

Stakeholders & Empathy Maps

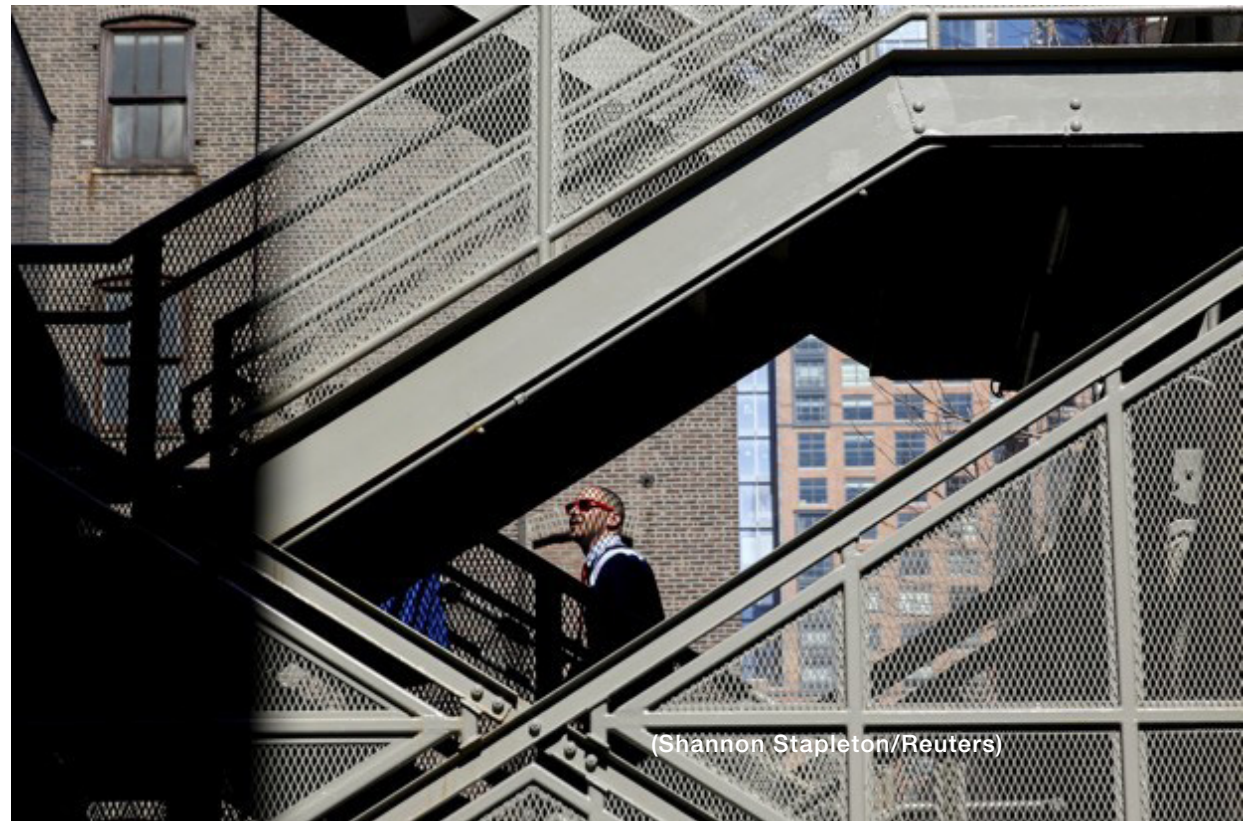
Understand Two Basic Issues

1. The Problem You Wish to Address
2. ALL of the Stakeholders Involved

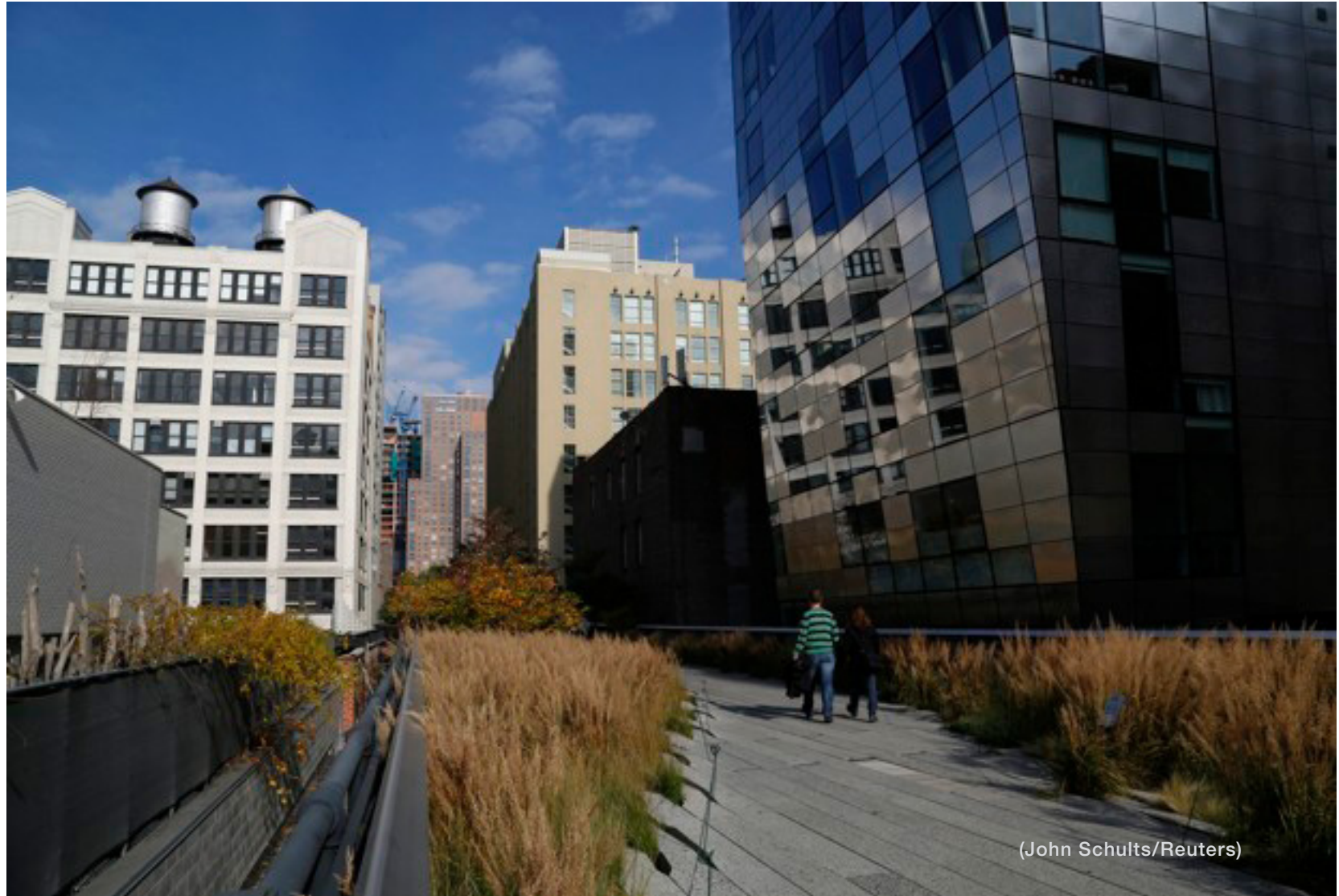
“The question we're constantly challenging ourselves on is: Who is this project really for?”



(Lucas Jackson/Reuters)



(Shannon Stapleton/Reuters)



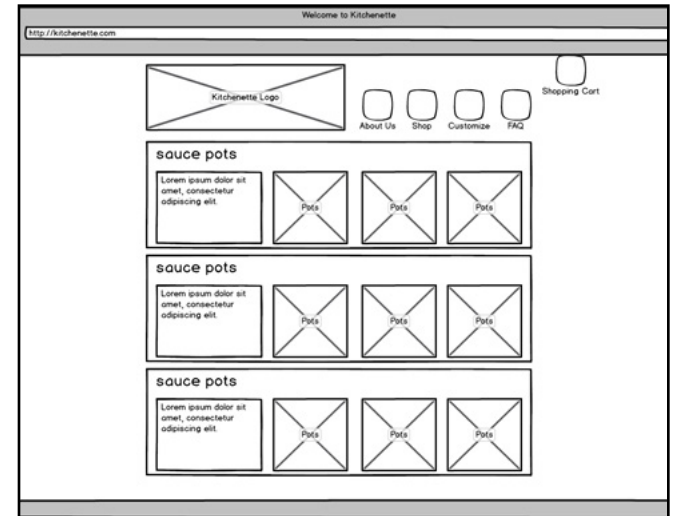
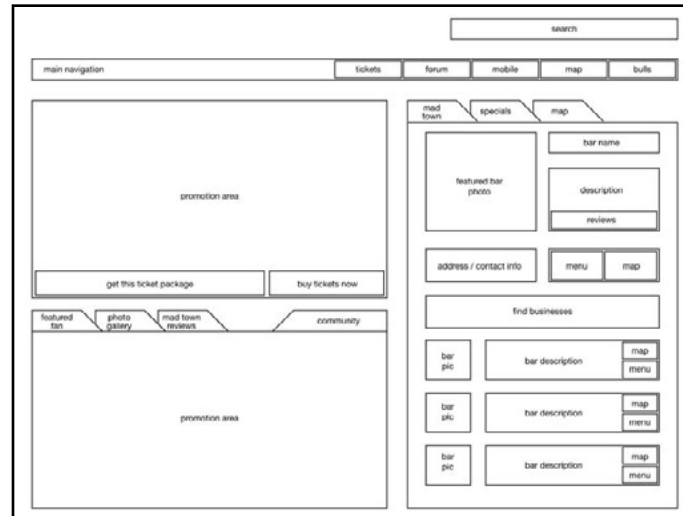
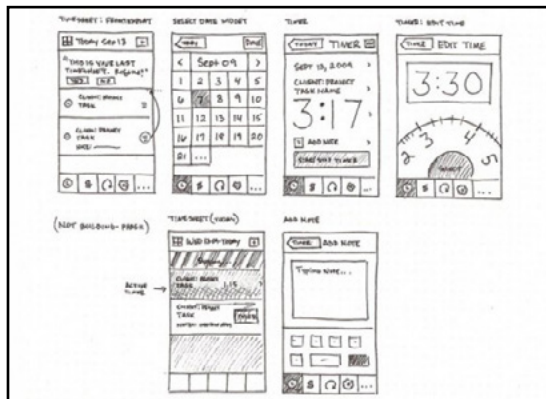
(John Schults/Reuters)

Your Problem Statement Is Key.
Allow It To Evolve.

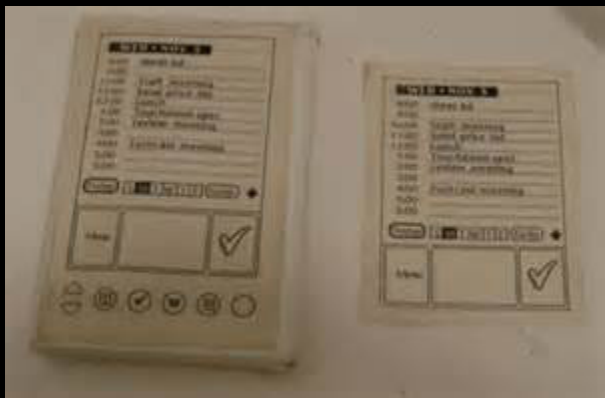
Make Sure You Are Building The
Right It Before You Build It Right

Interview → Insight → Idea

Wireframe:



Step One in Pretotype



(First Wood and Paper Prototype of the Palm Pilot, photograph from Pretotyping.org)



UX Competencies

User Experience	UX	How the user thinks and feels
Information Architecture	IA	How the overall system is organized
User Interface Design	UI	How the screen is organized
Interaction Design	IxD	How the user and device act and react
Visual Design	VxD	How the system looks
Information Design	ID	How the information on a screen is organized
Data Visualization	DataViz	How data is visually represented
Content Strategy	CS	How the content reads

UX boils down to:

Who is the user?

Why do they need your design?

Where are they?

What do you want
them to feel?