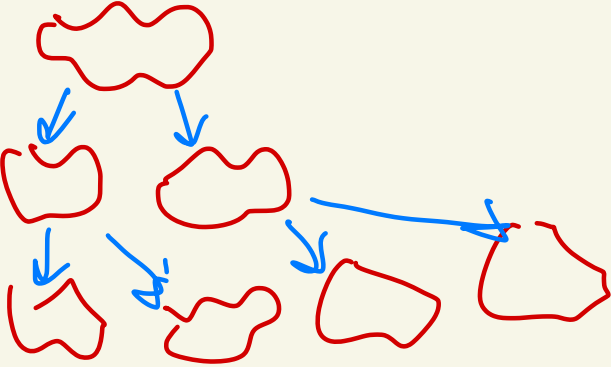


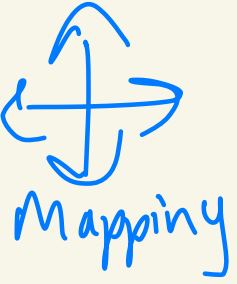
Synthesis and Sensemaking



Modularity



Interviewing Users



Synthesis
↓
Ideation



Understand people in market