

Says

To break things

development

product

that idea

down further, the

usually starts with

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

It takes creativity,

the know-how to

to production

consumer-savvy, and

take a product from

ideation all the way

Thinks

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

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 problemsolving methodology that, first and foremost, focuses on the user's needs rather than the product's specifications

Short summary of the persona

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

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

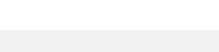
A product designer makes a practical and functional product as artistic and attractive to a consumer as possible

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

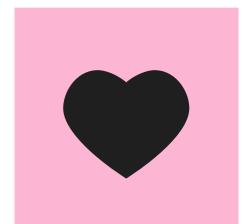
It takes creativity, consumer-savvy, and the know-how to take a product from ideation all the way to production

Does

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



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



Feels

