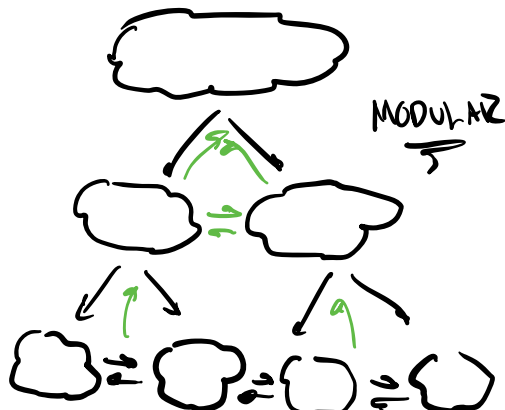


# I. SYNTHESIS AND SENSEMAKING

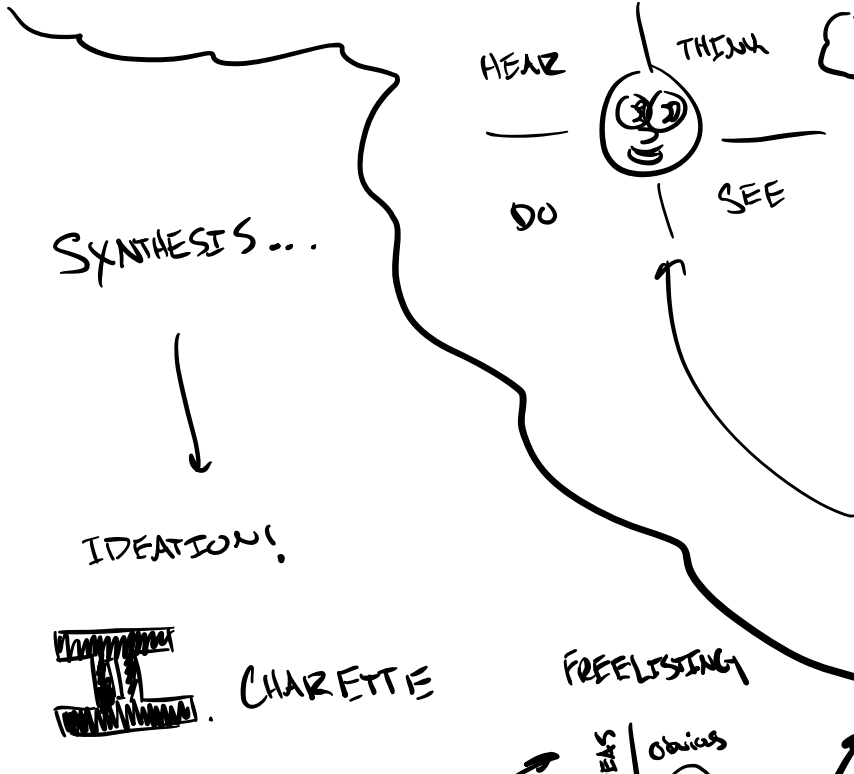


Solution must be 9x better

EMPATHY MAP



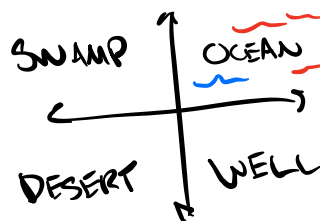
DIVIDE AND CONQUER



SYNTHESIS...

IDEATION!

FREQUENCY MATRIX



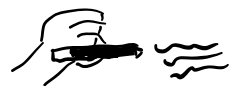
CHARENTE

FREELISTING

VALUE PROPOSITION

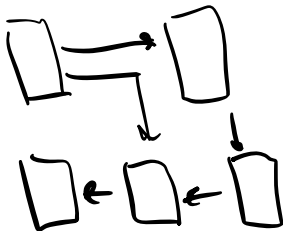


STORY BOARDING + SKETCHING

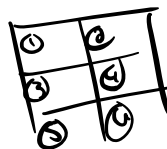


PRODUCT AS HERO

WIREFLOWS



PRODUCT SKETCHES



OFFERING

FIRST TIME UX!

