OUR ROADMAP.

CONCEPT

Brainstorms
Design criteria
Design principes
How might we question
Co-creation session
Re-framing
Pitch

TEAM 4

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TESTING

Concept prototype Low-fidelity prototype High - fidelity prototype Cultural probes Usability tests

RESEARCH

Field visit
Obersevation to insights
Interviews
Extremes - Mainstreams
Deskresearch
Insight statement
User journey

CREATE

Storyboard Visuals Styelguide UX design

FINALIZING

Visuals design proces Showcase preparations Feedback iteration Reflection

