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Once we have gained a thorough understanding of the problem and opportunity areas, we can develop solutions incrementally, considering actual circumstances and addressing the real needs of people. Then, with a detailed picture of the current state, we can think broader and more diverse, explore various options and test hypotheses. In steps, we work towards solutions that work.

# Solution second



1

Before making a thing, committing to a particular path or using a specific technology, we must understand the problem we are trying to solve. We do that by gathering all kinds of data – through various ways and methods. We use qualitative and quantitative data, observe and talk to users and experts, trace journeys and map systems.

# Problem first