

Product or Service  
**Design challenge ahead?**

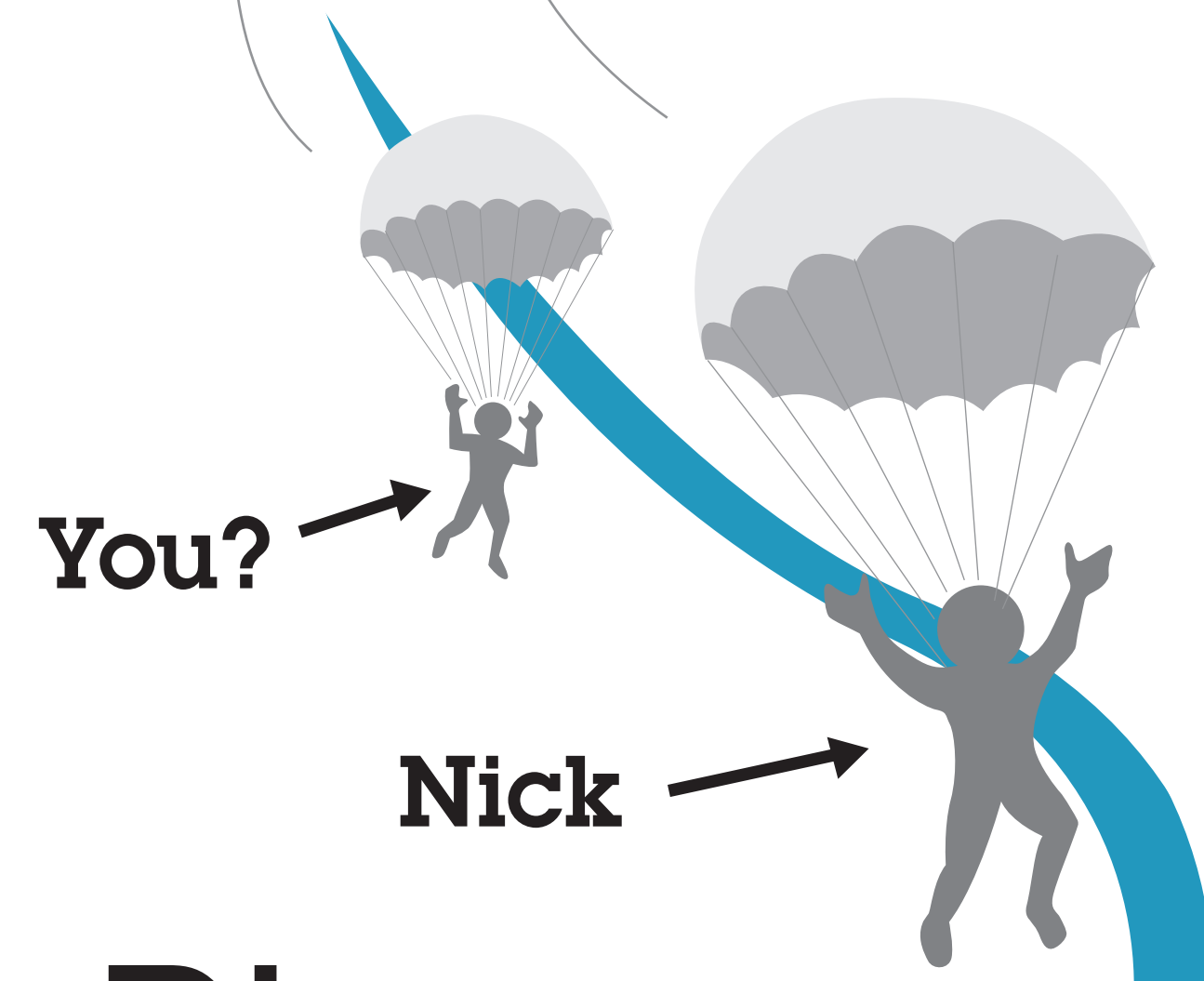
- Features ?
- Functions ?
- Target market ?
- Context of use ?
- Interface ?



Assuming your customers' needs



**Dive into your customer's WORLD**



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



**Insights**



- Opportunities
- Validation
- Consensus
- Confidence

**Informed design decisions**

**Great customer experience**



Knowing your customers' needs