Process ->> DESIGN THINKING

1. Empathize

* Survey
* User Interview
* Reviews
* Empathy map
* Usability Testing
* Customer Journey Map (CJM)
* Observation

1. Define

* Problem Statement
* POV
* How my

1. Ideate

* Brainstorming
* Moodboards
* Information Architecture (sitemap)-> for example, information about no of pages in a website.
* Sketch
* Crazy 8’s

1. Prototype

* UI
* Color
* Typography
* Layout
* Responsiveness
* Spacing

1. Testing

* Usability Testing
* A/B Testing ---> Voting?
* Tree Testing