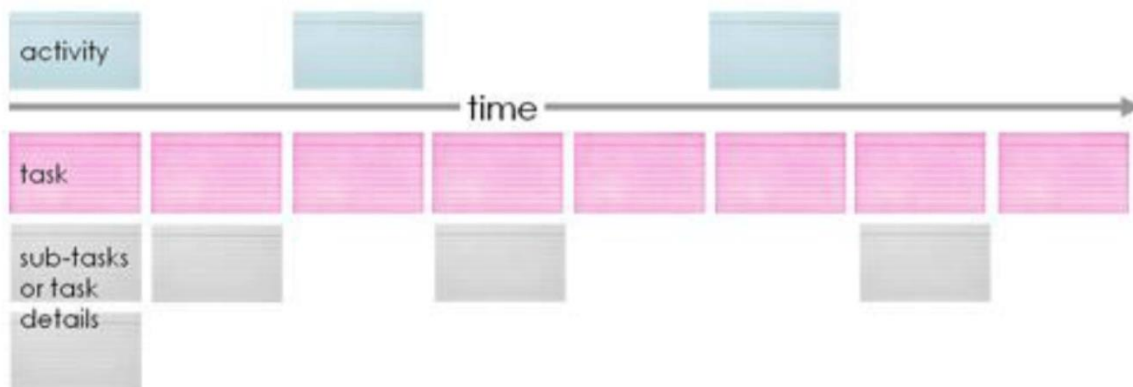
Example of USM:
Priority highest at top descending to the bottom.
Time descending horizontally left to right.