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Needfinding: The Heart of Human-Centered Design

- Spend a lot of **time** with people
- Need vs. solution (**verb** vs. **noun**)
- "**What is the job** of this product?"
- Open up your problem space
  (ask **how**? & **why**?)
- **Users** have all the answers to your design questions,
  but you have to ask the right questions.