**Secon Lab**

* Finish User Research
* Start Data Analysis by Identifying relevant user insights
* Create models that represent those insights: personas, scenarios, contextual inquiry models, etc.
* Personas (+ empathy maps) : description of typical user target
* scenario : how might we… statement, who, what, when, where, why of the user
* Storyboard
* Thematic analysis : 6 steps
* Create a codebook
* CI models : flow model (how they manage their expenses), artifact model

To do dor next week :

* finish Thematic analysis and write codebook
* finish personas and do the empathy maps
* do the scenarios : how might we… statement, who, what, when, where, why of the user
* do the Storyboards
* do more CI models