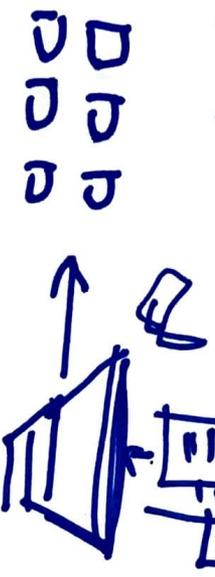


Needfinding for Disruptive Innovation



① Fragmenting

Module data Preparation



②

Chunking / Grouping



Timeline Frequency

Timeline ↑

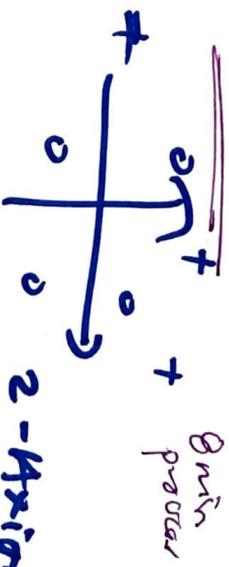
Frequency ↓

① - ② - ③



③

Mapping



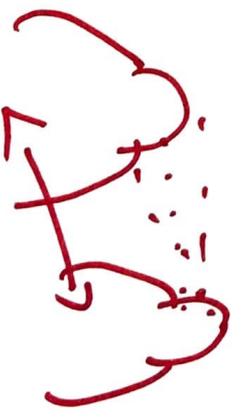
Understanding the target user? Audience

④ Empathy map

Weigh the benefits & negatives

Understand the main Pain Point

Who you are designing for and what you can provide



Understand the user