OPIM Innovate

Blueprint Name

_____

Tips

When you empathize it is important that you fully understand the needs of potential users of your project. Make sure to label this second worksheet with the same Blueprint Name.

Under the Audience section list the demographic information relevant to your project. As you interview potential users with the various resources in the Innovation Space, organize the user base under the User Interface section.

Step 2

Now you have to empathize around the project, which is based on understanding your audience. This includes:

1. Understand audience demographics
2. Observing interactions and behaviors
3. Ask for user feedback (Given this isn't the first iteration)

Empathize

You are now on the second phase of Design Thinking - Empathize. This phase shares a common space with the Define phase. We have set up high top tables to create a space where you can meet with stakeholders of project or use our games and activities to get the creativity flowing.

Audience

User Interface