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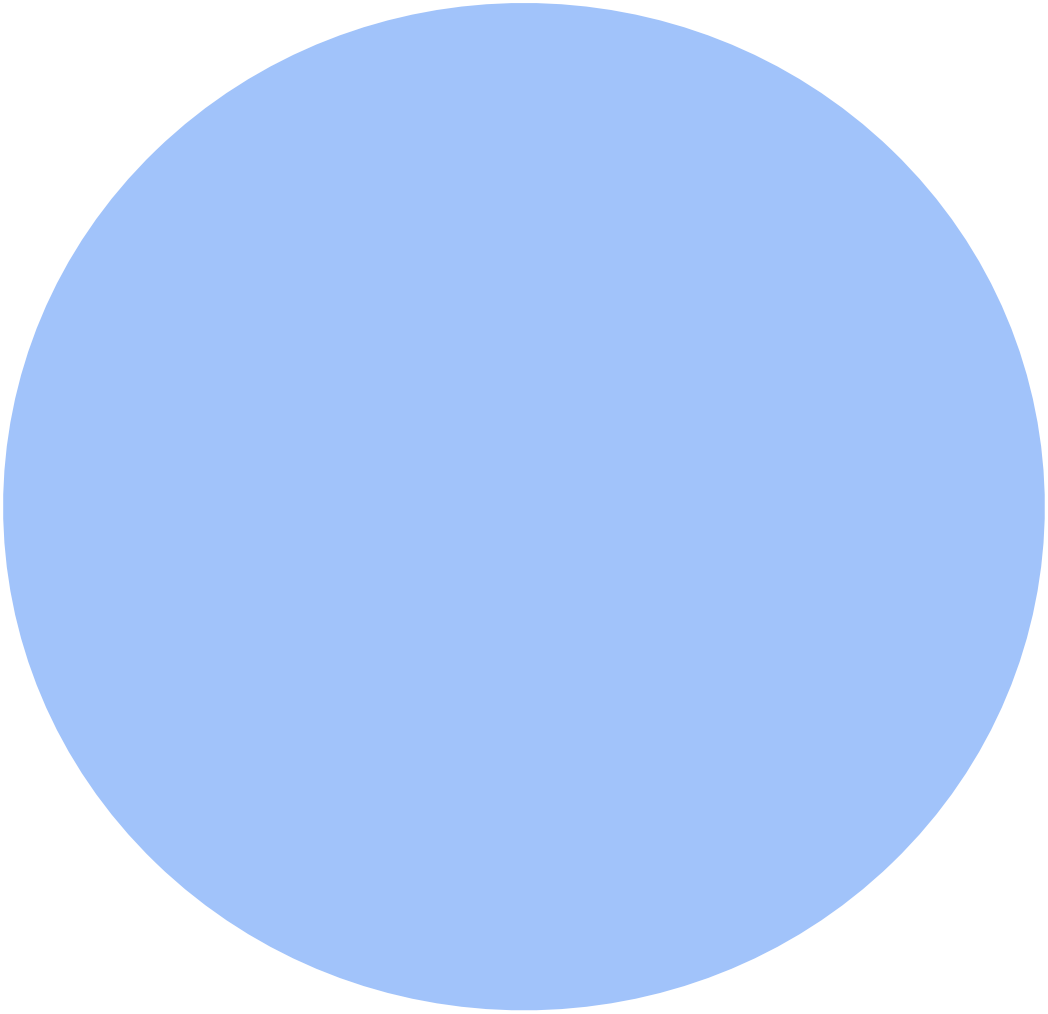
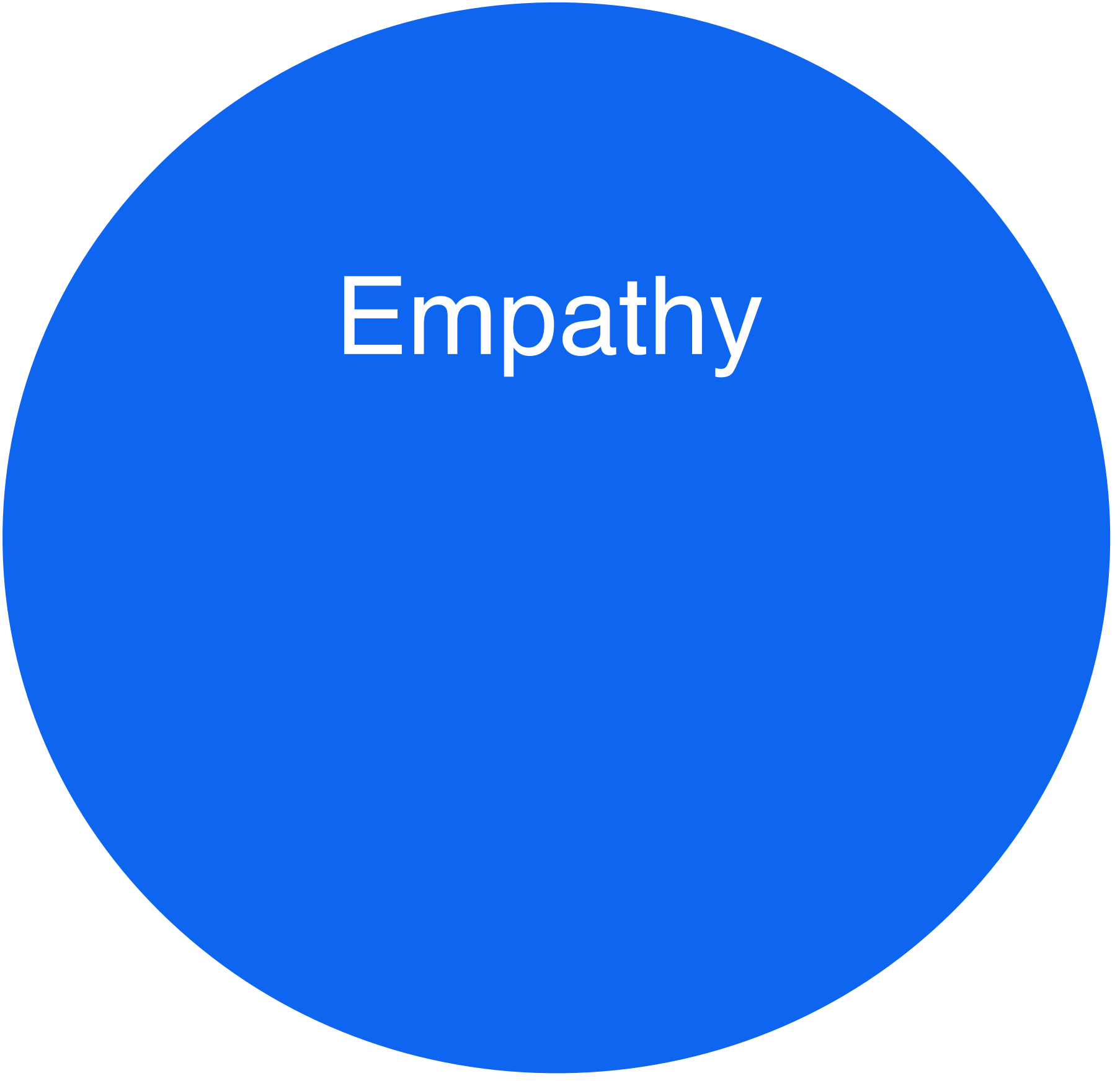
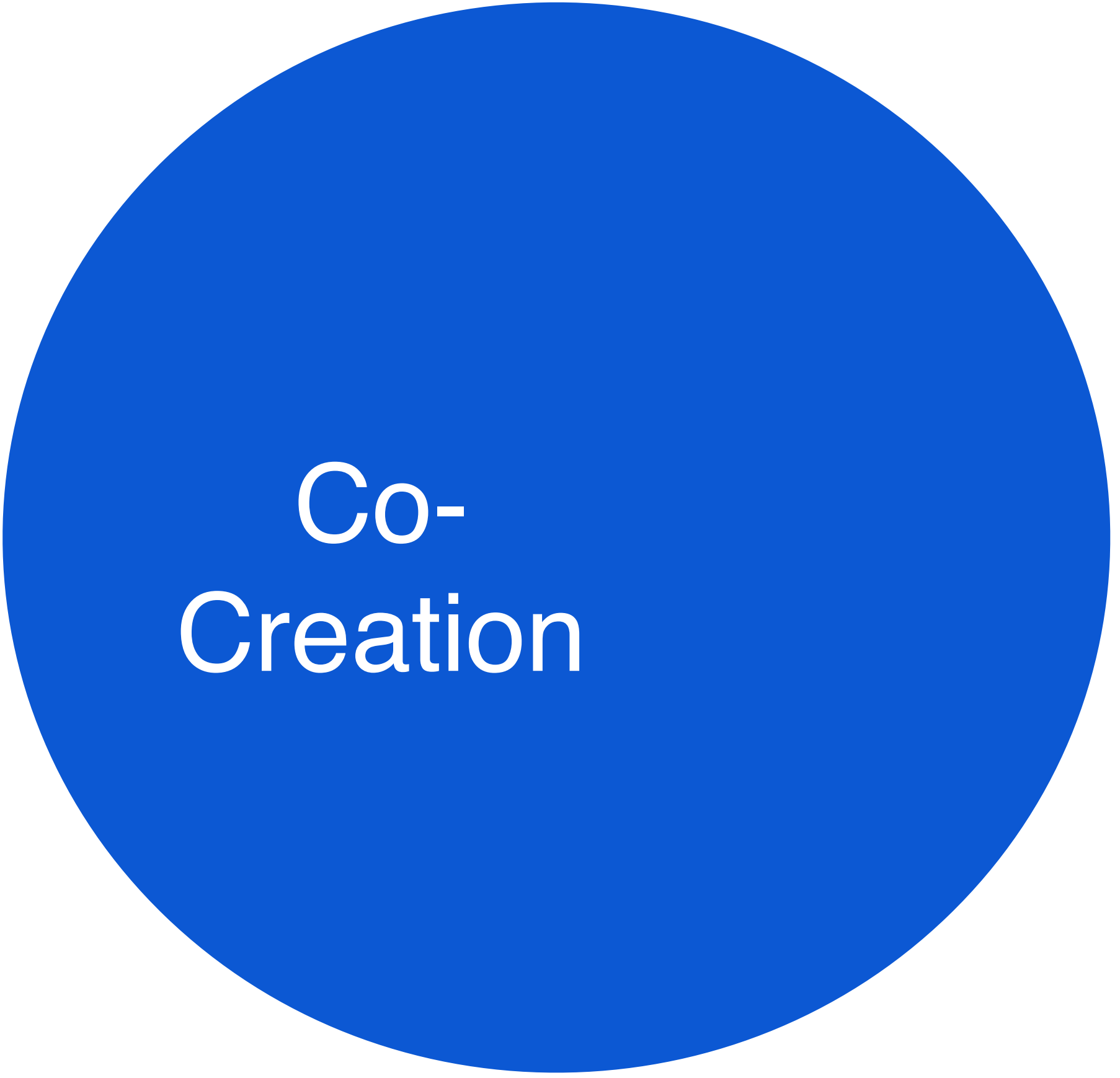


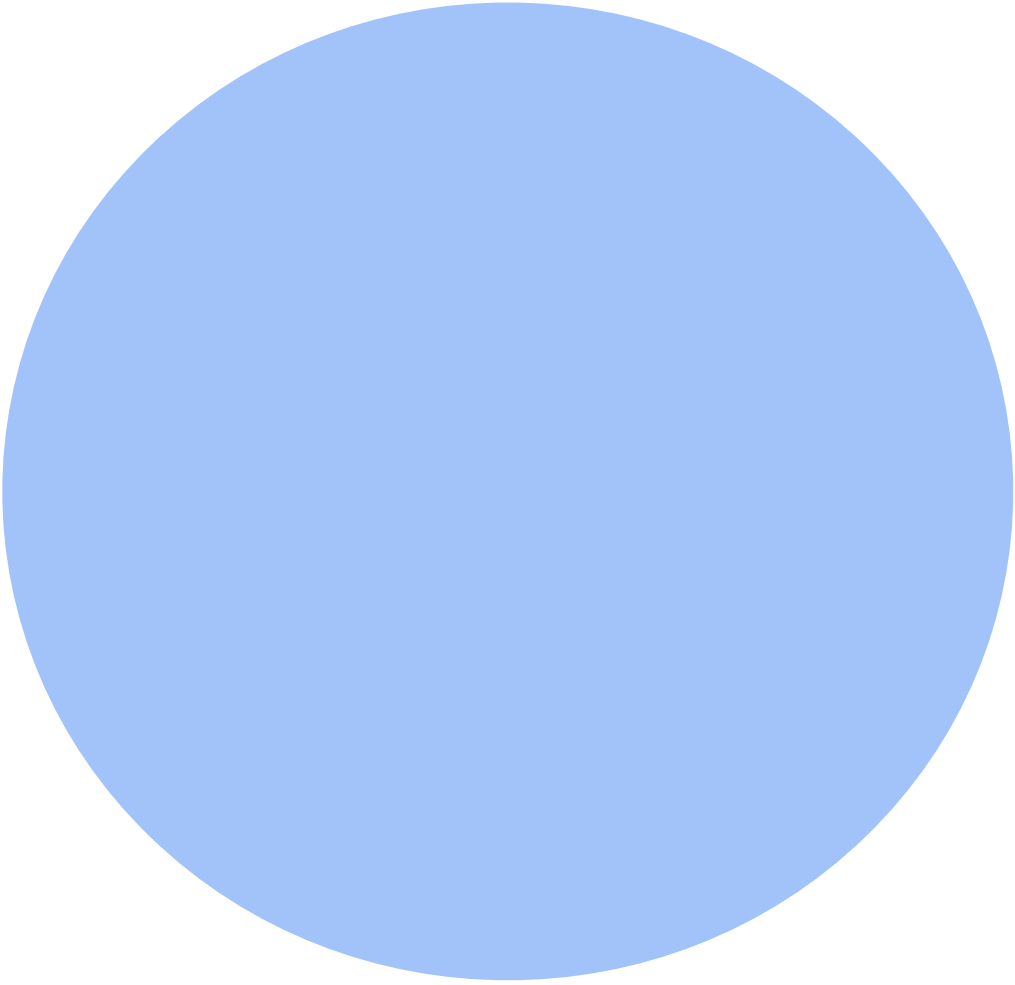

Empathy

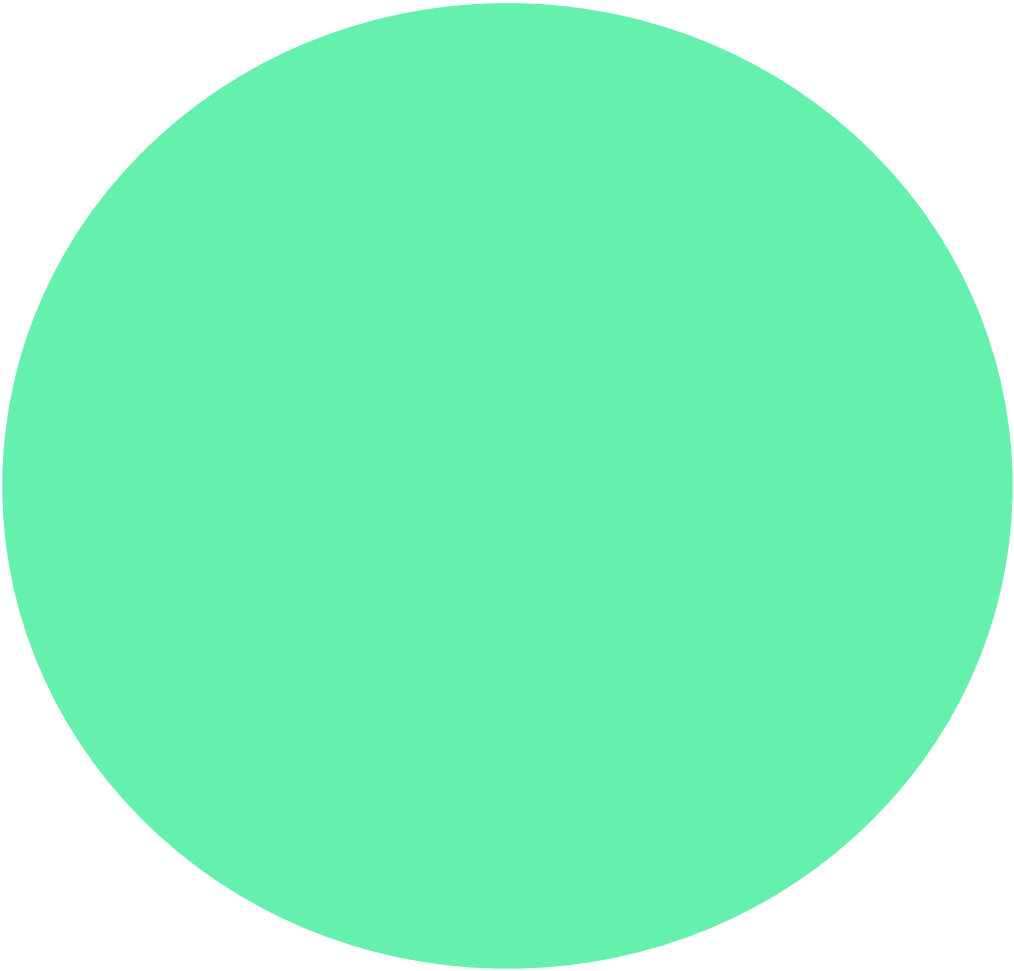
Interviews

Field Studies


Co-
Creation

Usability
Testing



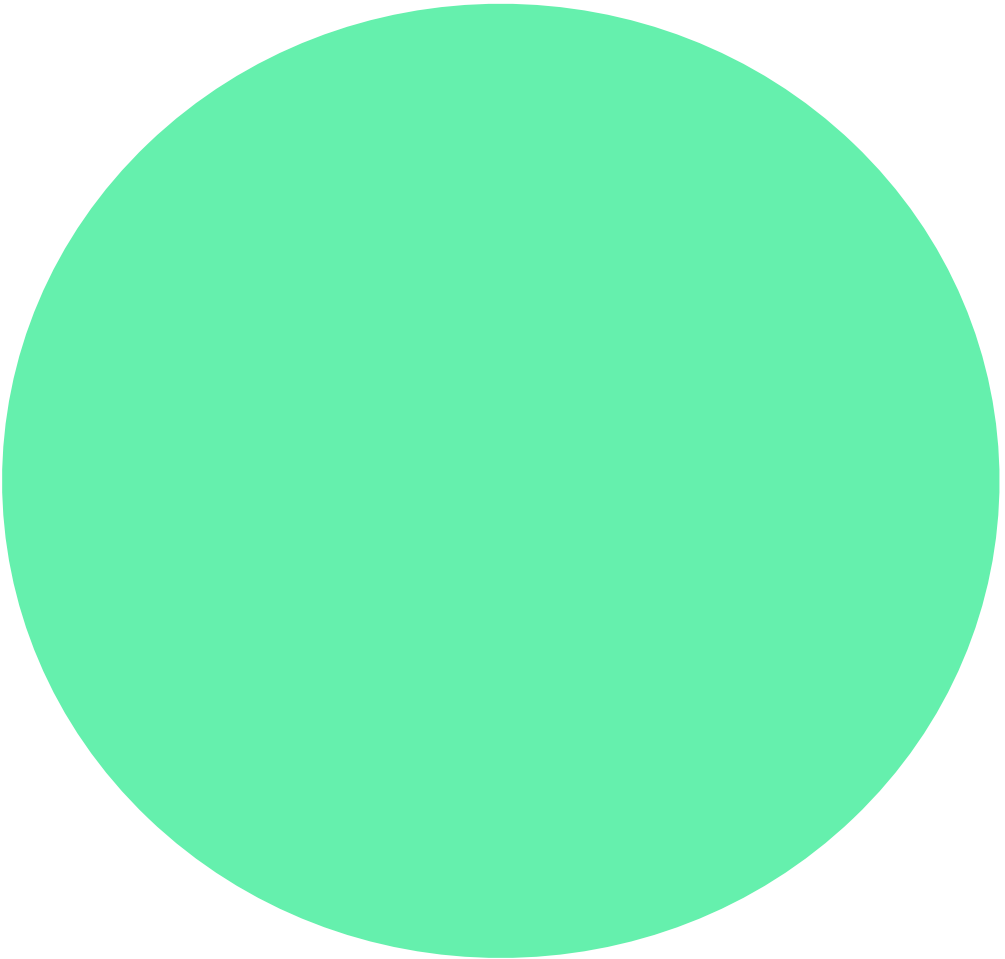


Mockups

User Task Analysis

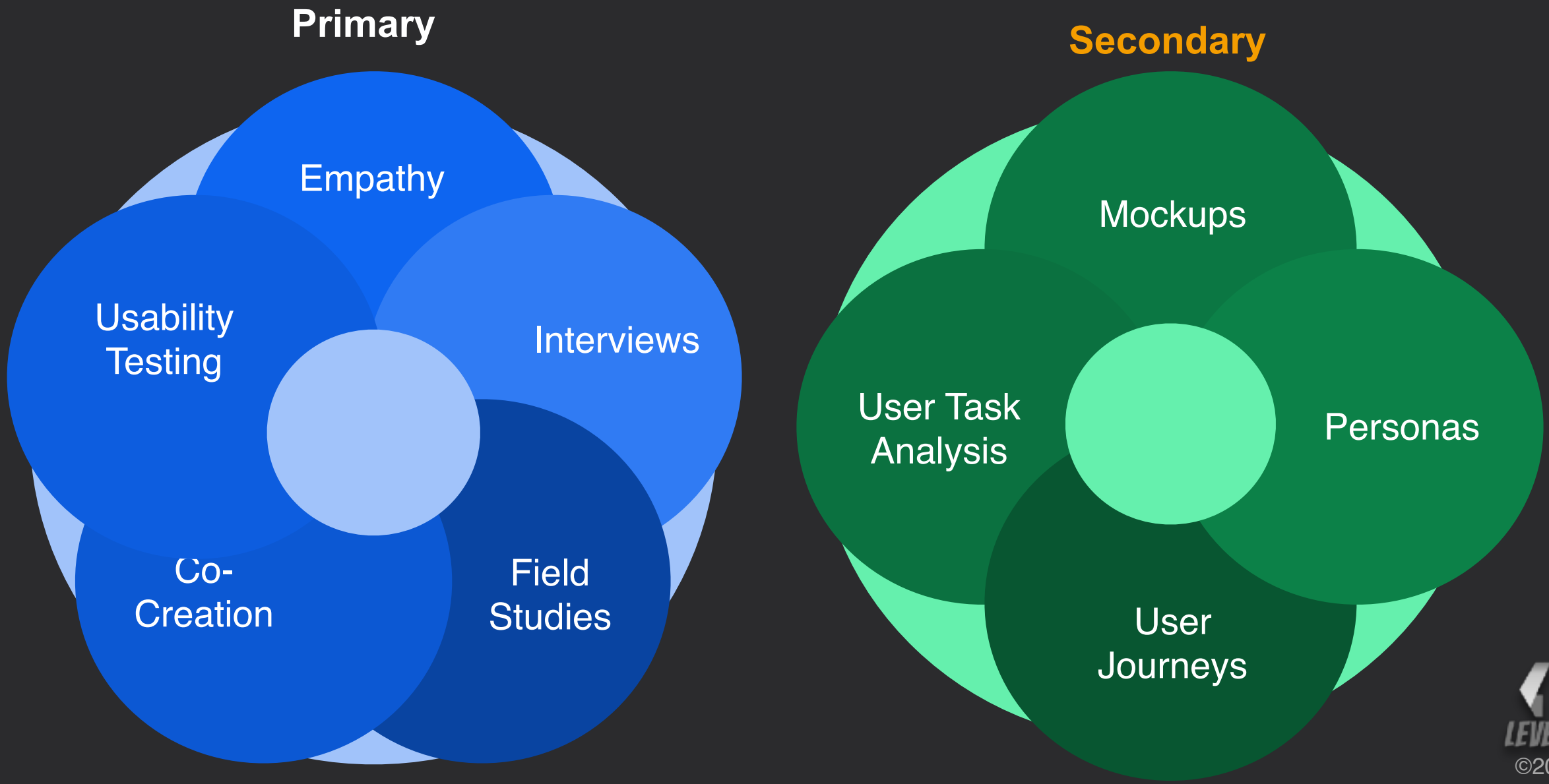
User
Journeys

Personas



Secondary

Human Centered Design



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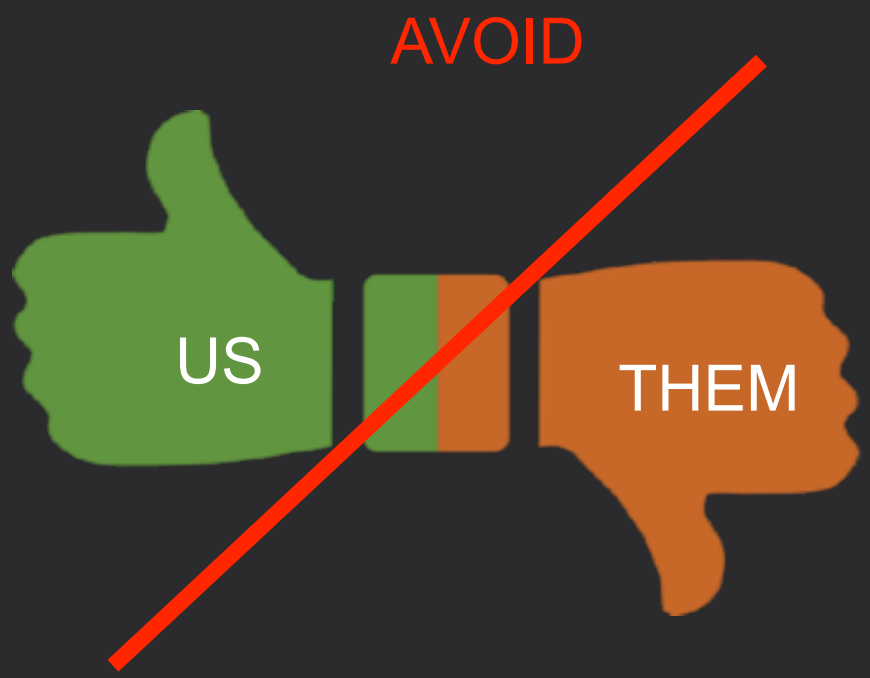
Human Centered Design



Fundamental Attribution Error

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