

H

PROBLEM DEFINITION:

What problem are you going to address?

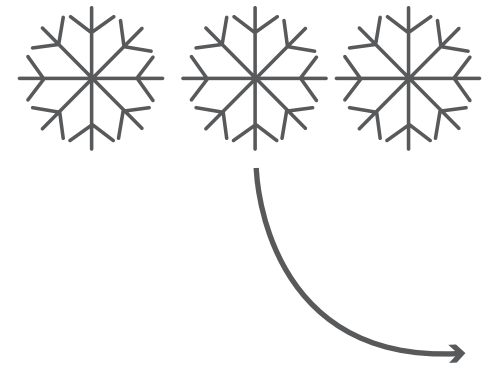
BRAINSTORM ABOUT INFORMATION:

What information will give you better insights in your problem definition?



2H

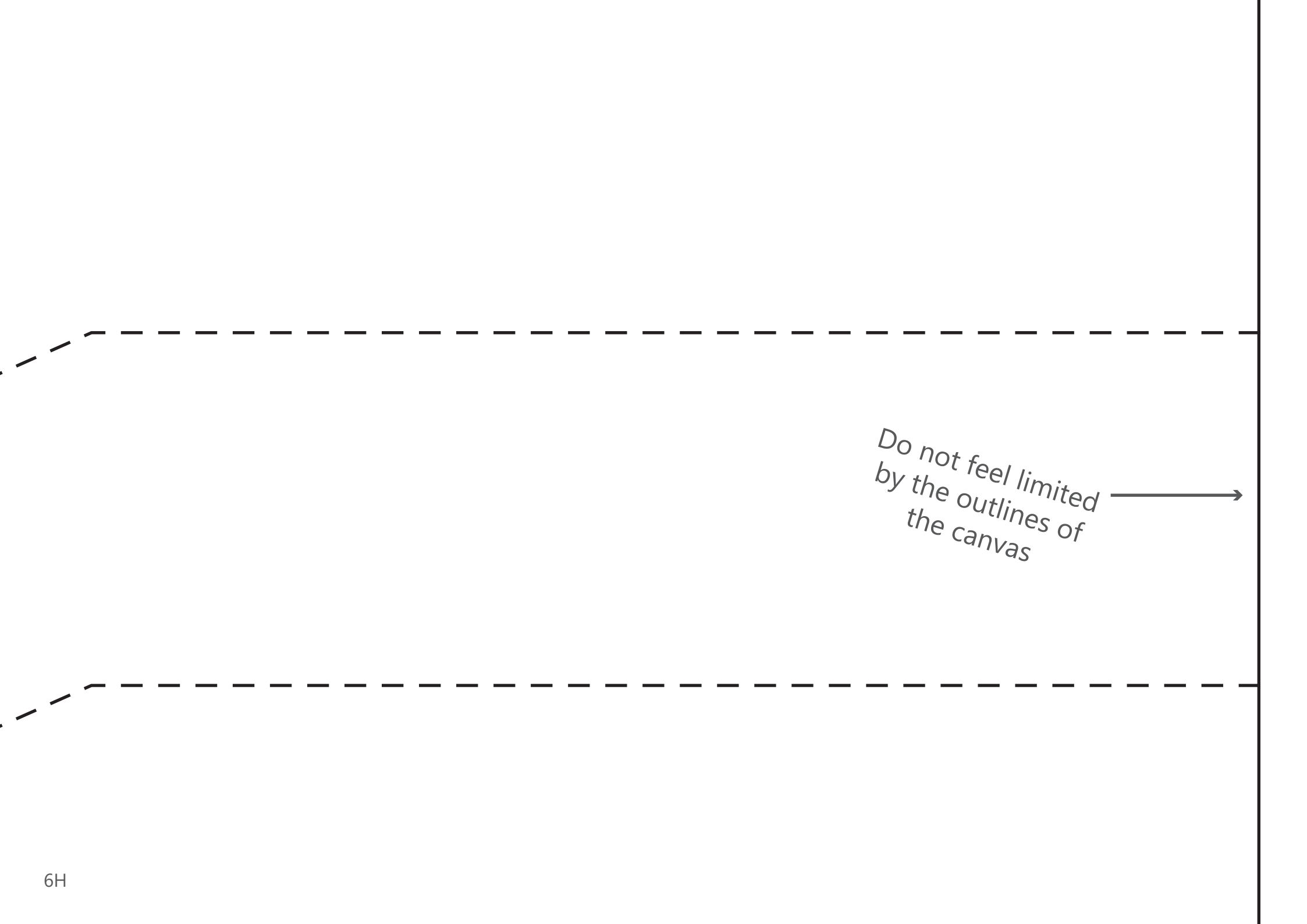
Already have ideas for solutions? Put them in the fridge for now. Or already place these post-it's on your Create canvas.



WHAT information is missing?

Take post-it's from above

WHO are the people you need this information from?



*Do not feel limited
by the outlines of
the canvas*



HOW are you going to conduct this research?

FIELDWORK:
Get out there!



INTERPRET & VISUALIZE:
Show your insights



CONCLUDE & ITERATE:
Do you have enough information to come up with solutions for your problem definition?



*Is the problem you
addressed really
the main problem?*

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