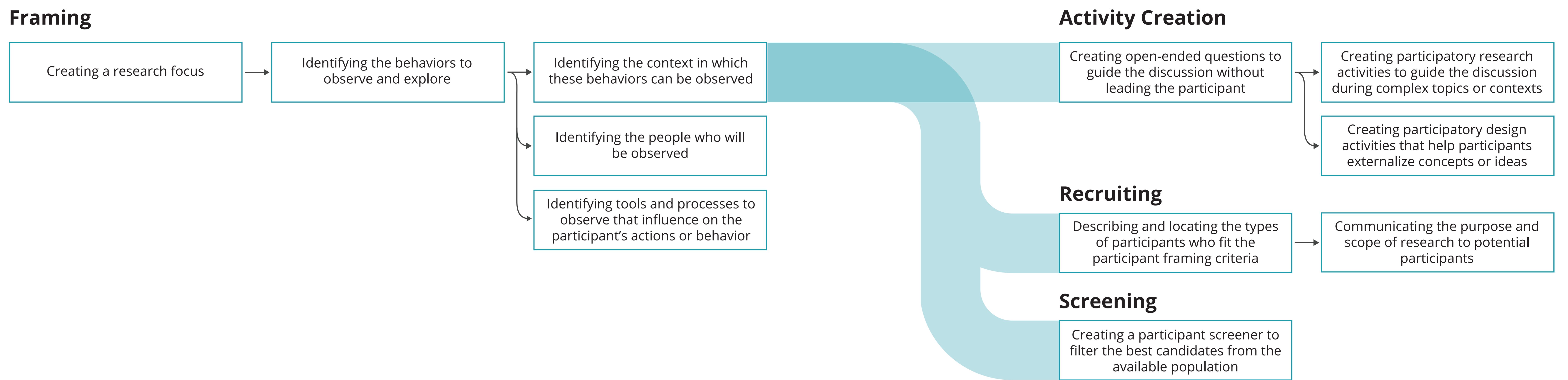


Problem Finding

Finding underlying problems in a user's experience by observing the people, tools, processes, systems, and cultures that shape their interactions over time.

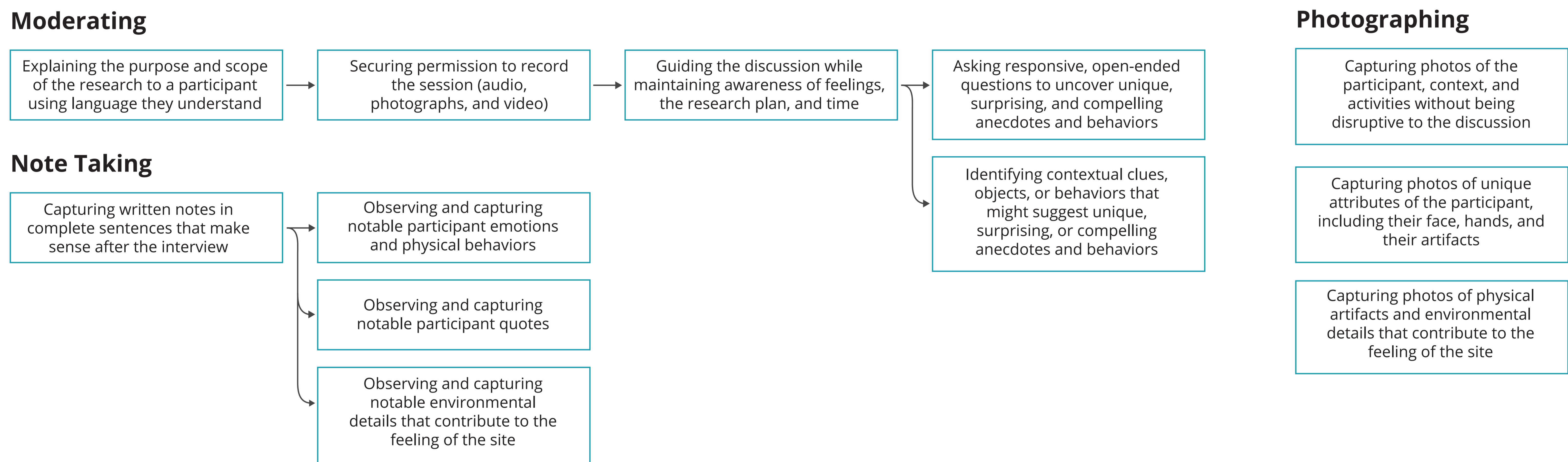
Research Planning

The ability to craft a plan to guide user research, describing the behaviors to observe, who to speak with, how to recruit them, and what to ask them



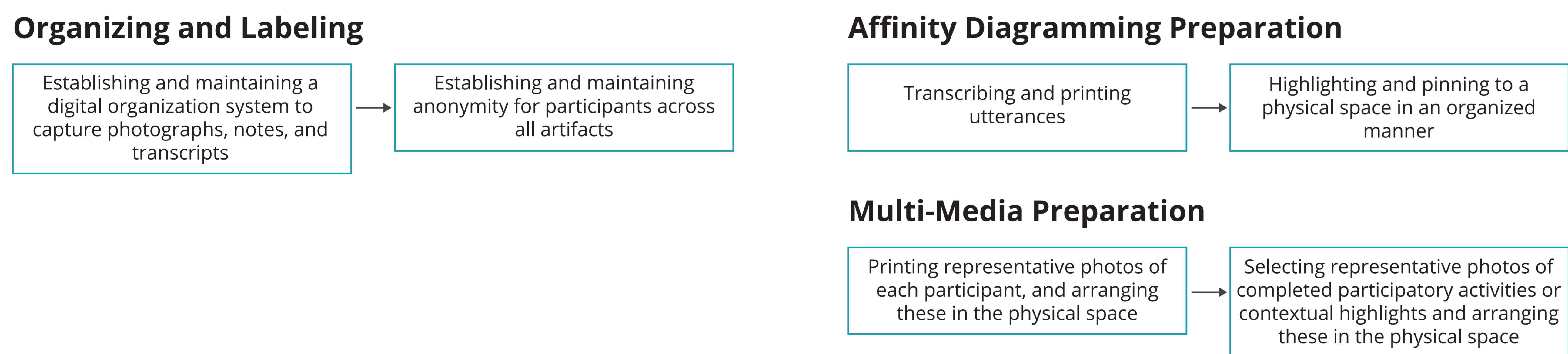
Researching

The ability to conduct ethnographic research that uses a mentor / apprentice approach to build empathy with participants, in order to observe their behaviors and participate in their day-to-day activities



Externalizing

The ability to produce an accurate and tangible representation of the data collected during research to support future synthesis processes



Finding Areas of Interest

The ability to identify tangential problem spaces or "areas of interest," describe the overlap with your current focus, and communicate why there might be value in investigating this additional domain

Orienting Stakeholders

The ability to draw out and reframe stakeholder assumptions ("test the appetite for innovation") around strategic design programs

Evangelizing the Process

The ability to contextualize the strategic design process to a skeptical or uninformed audience and build support for the methods and theory associated with this approach

Empathetic Storytelling

The ability to craft and deliver stories that build feelings of empathy, association, and/or cognitive dissonance within an audience, while maintaining an optimistic stance about the future

Qualifying Raw Data

The ability to assess the intangible quality of qualitative data, while it is being collected, and pivot as needed