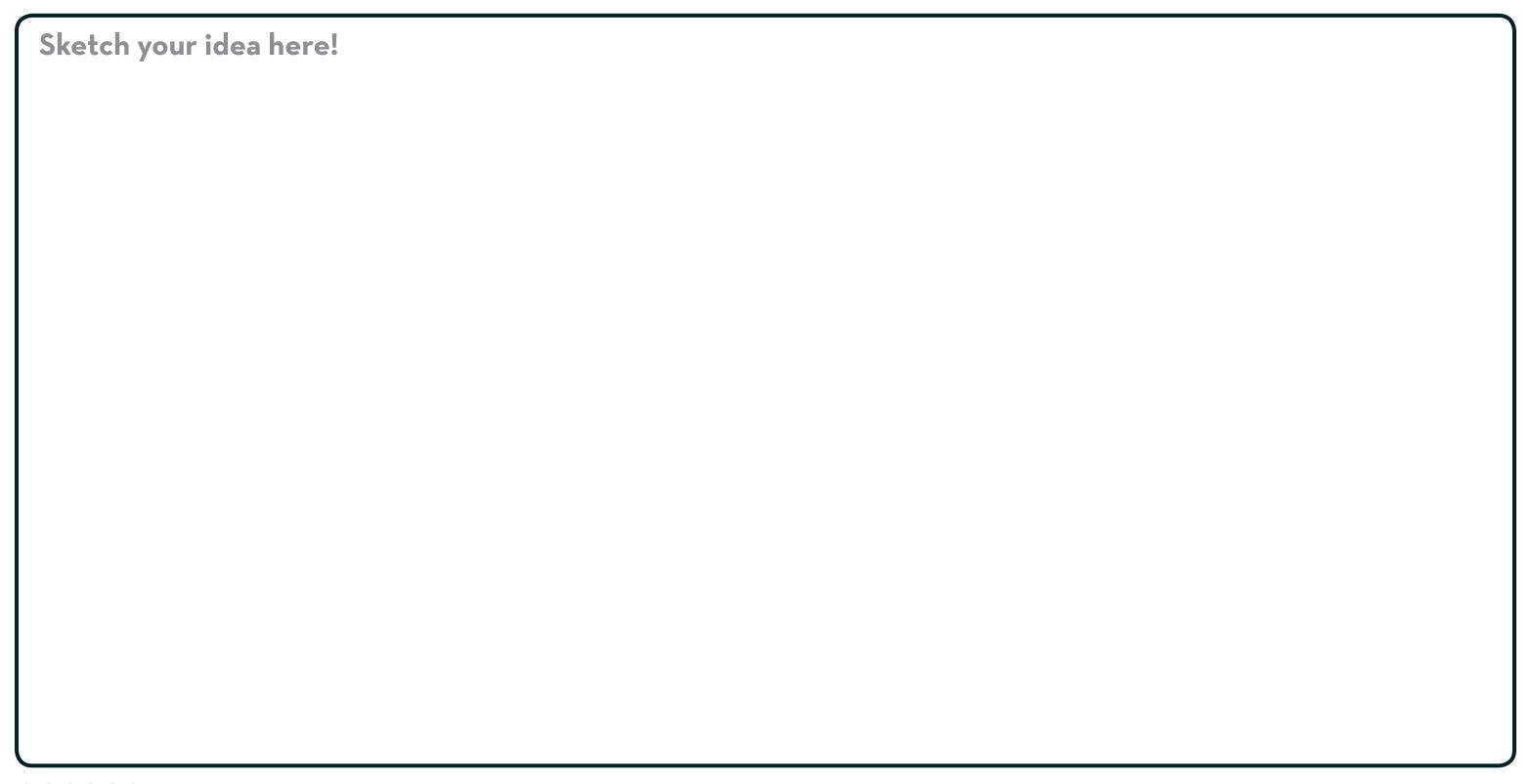
Draw



Start by gaining empathy.

1 Interview

2 Dig deeper

Notes from your first interview Notes from your second interview



Reframe the problem.

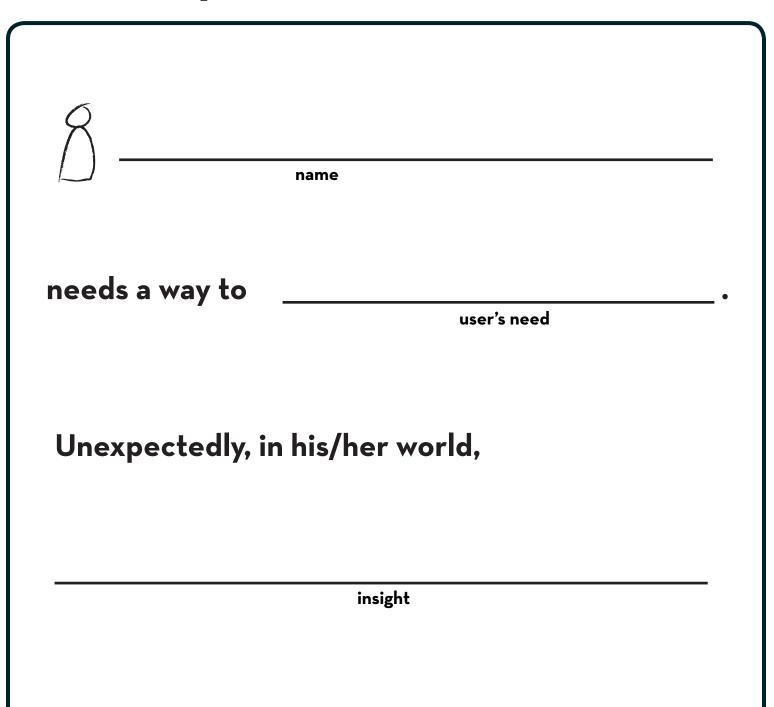
3 Capture findings

needs: things they are trying to do*

insights: new learnings about your partner's feelings/ worldview to leverage in your design*

*make inferences from what you heard

4 Define problem statement



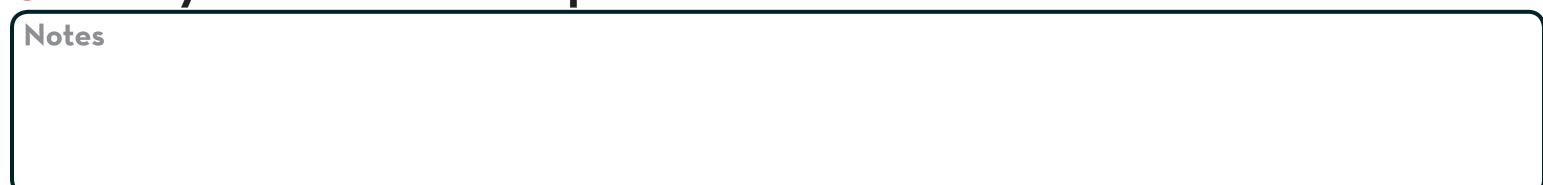


Ideate: generate alternatives to test.

5 Sketch 3-5 rαdicαl ways to meet your user's needs.

write your problem statement above	

6 Share your solutions & capture feedback.





Iterate based on feedback.

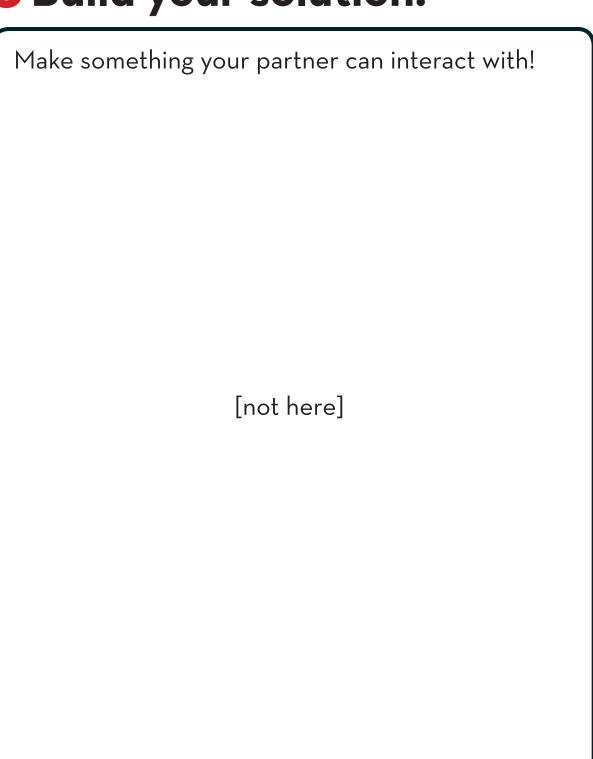
7 Reflect & generate a new solution.





Build and test.

8 Build your solution.



9 Share your solution and get feedback.

