



ACTUALLY SOLVE PROBLEMS

PRESENT TO OTHERS

DON'T ASK FOR IT

DON'T EXPECT EMBRACE

PRACTICE BRINGS CONFIDENCE AND SKILL

HAVE SOMEONE ELSE DEVELOP YOUR IDEA

NOT EVERY ISSUE NEEDS TO BE SOLVED IN THE PRODUCT

HOW DO I START

COPY!!!

HOW DO I START

ACTUALLY SOLVE PROBLEMS

PRESENT TO OTHERS

DON'T

DO

EMBRACE

PRACTICE BUILDS CONFIDENCE AND SKILL

HAVE SOMEONE ELSE DEVELOP YOUR IDEA

NOT EVERY ISSUE NEEDS TO BE SOLVED IN THE PRODUCT

TAKE A STEP BACK

ASK THE RIGHT QUESTIONS

Who is the user?

Is she trained?

Returning user?

How frequent does she visit?

NATURE OF THE MUTUAL INTERACTION

"How do I do X?"

"What should I do now?"

FORM FACTOR => PROFILE OF USAGE