Narrow down your scope

1 Stakeholder Group 2 mins

Write out the user group that you identified during the EMPATHY phase.



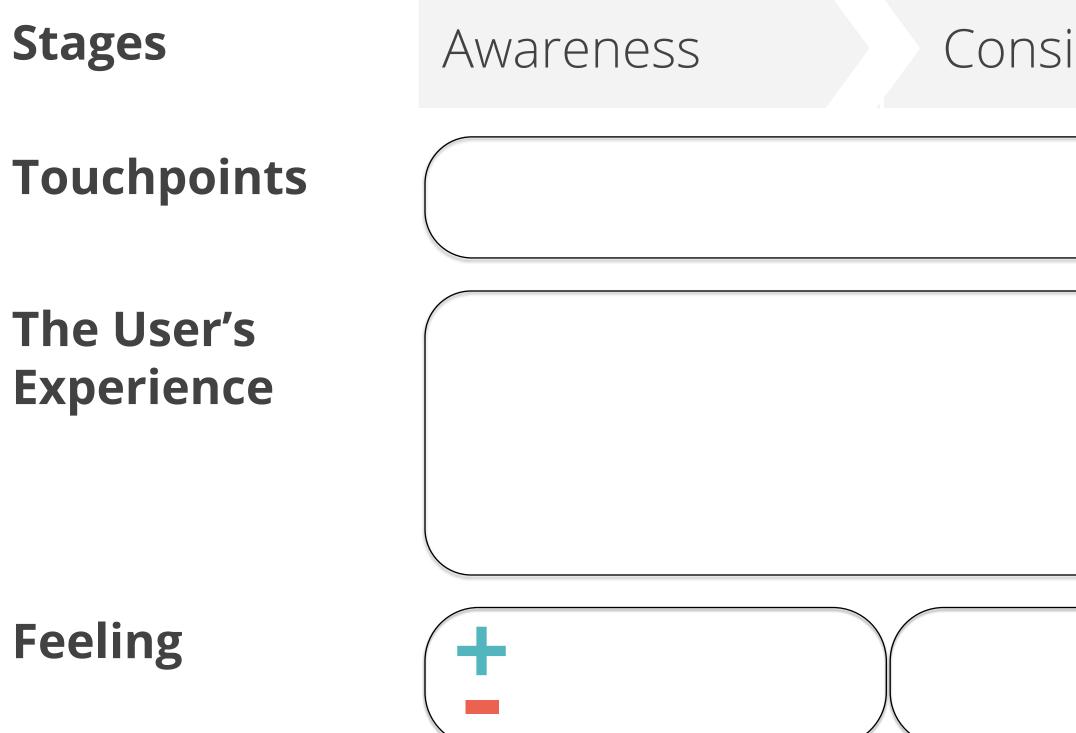
2 Challenge POV 2 mins

Write out the Challenge Statement that you outlined in the DEFINE phase.





Map your insights 3 What did you hear from users in your interviews? 25 mins



Consideration

Decision

Post-Experience



