

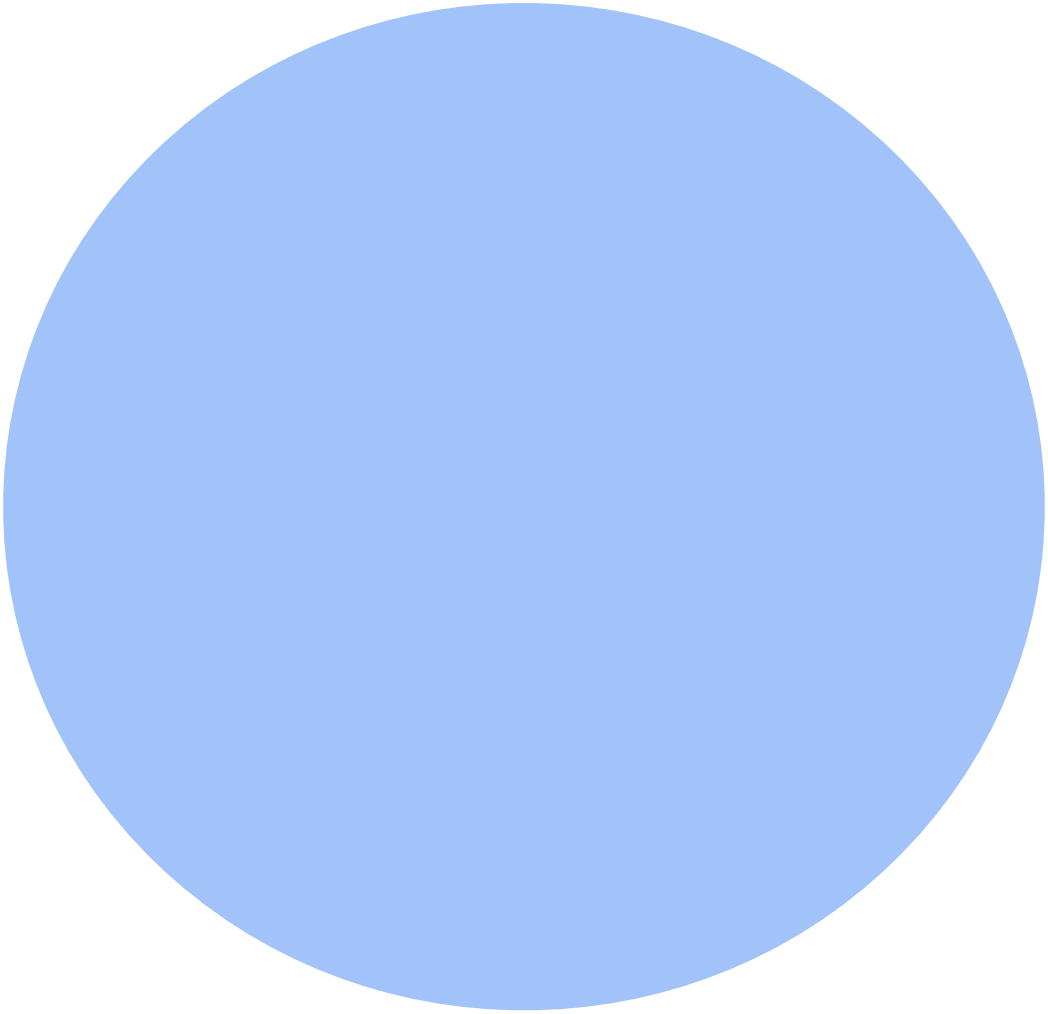




**LEVEL UP**

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Empathy



Interviews



Field  
Studies

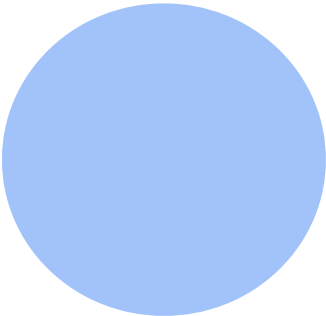


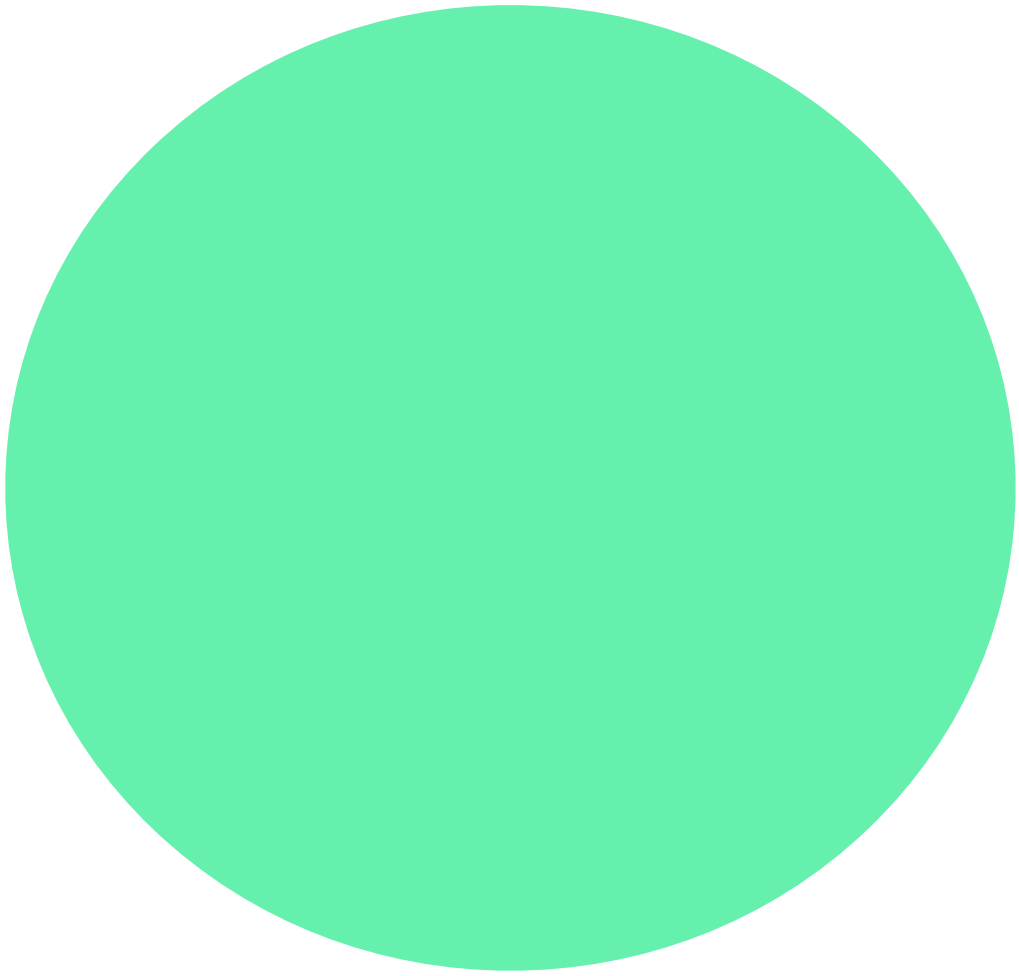


Co-  
Creation



# Usability Testing







Mockups



# User Task Analysis

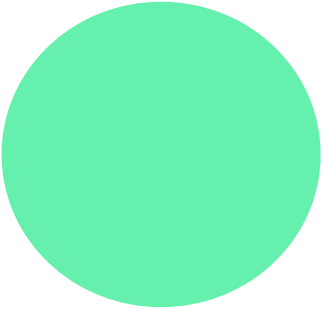


User  
Journeys



Personas



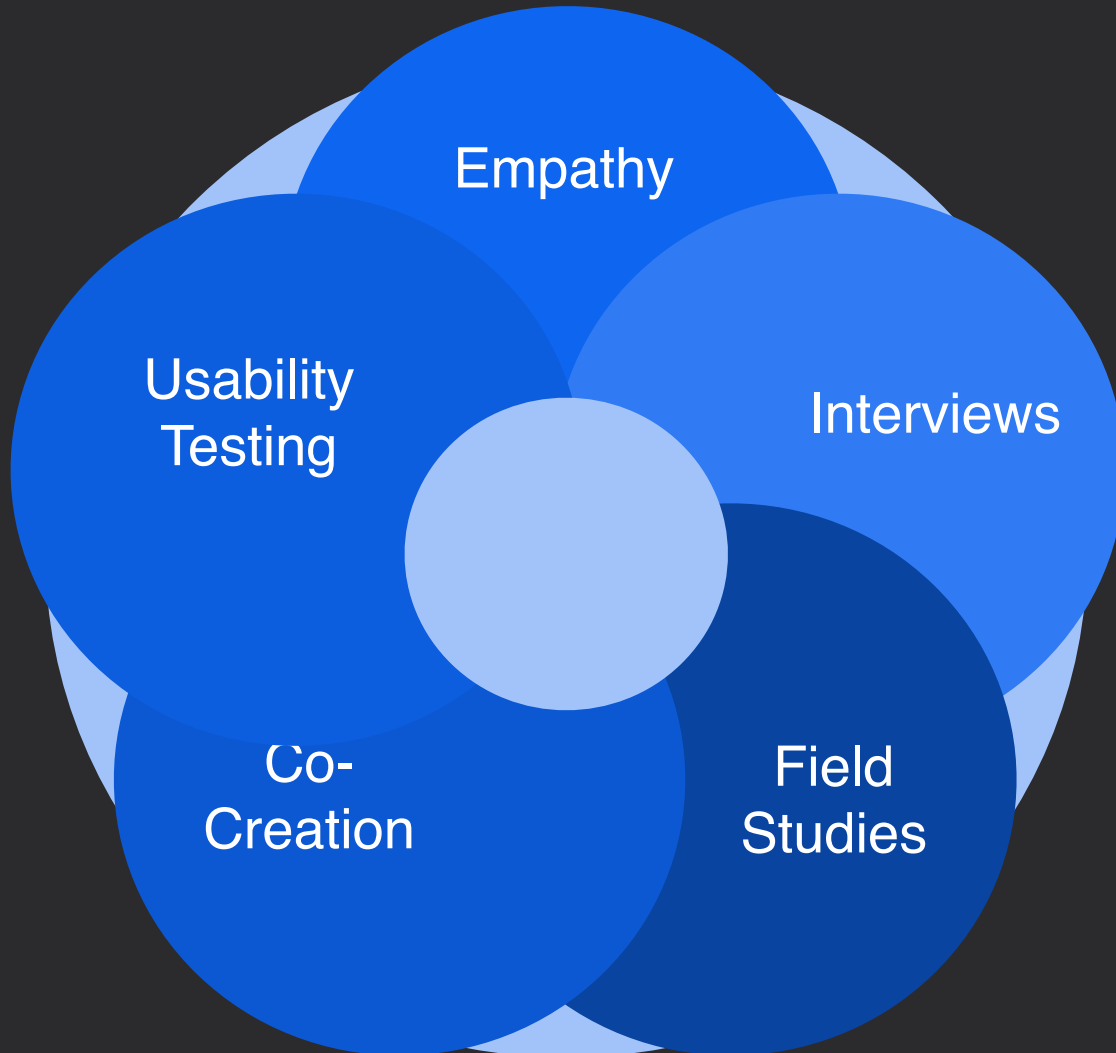




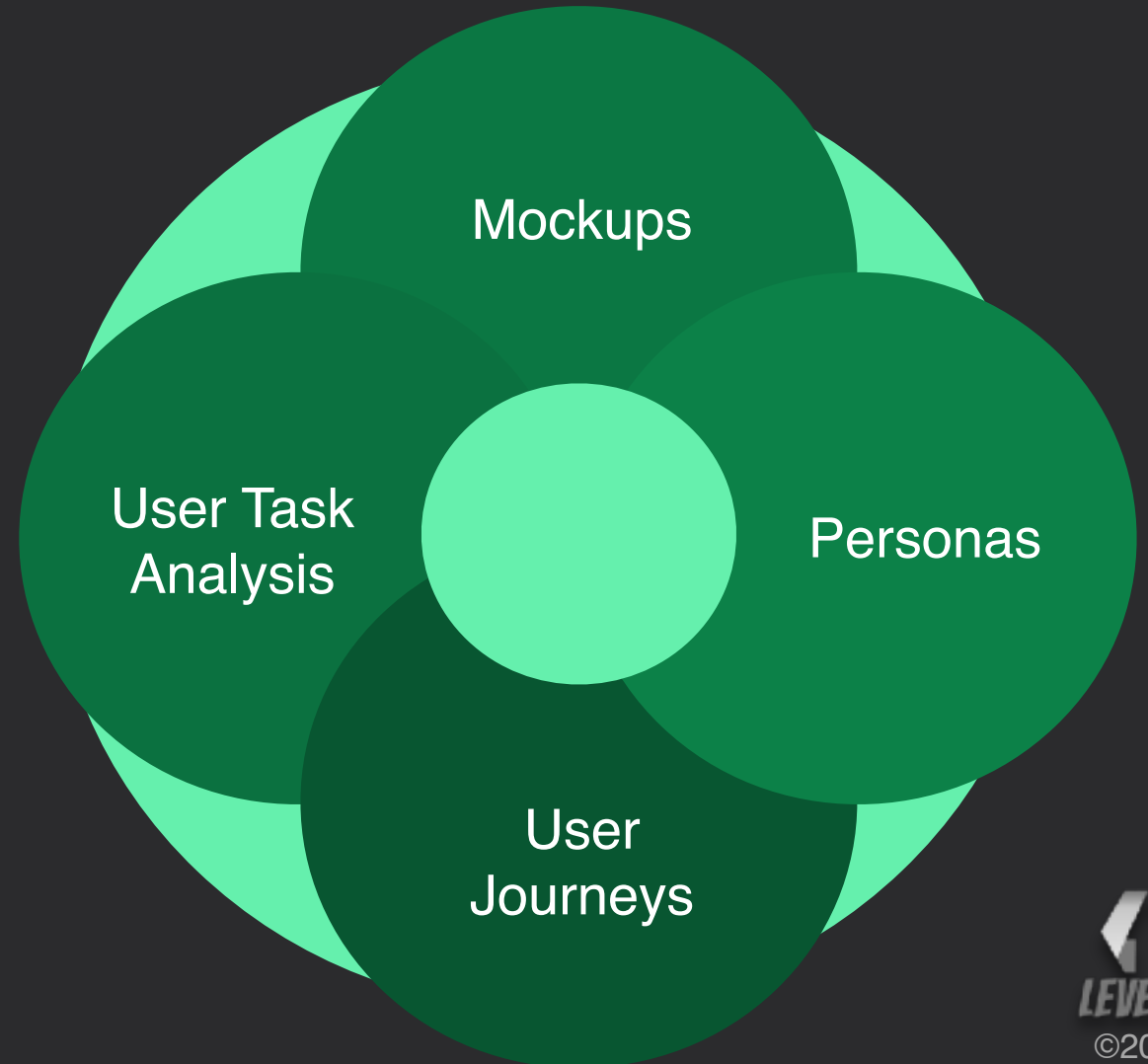
secondary

# Human Centered Design

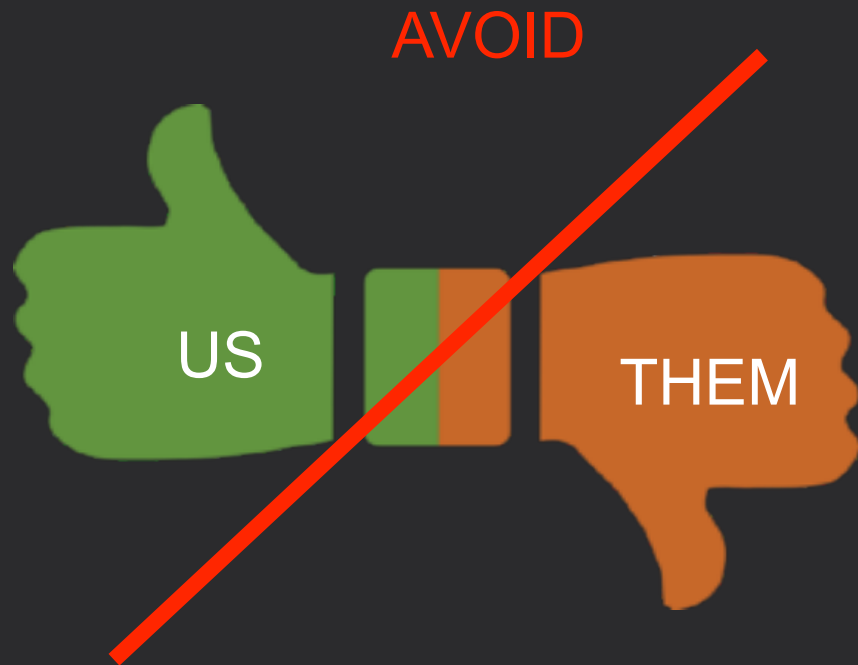
## Primary



## Secondary



# Human Centered Design



Fundamental Attribution Error