

Product or Service

# Design challenge ahead?

Features?

Functions?

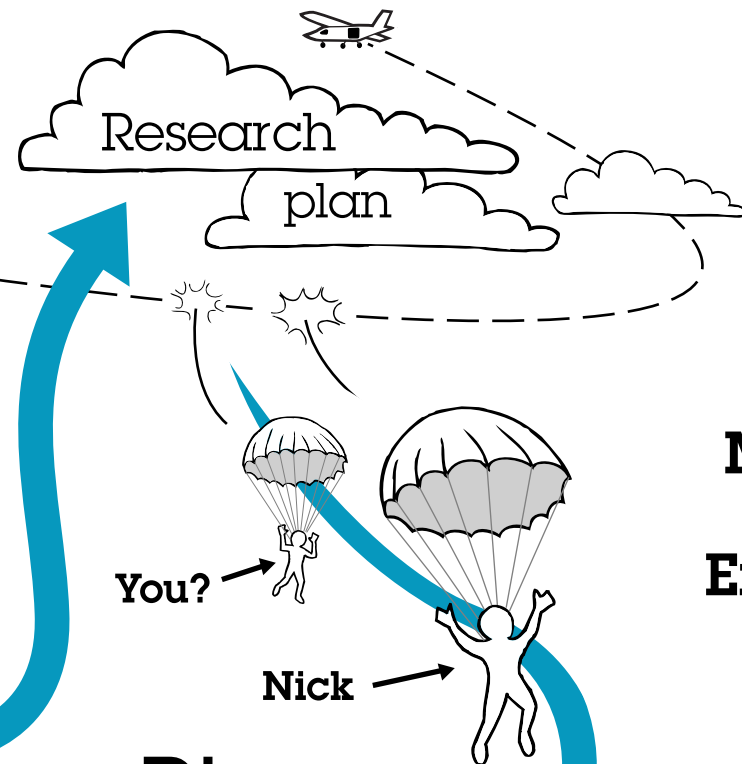
Target market?

Context of use?

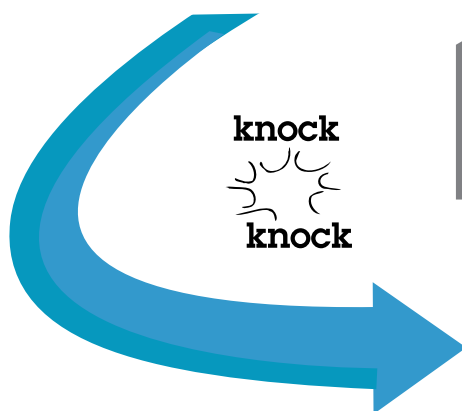
Interface?



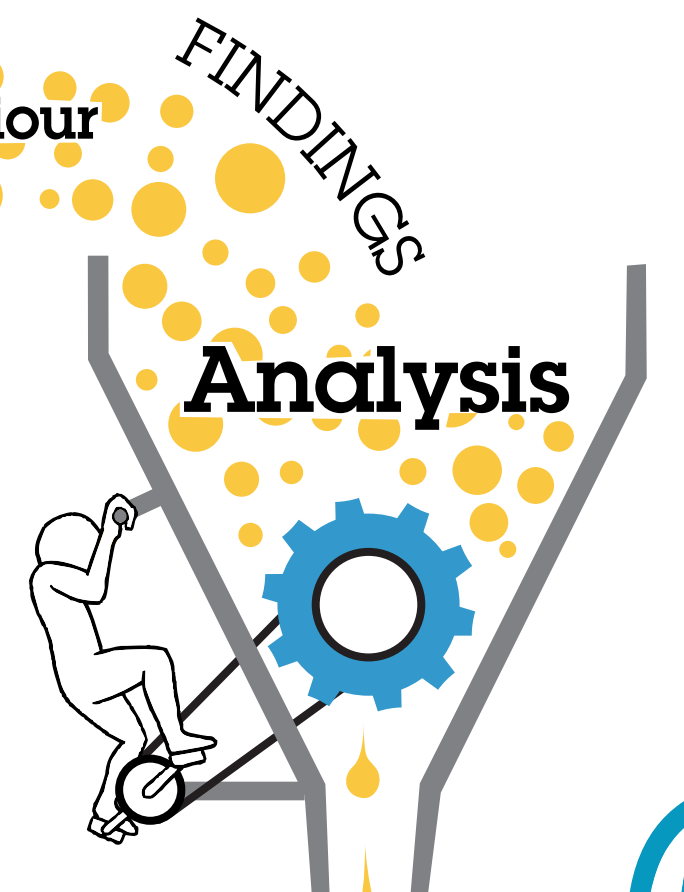
Assuming your customers' needs



## Dive into your customer's WORLD



- Behaviour
- Emotions
- Perceptions
- Motivations
- Expectations
- Attitudes



## Insights



- Opportunities
- Validation
- Consensus
- Confidence

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Informed design decisions

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## Great customer experience



Knowing your customers' needs