**A) User Research**: Gathering information on Users/Stakeholders (Potential User/Stakeholders). Stakeholders are a broader way to viewing Users, as they may be positively and/or **negatively** impacted by potential solutions to a problem.

i) Each Lab partner chooses a different type of User/Stakeholder for the topic area you are exploring.

ii) Each Lab partner choose at least 3 different types of sources for gathering User/Stakeholder information. Here are some examples:

* Online written product reviews (e.g. Amazon, Yelp, etc.)
* Online videos of Users using or talking about a product in your area (e.g. YouTube videos)
* Interview potential users
* Online case studies on the topic
* Online News articles
* ??

iii) Cite your sources

iv) Take notes on your observations. Type these up to be turned in as a Word Document or PDF document.

**B) Empathy Map:** Documenting and organizing User information

Using your notes, fill in an Empathy Map for the type of user you have chosen. This can be hand written or typed. You may even find sketching within the Empathy Map helpful. You will turn this in as a PDF. If you have handwritten or have sketches as part of your Empathy Map, then you may take a photo and upload as a PDF document.

**C) List of Point-of-View statements:** Extracting User needs from Empathy Map

Using your Empathy Map:

i) Make a list of as many needs as you can, placing needs related to the left half of the Empathy Map outside of the Empathy Map on the left, and needs related to the right half of the Empathy Map outside of it on the right.

ii) Formulate all or a subset of these needs in the form of Point-of-View statements. These statements should be typed and turned in as a Word or PDF document.

iii) Work with your lab partner(s) to develop a single Point-of-View statement that captures a major need that all your User types have in common**. Make sure to indicate the name(s) of your Lab partners.**