	Empathize	Define	Ideate	Prototype	Test	Implement
Actions	Hi! I am Alex Rivera! As a CIO of a mid-sized public university and a premium member of Edge at a higher education institution, I'm constantly seeking reliable, cost-effective digital and AI solutions. I interact with Edge NJ to learn how their services align with my institution's modernization goals and compliance needs.	Through conversations and early data sharing with Edge, I realize that while there are many promising initiatives, it's not always clear how Edge's services directly address my institution's unique digital priorities or maturity level.	I'm invited to share feedback through surveys or interviews about what support or insights would help me prioritize investments in AI, cloud, and security. I express ideas on features, reporting dashboards, and collaboration formats that could make Edge more actionable.	I preview early dashboards and data visualizations shared by Edge, showing how member institutions rank in areas like AI adoption and network security readiness. I test these prototypes and share feedback on usability and value.	I participate in a pilot feedback round or usability test, helping Edge refine its analytics tools and survey focus. My suggestions around clarity, benchmarking, and executive summaries are incorporated.	I received the final dashboard and report summarizing institutional AI and digital priorities across Edge members. This informs my strategic planning, budget discussions, and technology roadmap for the next academic year.
Tools and Methods	Consultation calls, Edge newsletters, previous partnership data, peer recommendations.	Self-assessment templates, Edge service overview decks, institutional readiness surveys.	Online surveys (Qualtrics), brainstorming sessions with peers, Edge feedback forums.	Power BI dashboards, prototype demos, virtual feedback sessions.	Usability test sessions, structured feedback surveys, and collaborative sessions.	Final Power BI dashboard, Edge report, results analysed and leadership presentation materials.
Emotions						
Deliverables	Initial understanding of Edge's value proposition; awareness of AI readiness programs and cybersecurity offerings.	Clear articulation of my institution's digital transformation challenges and readiness gaps.	Contributed input on desired AI dashboards, benchmarking needs, and strategic priorities.	Practical insight into how analytics could guide IT strategy; specific recommendations for refinement.	Improved tools that better reflect institutional context; validation that feedback is valued.	Clear evidence-based insights that shape IT decision-making and strengthen institutional partnership with Edge NJ Marketplace.