

discuss
communication
generalizers
deepen understanding
improvise
flexibility

Solve problems.
customer
User advocate.

think.
diversification
Interview
Usability testing
Face to Face

(Guide) ← Motivation
Establish solid relationship.

Empathy

Understanding / feel / considerate others.
break free
own feelings
objective

Design
solve problems.

(Resource)

Storytelling

Participants

break free

Design

Say / feel / think / does

Personas

Wireframe diagram

own feelings

Design

Empathy Diagram

interaction model

objective

Customer Journey Map

iteration → record

Citation / annotated content and why.

valuable

successful &