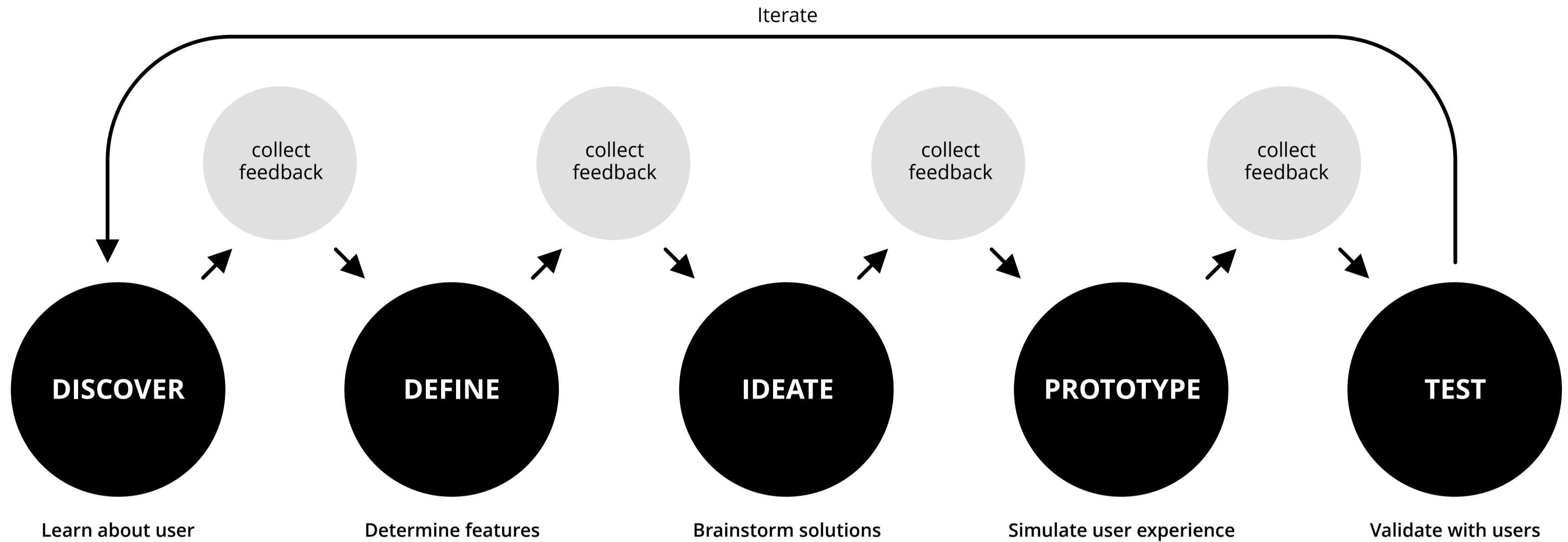


Design Thinking Process



Activities

- + User interviews
- + Stakeholder interviews
- + Surveys
- + Data analysis
- + Metrics
- + Competitors
- + Focus groups
- + Observation
- + Clustering insights
- + Context mapping
- + Customer journey maps

- + Personas
- + Empathy maps
- + User journeys
- + Storyboards
- + User stories
- + Problem statement
- + Narratives
- + Assumptions mapping
- + Task analysis
- + Jobs to be done
- + Comparative analysis

- + Brainstorm sessions
- + Mind maps
- + Affinity maps
- + Storyboard
- + Card sorting
- + User journeys
- + User flows
- + Information architecture
- + Service blueprints
- + Business model canvas
- + Crazy 8's
- + Design principles

- + Paper prototypes
- + Micro-interactions
- + Detailed user flows
- + Mockups
- + Interactive prototypes
- + Wireframes
- + High fidelity design
- + Design hand-offs
- + Design documentation
- + HTML/JS prototypes

- + Usability testing
- + Shadowing
- + A/B testing
- + SUS surveys
- + Heuristic evaluation
- + QA
- + Analytics
- + Performance testing
- + Observations
- + Desirability evaluations
- + Metrics
- + Eye tracking