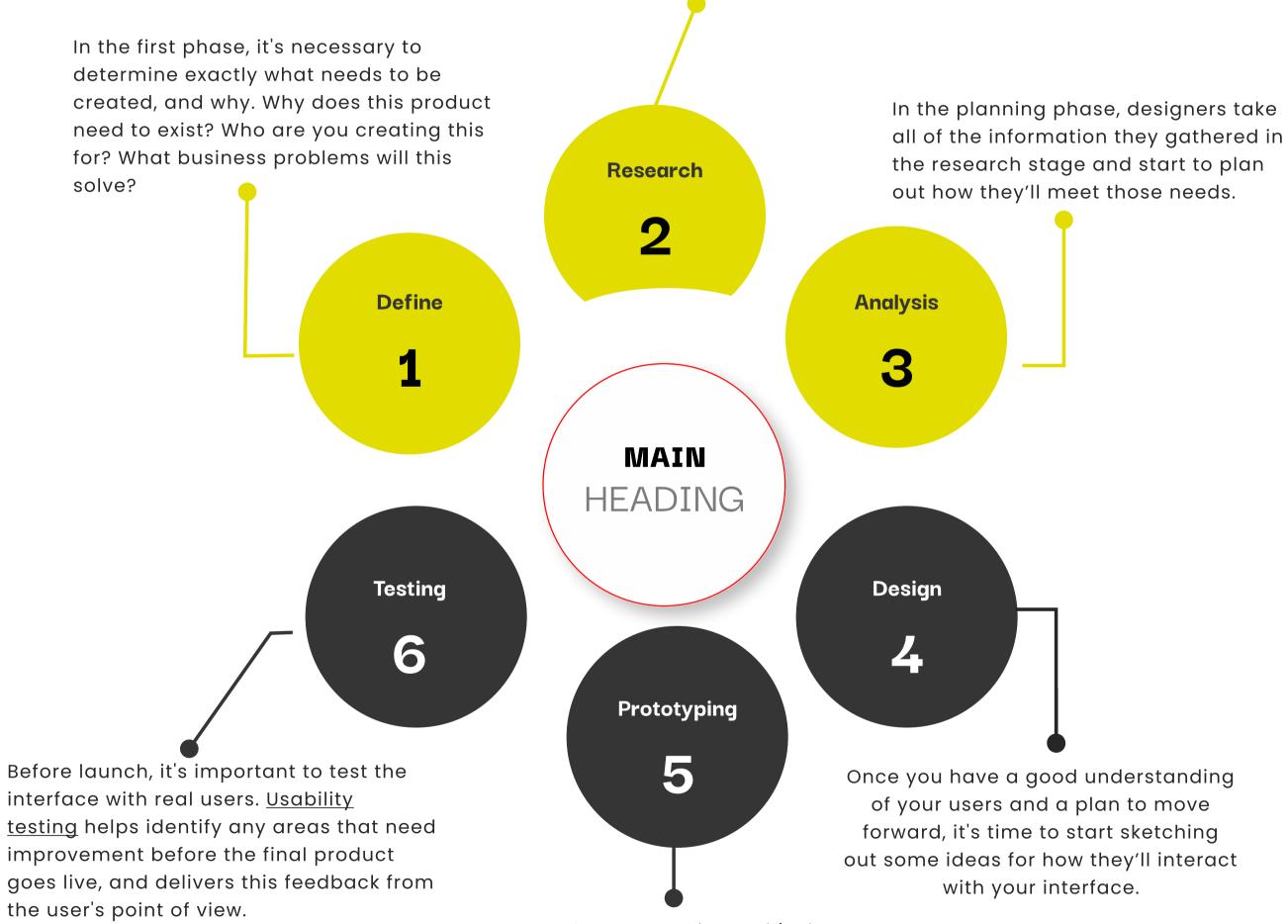
In this phase, designers conduct research to gain a deep understanding of their users and their needs. This research helps them create empathy for their users and understand what they need from the product or service.



Once you have a working UI, it's time to turn it into a working prototype.

Prototyping allows you to present a more realistic experience for your usability testing