Session 1

Empathize
Understand
- Experience, empathize; users and stakeholders
- Research, benchmark

(re)Define
- Dissect the brief
- Define the problem
- Redefine the problem

Ideate
- Possible solutions
- Co-create
- Combine, prioritize, select

Prototype
- Build to test
- ...to understand
- ...to ideate
- Tell stories

Test
- Test to learn
- With people!
- Provide experiences
Understand = Empathize
“Developing a formal, meaningful, and emotional connection with users so they stop being consumers of a design and instead become co-designers.”

Identify highs and lows in people’s experiences.

KOLKO, 2015
What makes a good user experience?

- Must deliver value for both the creator and user
- Helps the user to reach their goals
- Can be used and accessed by users of a full range of abilities
- Easy operate and performs as intended also in practice
- Easily findable, and in the case of digital solutions content within them
- Conforms with user needs and desires
- Perform the task it is supposed to do over a reasonable amount of time
Build empathy and understanding for the user we are designing for.

+ Gather insights
Empathy

See their world

Appreciate them as human beings

Understand their feelings

Communicate your understanding