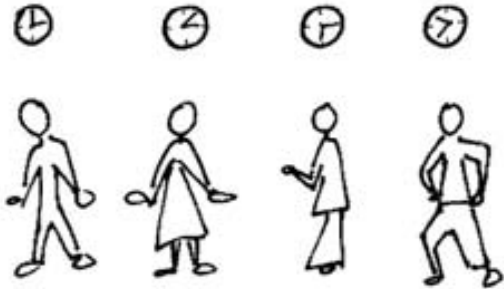


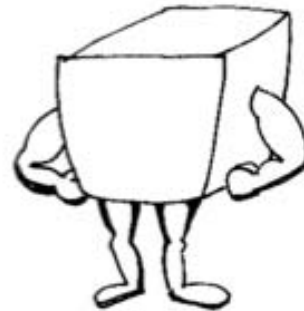
Jean Hsu & Emilie Fetscher
Needfinding: The Heart of Human-Centered Design



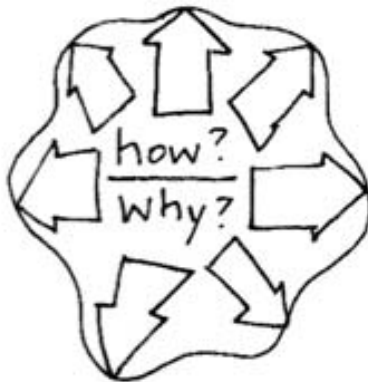
spend a lot of **time** with people



need vs. solution (**verb** vs. noun)



"What is the **job** of this product?"



open up your problem space
[ask **how?** & **why?**]



Users have all the answers to your design questions,
but you have to ask the right questions.