

EMPATHIZE

extreme users

Engage

listen deeply

letting go

metaphors

Immerse

get out of your h2o

see deeply

analogies

Observe

seek

inspiration

capture & share

it's not about you

multiple perspectives

bust assumptions

humanize data

change the rules

Find the problem worth solving

dig for insights

challenge assumptions

i thought it was not about _____, but it really was about _____

go deeper

if everything is designed, everything can be redesigned

it's been here all along

not designing is an act of design

get to the interesting

identify an opportunity

DEFINE

unpack

reframe

POV Mad Lib

revisit

sense making

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