**Design Thinking:**

It is about the users. Who will use the product?

Process Steps:

[1] **Empathize**: Thinking about the users.

- Trying to be in the customer’s shoes and feel what the customer must be going through.

- Through customer interviews to get feedback. Is the customer happy or anxious about the product?

- Then, we need to come up with a visual representation of the users about what is trying to say.

Like age, family details, salary details, etc.

[2] **Define**: Getting down to the root cause of the problem according to the customer.

- Defining a problem. How to improve the customer experience by reducing the issues faced by the customers when using the product.

[3] Ideate: Create mockups and solution designs around how a particular problem can be solved.

[4] Prototype: Creating some visual artifacts which can give the final solution. Here we need to test this with real users.

[5] Testing: This is not regular software testing. This is about concept testing. Showing the solution to the users or business clients.

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**10 Heuristic UP Principles**

1. Visibility of system status

- Check for visibility of system status (Zomato maps)

- User should always be informed of system operation within easy-to-understand and highly visible status displayed on the screen within a reasonable amount of time.

2. Mapping between the real-time and system

- Match between the system and the real world.

- Product managers should endeavor to mirror the language and concepts users will find in the real world based on who the target users are.

3. User control and freedom

- Offer users a digital space where background steps are possible, including undoing and redoing previous actions.

4. Consistency and standards

- Product Managers should ensure that both the graphic element & technology are maintained across similar platforms.

- For example, An icon that represents one category or concept should not represent the different concepts & used on a different screen.