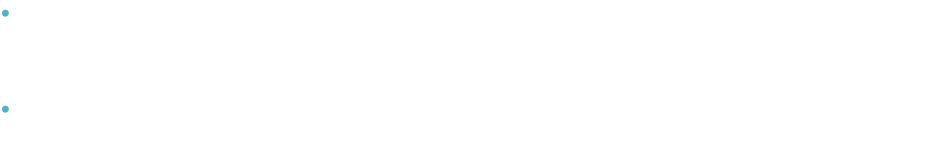






Are you a Designer?

Do you make things other people use?















Human Centered Design

Are you a Designer?

Do you make things other people use?

- Then be obsessively focused on understanding:
 - What are their problems
 - What are their needs
- The most effective designers have the people they're designing for be a constant part of the design process







Human Centered Design

