



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?

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

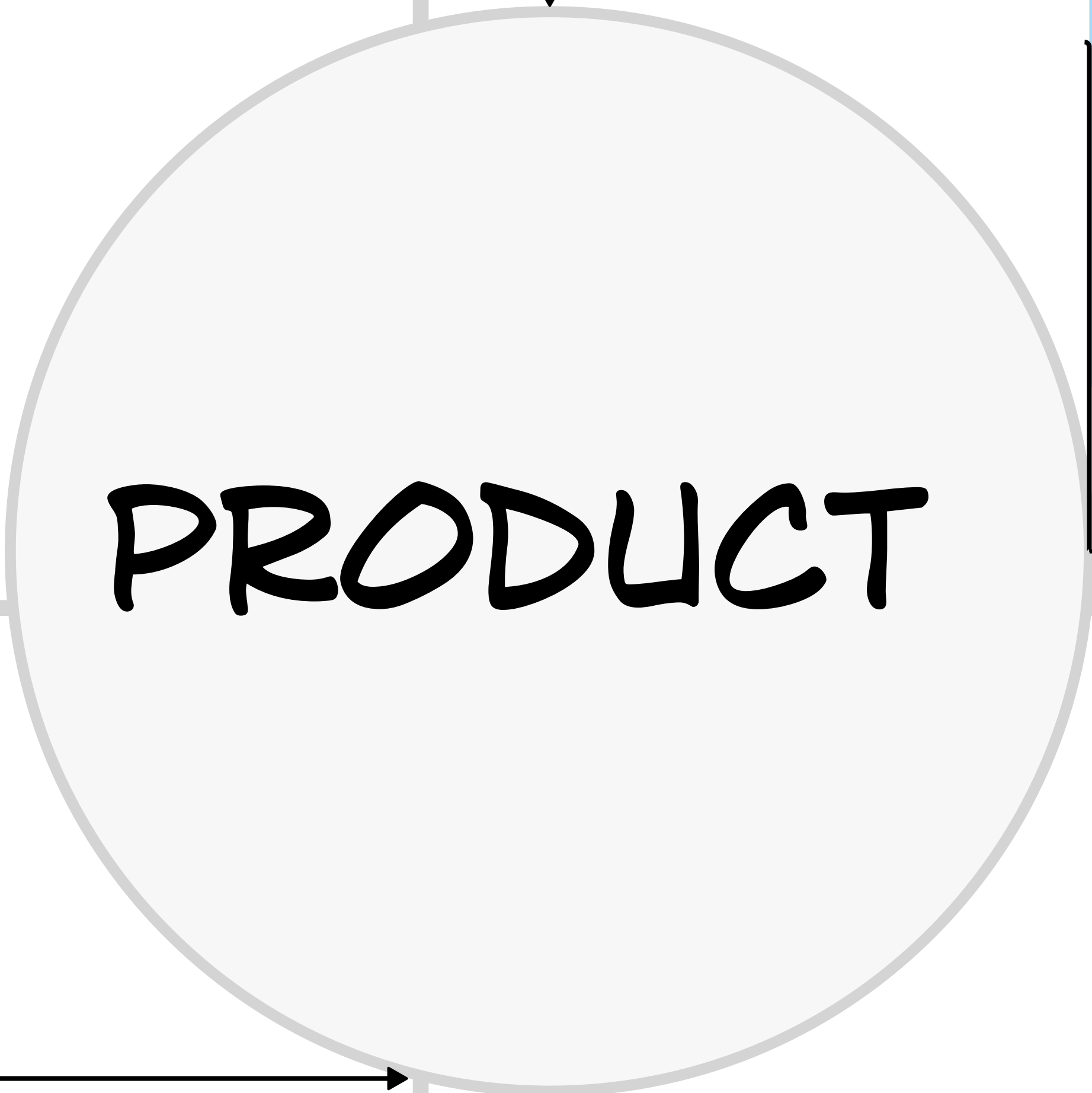
To break things down further, the product development usually starts with that idea.

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

Product designers **attempt to solve real problems for real people by using empathy and knowledge of their prospective customers' habits, behaviors, frustrations, 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.

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



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

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Thinking of the user: A product designer will generally **incorporate UX principles into their design.**

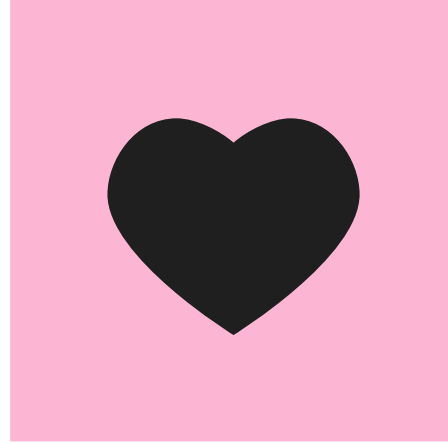
This doesn't mean just making a product user-friendly. Product designers may conduct A/B testing, email surveys, and other UX research or know how to build wireframes, prototypes, and journey maps.

But, great product designers know how to develop intuitive user experiences. They strive to build interfaces so intuitive users don't need walkthroughs or onboarding.



Does

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



Feels

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