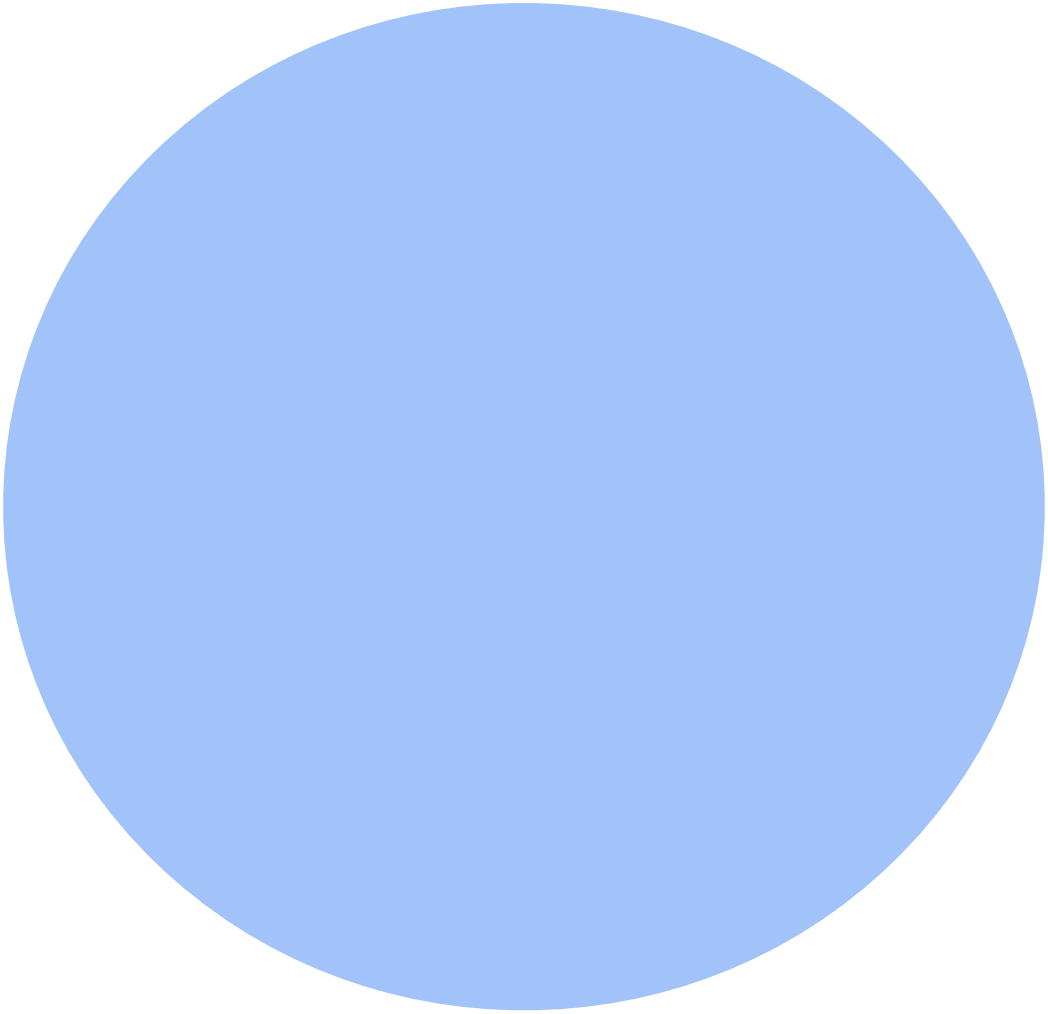




LEVEL UP

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Empathy



Interviews



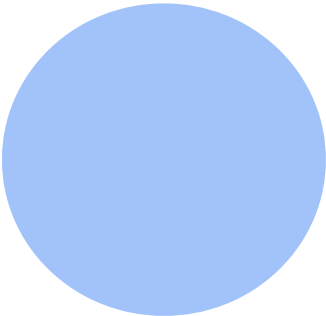
Field
Studies

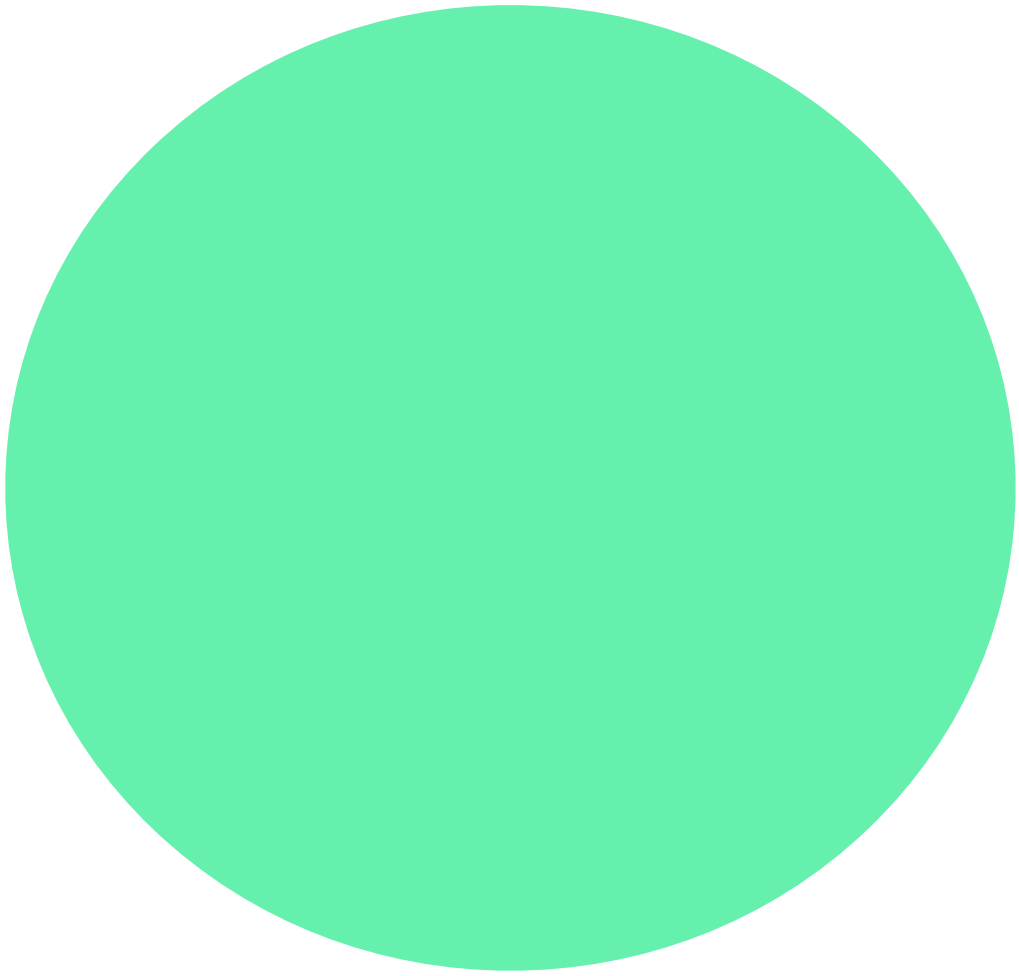


Co-
Creation



Usability Testing







Mockups



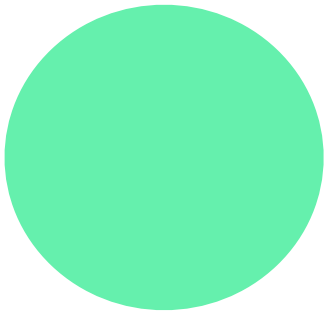
User Task Analysis



User
Journeys



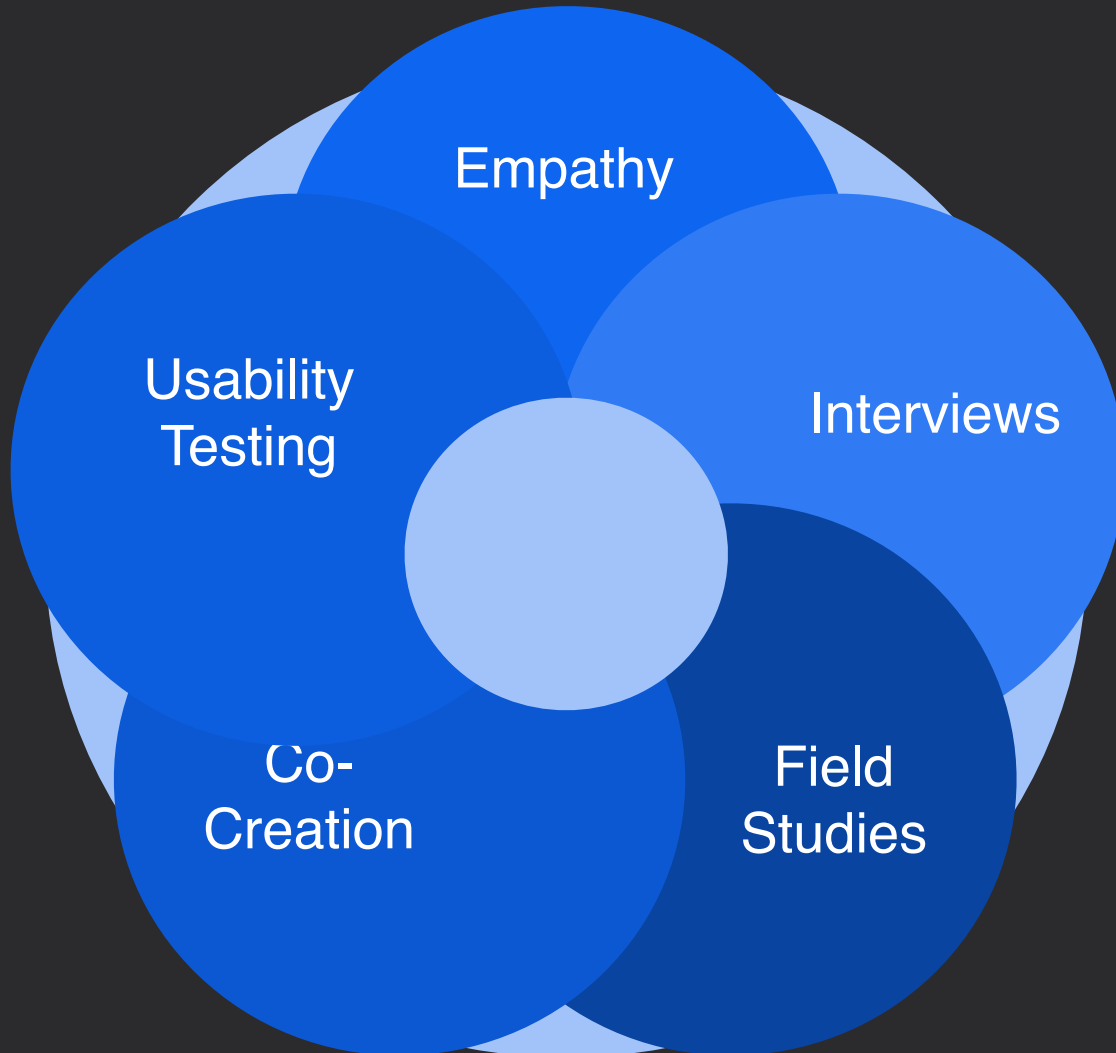
Personas



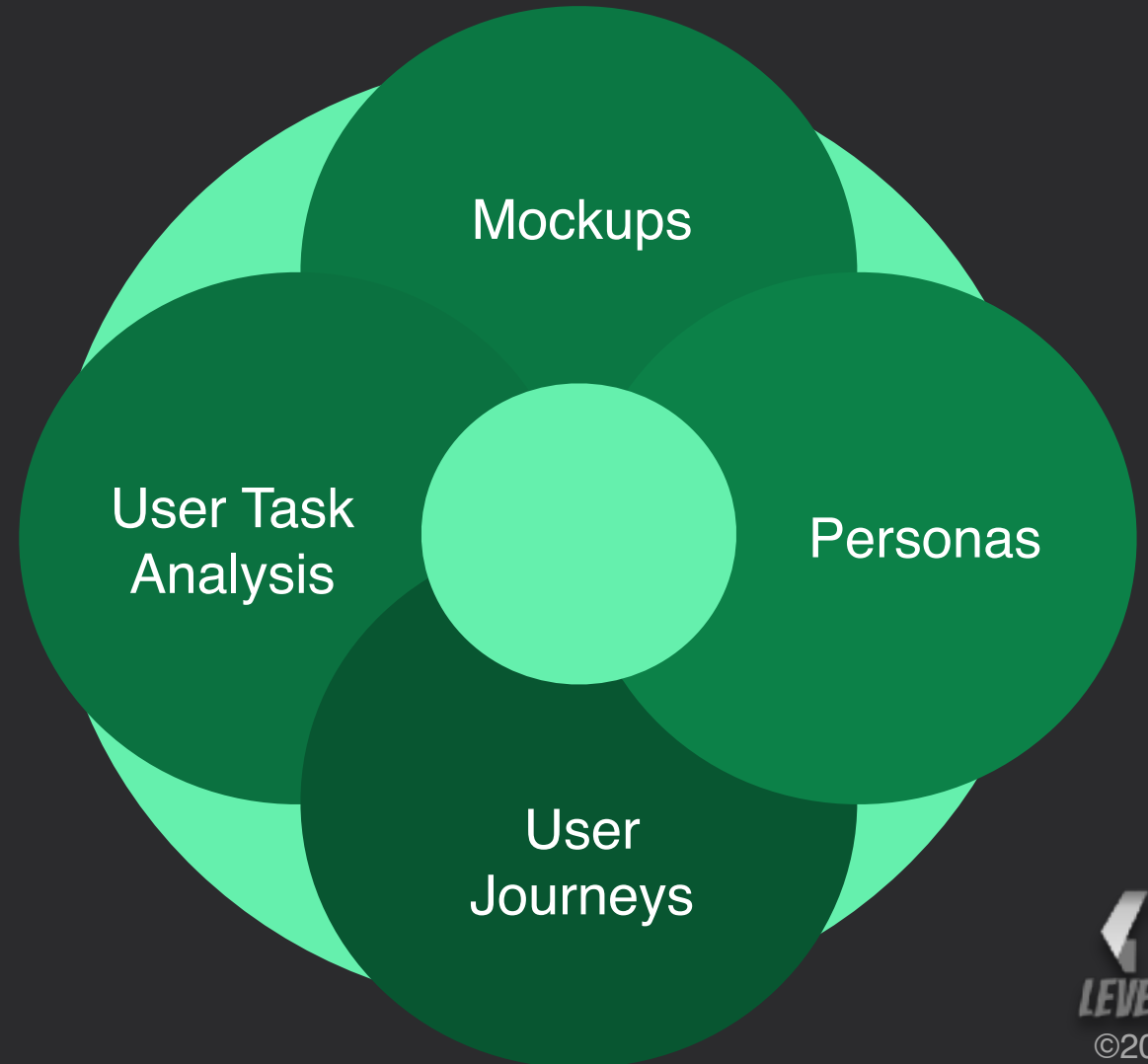
secondary

Human Centered Design

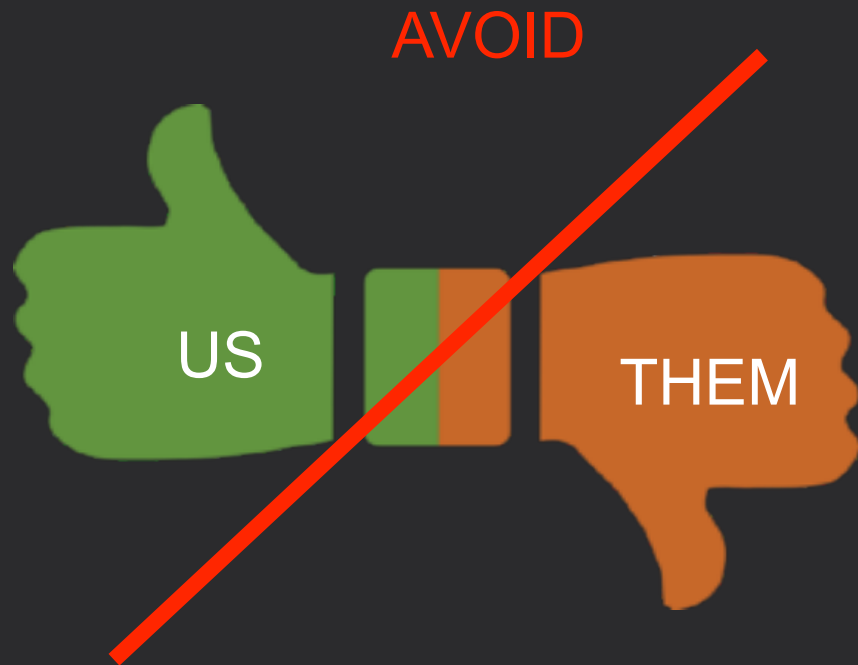
Primary



Secondary



Human Centered Design



Fundamental Attribution Error