

Postcard Summary

Understand Your Users

Taking a methodological approach

At each stage of the research process (Empathize, Define, Ideate, Prototype, Test), consider a variety of research methods to gather and integrate user feedback into evidence resources.



Conduct **user research** to have a better understanding of your **primary audience**



Use **methodological approaches** and be open to **challenge your current assumptions**



Test your ideas and repeat your process until you reach a point of **satisfaction and/or optimization**