

IMPORTANT * TRUST THE PROCESS

SO UNDERTAKE A SURVEY
POSTAL / DIRECT / ONLINE / PHONE?
WHAT ABOUT OBSERVATION?
COULD BE FIELDWORK OR VIDEO.

TRIANGULATION OF DATA IS A GOOD APPROACH.

THEN YOU CAN DO INTERVIEWS
STRUCTURED / SEMI STRUCTURED
OR A FOCUS GROUP

HAVE ONE CONVERSATION AT A TIME

WHAT ABOUT A CUSTOMER JOURNEY?

BE HUMBLE. EXPAND THE PROBLEM

DONT JUDGE. BECOME A GOOD LISTENER

LEAVE YOUR EGO AT HOME

SHOW GENUINE CONCERN

GATHER LOTS OF DATA

ASK WHAT? HOW? WHY?

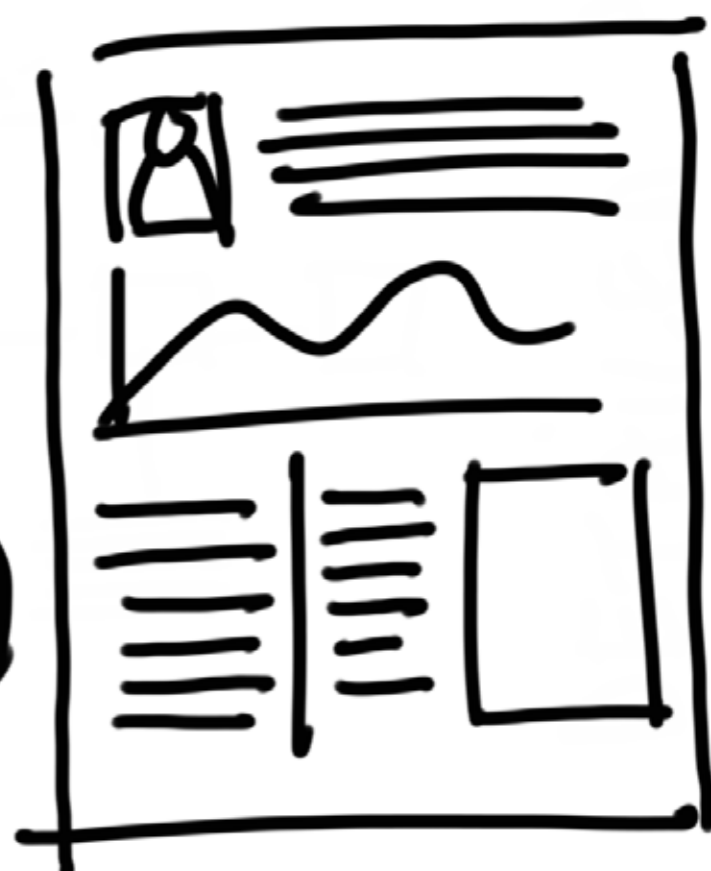
BUILD ANALOGIES.

READ THE BODY LANGUAGE.

MODEL: IDEO OR STANFORD d.school

NO BIAS. BE CURIOUS.

INFO. GOT FROM INTERVIEWS



REPRESENTS GOALS AND BEHAVIOUR OF A HYPOTHESIZED GROUP OF USERS.



GET TO KNOW THE END USER.
WHAT MATTERS TO THEM?

CONSIDER THE METHODS AND
WHAT TOOLS YOU COULD USE.

WHAT IS MAKING THE END USER

IS IT A SERVICE, PRODUCT OR SOCIAL
ISSUE? HOW LONG HAS IT EXISTED?

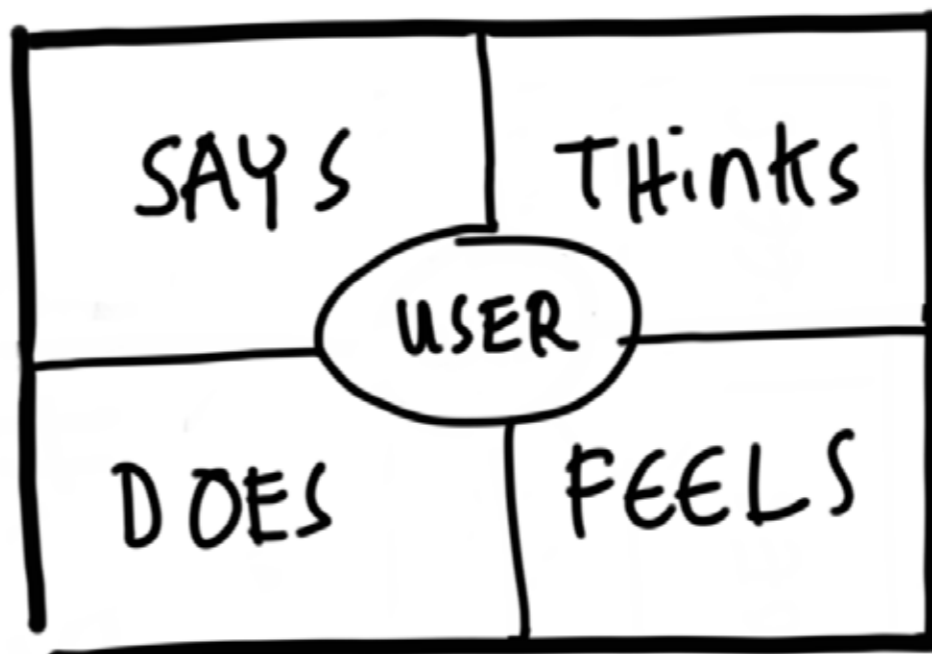
UNDERSTAND WHAT THE END USER IS
FEELING - GET IN THEIR SHOES.

ALWAYS THINK HUMAN-CENTRED
DESIGN (HCD). - USER @ THE CENTRE.

EXPLORE THE CURRENT SITUATION.

DEVELOP AN EMPATHY MAP.

THIS COLLABORATIVE TOOL
GIVES YOU A DEEPER
INSIGHT INTO THE END
USER OR GROUP. JUST A
SEGMENT OF THE MARKET.



A QUICK VERSION
OF A PERSONA.

LOOK FOR BOTH PHYSICAL

AND EMOTIONAL DRIVERS.
CHALLENGE YOUR ASSUMPTIONS AND
YOU MAY LEARN A THING OR 2.

Empathy