P2 DESAIN PRODUK - PRAKTIKUM

***If your product could do anything, what would you want it to do?***

*OBSERVING*

***OBSERVATION***

* ***SHADOWING***
* ***BEHAVIORAL MAPPING****.*
* ***CONSUMER JOURNEY***
* ***CAMERA JOURNALS***
* ***EXTREME USER INTERVIEWS***
* ***STORYTELLING******UNFOCUS GROUPS***

Think future context

Creating science fact not science fiction

Technical opportunity

Satisfied users. Surprising features. Value in innovation

Brand attitudes

Building identity on knowledge

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