Empathy / User Research

- Tool used

⊘ **User Interviews**

- Required deliverables

- Objectives and rationale behind conducting interviews

- Structured conversation framework

- Consolidated findings and discoveries

- 3–5 direct participant quotations

Persona

- Tool used

✓ **Persona**

- Required deliverables

• Goals

• Frustrations

• Behaviors

• Needs

PHASE 3

Problem Statement

🕐 Day 1 — 2 hours

- Required deliverables
- Well-articulated Problem Statement is required for this stage

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PHASE 4

Ideation

🕐 Day 2 — 3 hours

- Tool used
- ✓ **Two Ideations Technique** — Suggested: Worst Ideas and Brainwriting (simple & fast)

- Required deliverables
- Rapidly sketch 8 different solution approaches
- Choose 1 strongest concept with reasoning

Prototype

Day 2 — 3 hours, Day 3 — 4 hours

- Tool used

✓ **User Flow**

- Prototype type

✓ **Wireframes in black & white (Lo-Fi)**

- Required deliverables

Key Learnings

PHASE 6

Test

User Testing

- Required deliverables
- Minimum 5 test participants
- Basic testing protocol with assigned activities
- Recorded insights & critical discoveries
- Recommended enhancements