

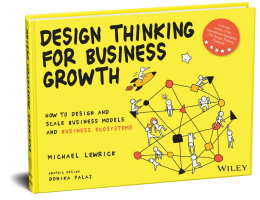
Project:
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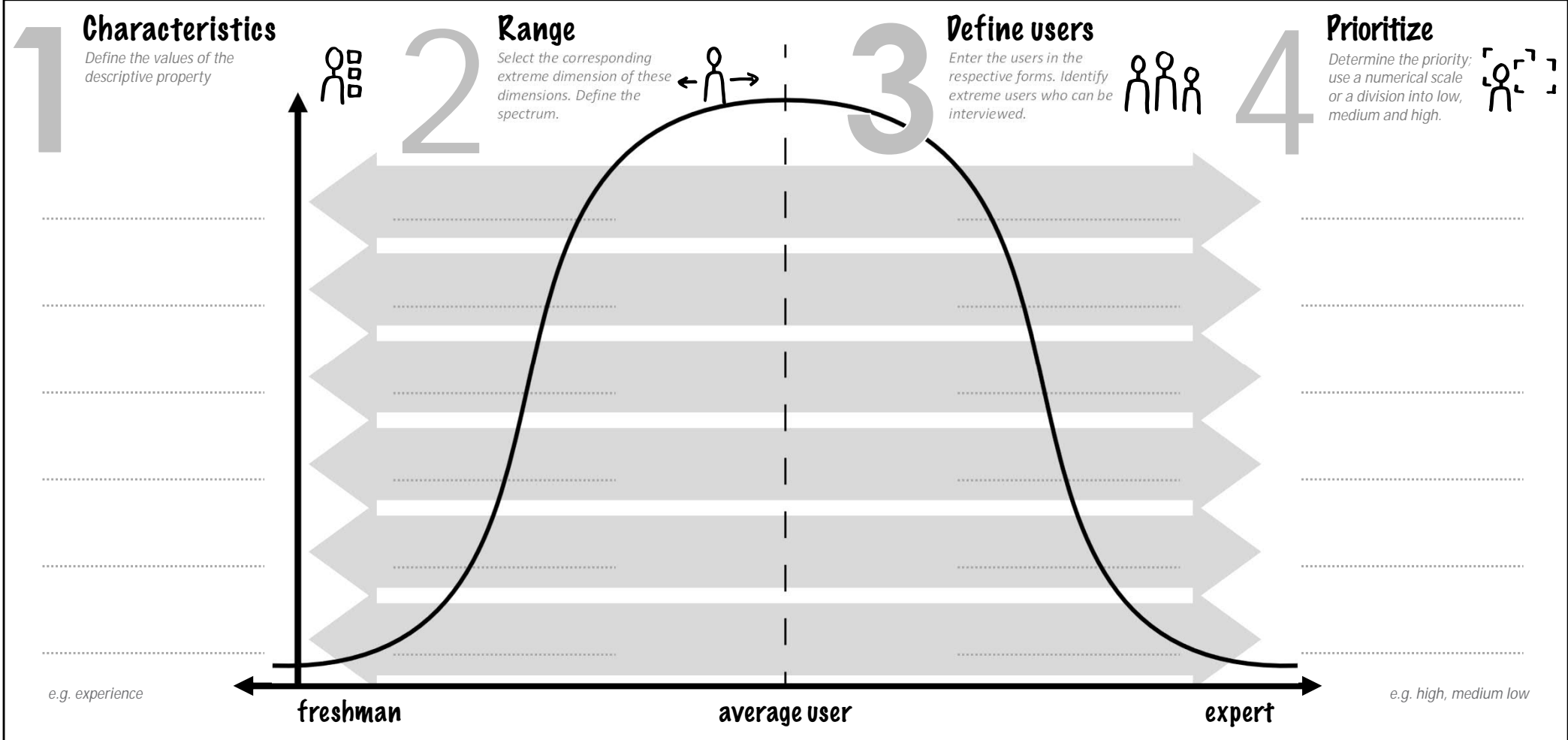
EXTREME USER/LEAD USER

Quick guide: With the *Extreme User/Lead User* concept, new, innovative ideas and user needs can be found that are not yet known to the average user. The first step is to identify such a potential Extreme User. This is based on attributes in which such a "user" could be interesting, e.g. age, experience etc..

More tips & tricks for this template on book page: 194



Lewrick, M.
Design Thinking for Business Growth
978-1-1198-1515-0
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5 Findings
Describe your findings from the observations / interviews.

Icon: person with checklist

6 Ideas
Derive ideas and trends from your insights.

Icon: person with lightbulb

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