**User journey:**

The Discover phase is the first phase in **Double Diamond** and is characterized by divergent thinking. Here the team explores the needs, problems and opportunities by doing **research** and **analysis** of user needs, market data, trends and other information.

The first phase **Design Thinking** is **Empathize**, where the goal is similarly to understand and research the user needs.

* Empathize fase: Understand and research the user needs Here the focus is involved in gaining an empathic understanding of the pain points and actual problem, which is to be solved. Empathy is very critically attached to the human-centered design process. Allows design thinkers to set aside their assumptions about the world to gain prospects knowledge and their needs.
* Define - Identify and state pain points of users: Here learners witness the emphasis on getting to be mindful of people groups need and creating bits of knowledge. Define stage will help designers in team to gather creative ideas to establish features, functions and any other factors which allows them to solve the problem effectively.
* The users have both Implied and explicit needs, so doing research in the form of interview might not be enough. There are two way to start:

1. Empathy in understanding user needs, discover to get the HMW (How Might We) question (do like designers: DT, DD)
2. Definition of clear problem – or challenge: Objective Finding ◊ Fact-Finding (data) ◊ Problem-Finding (CPS)

You can make a **persona**. Here you must have done many interviews with different people, and then boil it down to a fictional person who represents those you have interviewed. But can in that way always go back to the persona under development and relate to whether the idea is still useful to users.

**Value proposition canvas** is formed around two building blocks – customer profile and a company’s value proposition.

**Customer Profile:**

* **Gains**: the benefits which the customer expects and needs, what would delight customers and the things which may increase likelihood of adopting a value proposition.
  + A good night sleep, without waking up to the sun in your face
  + Save money on Electrical bill for light
  + Fits your personal interior color palette.
  + Partly control the temperature in the room, without the use of a heater.
  + Control all features from you bed
  + Preserve the view
* **Pains**: the negative experiences, emotions and risks that the customer experiences in the process of getting the job done.
  + Needs to be mounted
  + Cost a bit more than normal blinds everyday
  + The control needs batteries
* **Customer jobs**: the functional, social and emotional tasks customers are trying to perform, problems they are trying to solve and needs they wish to satisfy.

**Value Map**

* **Gain creators**: how the product or service creates customer gains and how it offers added value to the customer.
  + Darkens the room completely
  + The user controls the amount of light in the room
  + Come in a variation of colors.
  + Has an insulating effect
  + Has a remote control without cords.
  + One-way mirror effect.
  + Easy to clean
* **Pain relievers**: a description of exactly how the product or service alleviates customer pains.
  + Simple installation with manual
  + Good quality with 3-year warranty
* **Products and services:** the products and services which create gain and relieve pain, and which underpin the creation of value for the customer.
  + Home delivery
  + Installation done by a professional
  + Right to withdrawal up till 14 days
  + Call sales company and customer service
  + Visit sales company and their showroom

