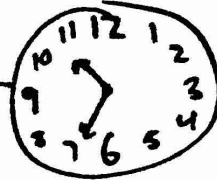


# THE WHOLE GAME of HCI

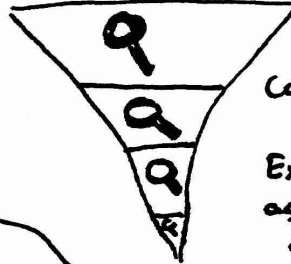


DEADLINE

KNOW YOUR TEAM



START W/ PROBLEM



Constrain  
&  
Explore  
as you  
go!

KNOW YOUR USERS



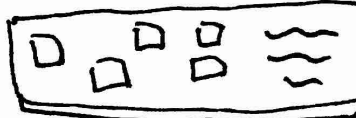
TEST YOUR IDEAS  
& ASSUMPTIONS ON  
USERS



RESEARCH & ASK QUESTIONS

? ? ? ? ?

SKETCH & BRAINSTORM IDEAS



No idea  
is bad at  
1st. Explore!

PROTOTYPE & BUILD  
QUICKLY



Use paper,  
cardboard,  
or whatever!

ITERATE & REFINES BASED OFF FEEDBACK

6