

# A focus on user outcomes



## VOCABULARY TERMS

**a focus on user outcomes:** an Enterprise Design Thinking Principle that represents putting your users at the center of your work and solving for their needs

**design research:** the practice of inquiry and discovery that builds knowledge, insight, and empathy for your users

**empathy:** the action of understanding, being aware of, and being sensitive to the feelings, thoughts, and experience of another

## KEY CONCEPTS TO REMEMBER

### Understand today to create the future

You can't improve your user's as-is experience if you don't understand it clearly. Use design research to learn what your user struggles with today so you can envision the to-be future experience.

### Making and breaking assumptions

We all make assumptions in order to have ideas and make decisions. Just make sure you're testing assumptions with real information.





When you feel overwhelmed by a complex domain, try some of these methods.

TRY IT TODAY

01

**Consider your users**

Next time you review an idea, design, or deliverable, ask yourself what the user would think of it. Then go through the 5 Whys activity to dig deeper.

02

**Learn the basics**

Have questions? Do some desk research (you can learn a lot about a person's experience on the internet), or interview a stakeholder or subject matter expert to start to get a handle on things before talking to users.

03

**See what's out there**

A lot of users will document their experiences and share them online, which can be a great way to observe remotely. Think user generated videos, review sites, and social media.

