

OBSERVE & TALK TO PEOPLE

Work to fully understand the experience of the user for whom you are designing.



TRY TO PRODUCE

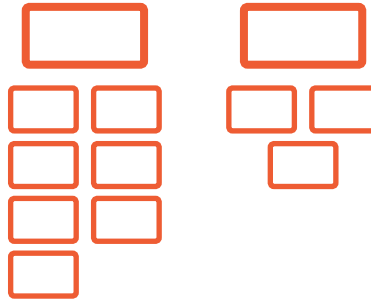
- Handwritten **fields notes**, quotes
- Photos or videos? (respect peoples' privacy though)
- Whatever material you can get your hands on ("artefacts")

PAY ATTENTION TO

- Try to observe or talk to **more than one person**
- Note any **behavioural patterns** and try to get to the root of what causes them (5 why's)
- Try to spot the difference between "**what people say, what people do, what they say they do**"

MAKE SENSE & DEFINE

Process and synthesise the findings from empathy work.



TRY TO PRODUCE

- Present your **research material** to the rest of the team
- An **affinity diagram** labeled with the themes that emerge from the data

PAY ATTENTION TO

- **Make visible** that which before only existed in your head and personal notes
- Try to develop a shared understanding of what **human needs and pains** exists in the context you were researching

SERVICE CONCEPT

Ideate together, explore possible solutions. Step beyond the obvious.



TRY TO PRODUCE

- Write down the **human need or pain** that your service will solve
- Describe your user as a **persona**
- Design your solution as a **journey map** that the persona takes through your service (or several if you have time)

PAY ATTENTION TO

- On stickies, first write down the **touchpoints** where the persona interacts with your service and **any relevant moments before, around, and after the touchpoints** (considers something, a need emerges, thinks back to any of the touchpoints)
- Write down the type of the touchpoints (physical space, person-to-person, digital...)
- Connect the points to make visible **how the service plays out in time**