



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Product

Short summary of the persona

It takes creativity, consumer-savvy, and the know-how to take a product from ideation all the way to production

To break things down further, the product development usually starts with that idea

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Production designer attempt to solve problems for real people by using empathy and knowledge of their prospective customers, habits, behaviour, frustration needs, and wants

Phase 1 — Empathize and Gather. In Phase 1, the goal is to understand the problem you are solving. ...
Phase 2 — Define The Landscape. ...
Phase 3 — Ideation. ...
Phase 4 — Rapid Prototyping.
Phase 5 — Test & Deliver.

At its core, design thinking is a problem-solving methodology that, first and foremost, focuses on the user's needs rather than the product's specifications

Thinking of the user a product designer will generally incorporate UX principles into their design

A product designer makes a practical and functional product as artistic and attractive to a consumer as possible

They are artists, salesmen, marketers, architects, and engineers all wrapped into one

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But,great product designers know how to develop intuitive user experience.they strive to build interfaces so intuitive users don't need walk throughs or onboarding

This doesn't mean just making a product user friendly. Product designer may conduct A/B testing, email surveys,and other UX research or know how to build wireframes prototype,and journey maps