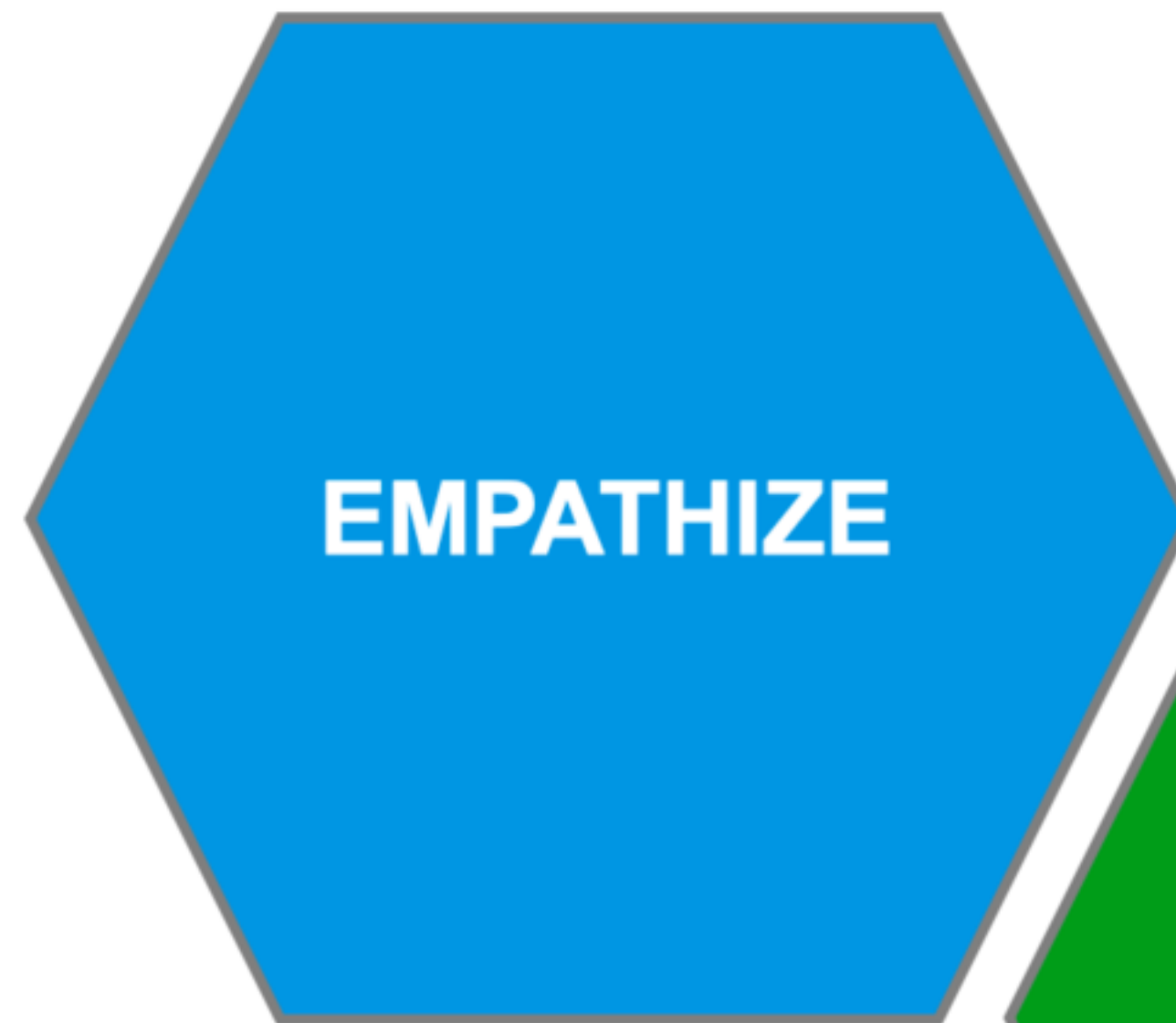
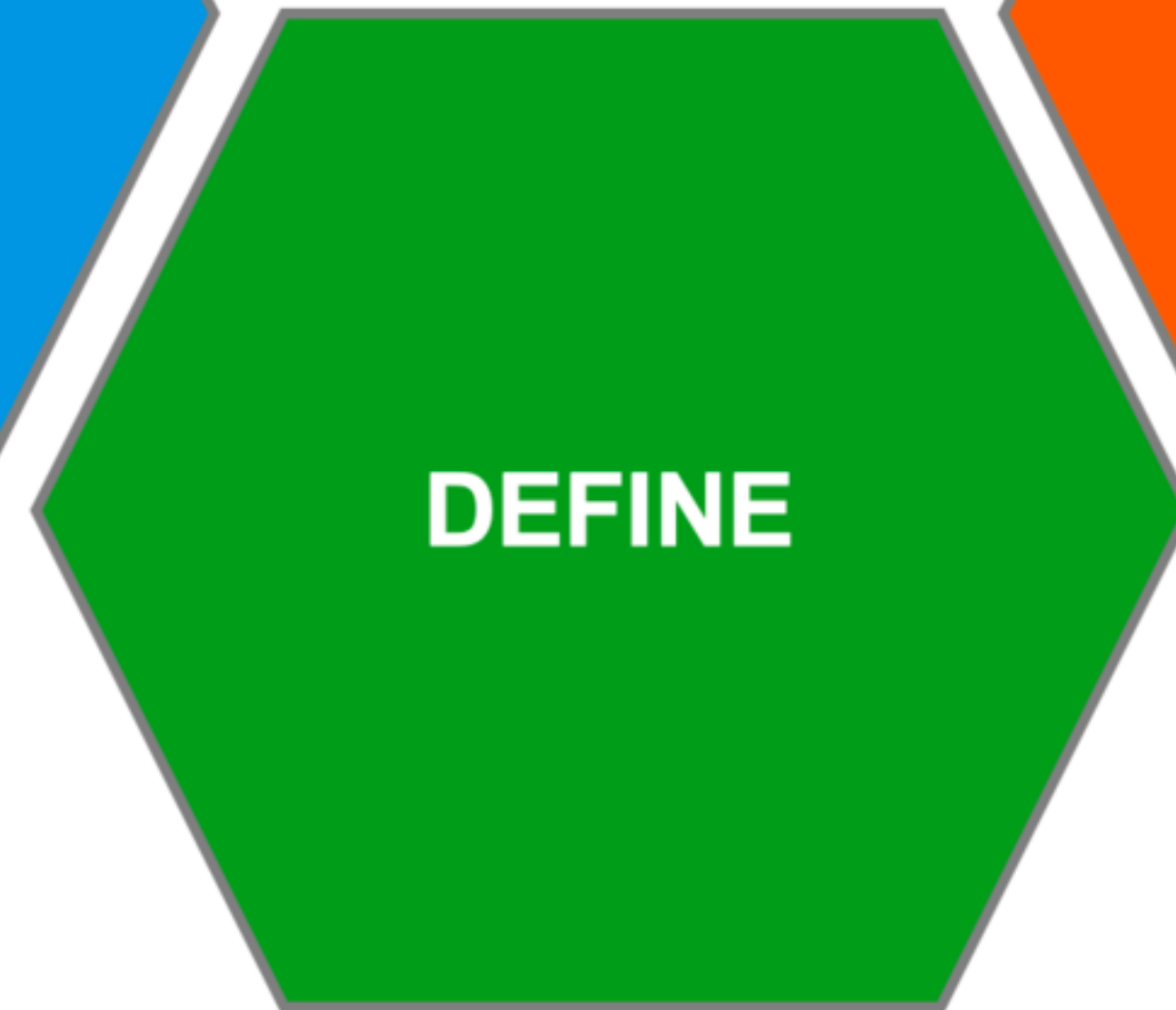


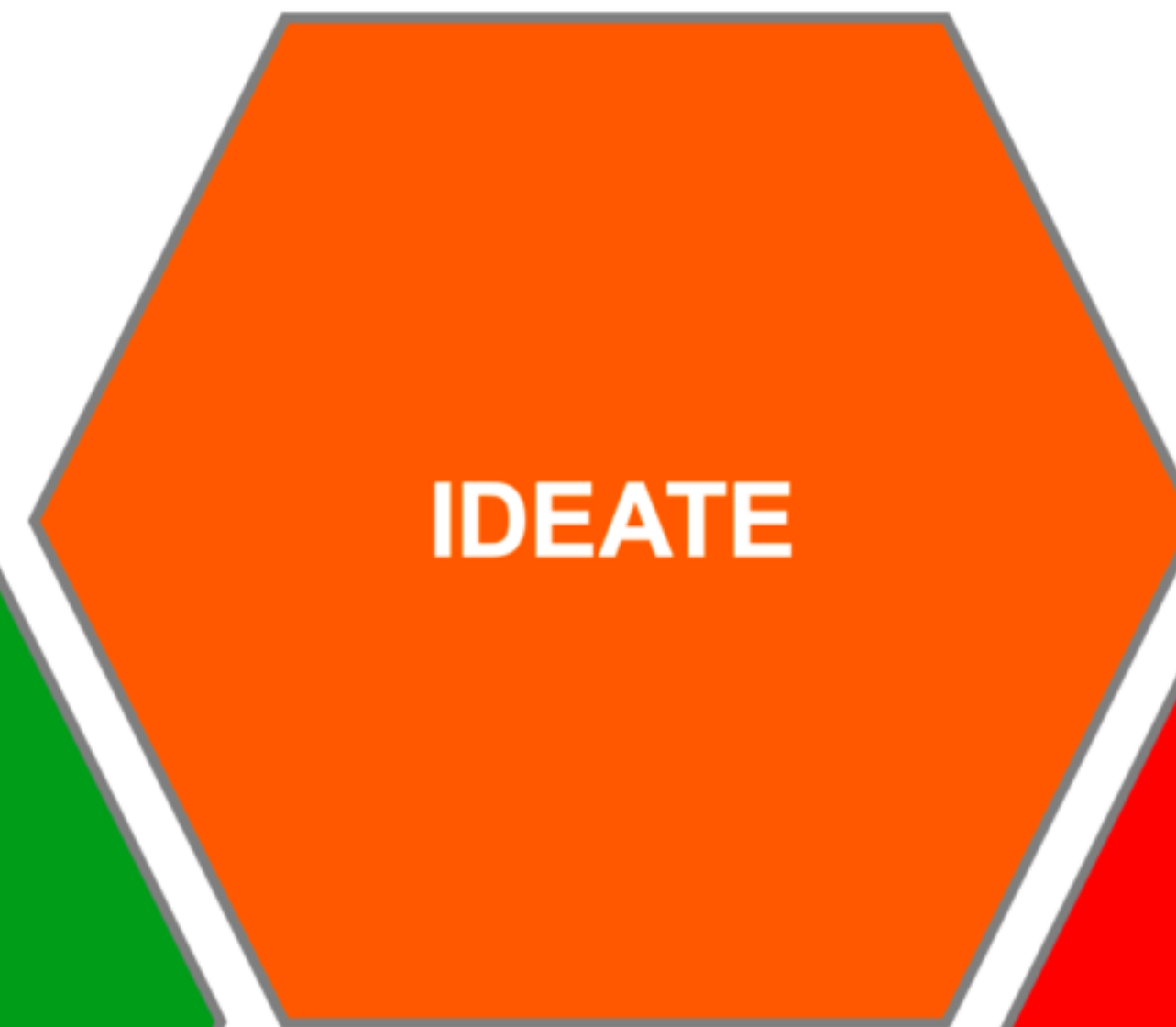
- brainstorm radical ideas
- build on others' ideas
- suspend judgement



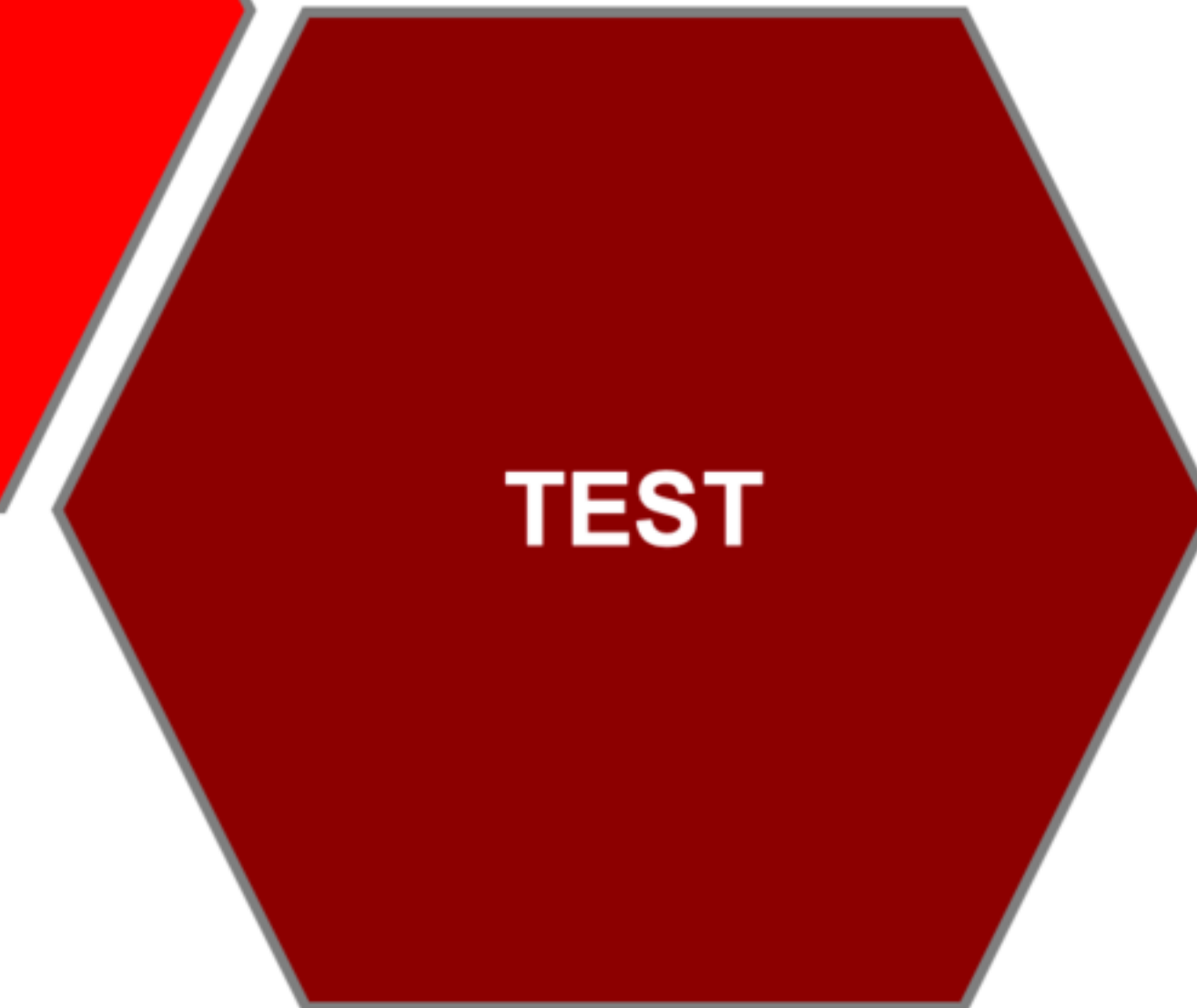
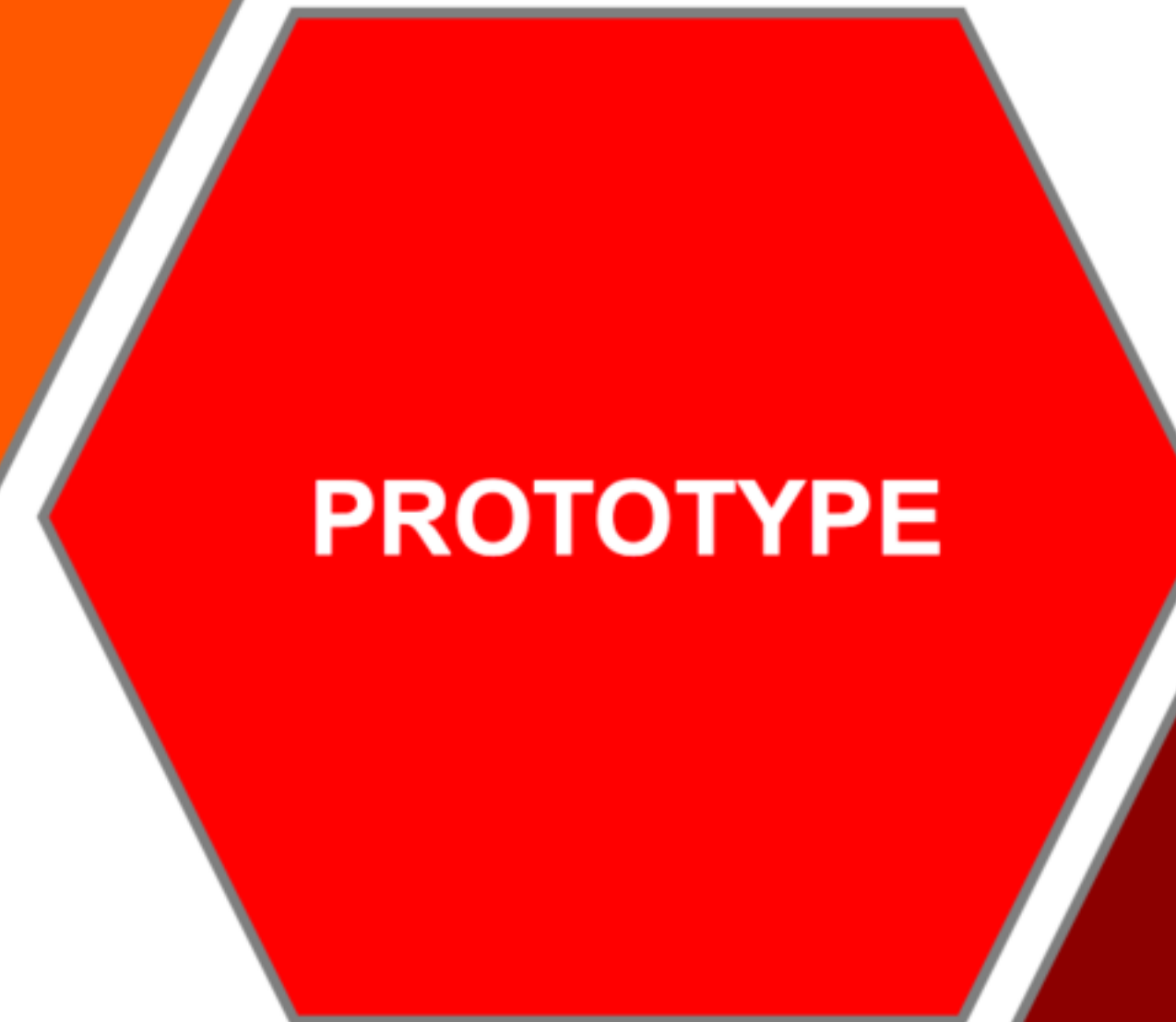
- conduct interviews
- uncover emotions
- seek stories



- reframe and create human-centric problem statements
- identify meaningful surprises and tensions
- infer insights



- create low-res objects and experiences
- role play to understand context and key features
- quickly build to think and learn



- test with customers to refine solutions and gather ideas
- gain deeper empathy
- embrace failure