



Discover

You should be:

- Asking “What matters to this person?”
- Connecting through empathy
- Interviewing users
- Writing observations
- Understand aspirations and motivations

You might try using:

[Personas](#)
[Empathy Map](#)
[Stakeholder Map](#)
[Perspective plays](#)
[Stories of Success](#)
[Inspiration plays](#)



Interpret

You should be:

- Define needs, patterns and trends
- Identify themes, insights and guiding principles
- Reframe the challenge based on insights

You might try using:

[North Star](#)
[Telling our Story](#)
[Pre-mortem](#)
[Explain it like I’m](#)
[Ladder Up](#)



Ideate

You should be:

- Generating new ideas (more is better!)
- Imagining what might be created
- Redefining ideas

You might try using:

[Post-Up](#)
[Purpose Brief](#)
[Arrow Framework](#)



Experiment

You should be:

- Building rapid prototypes
- Ensuring all ideas can be shown visually
- Seeking feedback on
- Validate your idea

You might try using:

[Design Charrette](#)
[Defining Done](#)
[Pairing](#)



Implement

You should be:

- Keeping track of what you have learned
- Asking “How can we improve this?”
- Returning to “discover” to make a plan for next [steps](#)

You might try using:

[Pairing](#)
[Cross-Functional Team](#)