

## Activity 1:

What are some tools you use to capture user personas more effectively? Check below.

Design probes

Archetypes

Interviews

Field-work

Ecosystem mapping

Diary studies

Multi-disciplinary approach- engaging with experts, other stakeholders

A day in the life of

Surveys

New tools you are experimenting with

Others

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Now think if these tools use information collected through research with users to align better with their needs.

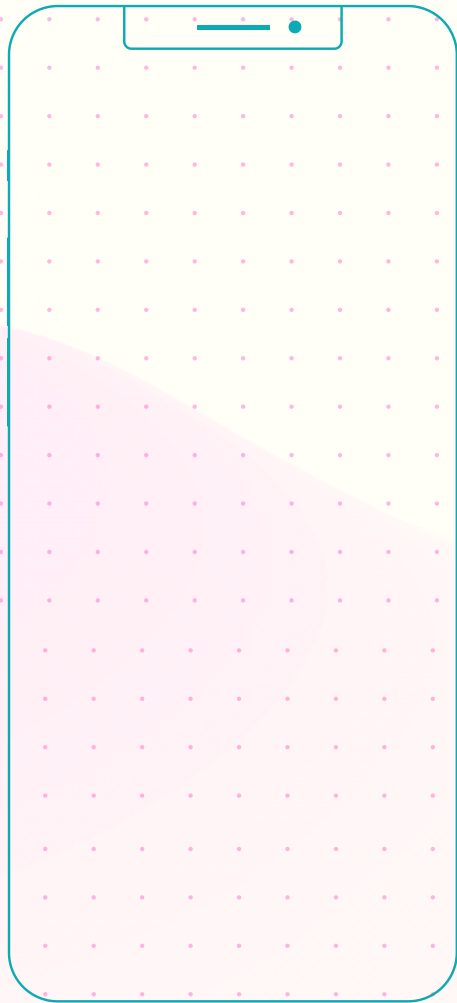
Rough space:

A  
C  
T  
I  
V  
I  
T  
Y

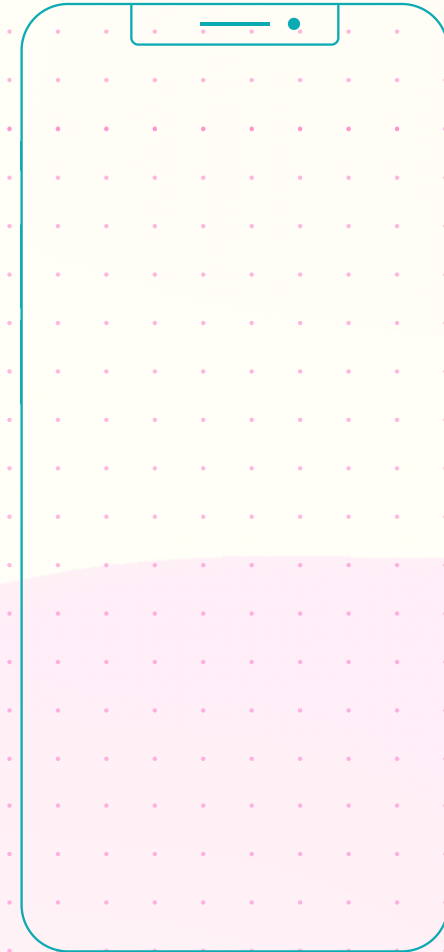
## Activity 2 :

If you were to replace words like 'user name', 'password' etc in your design and rethink it with some common words used in your day-to-day life, what would your user interface look like?

A  
C  
T  
I  
V  
I  
T  
Y



Use this space to sketch out your user interface for the above activity



### Activity 3: Reflection Activity

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Y

- How do you bring in the user/ user insights into your design process?

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- At which stage does the user intervene in the design process for your product/ service?

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- How do you evolve your product based on feedback and response form users?

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