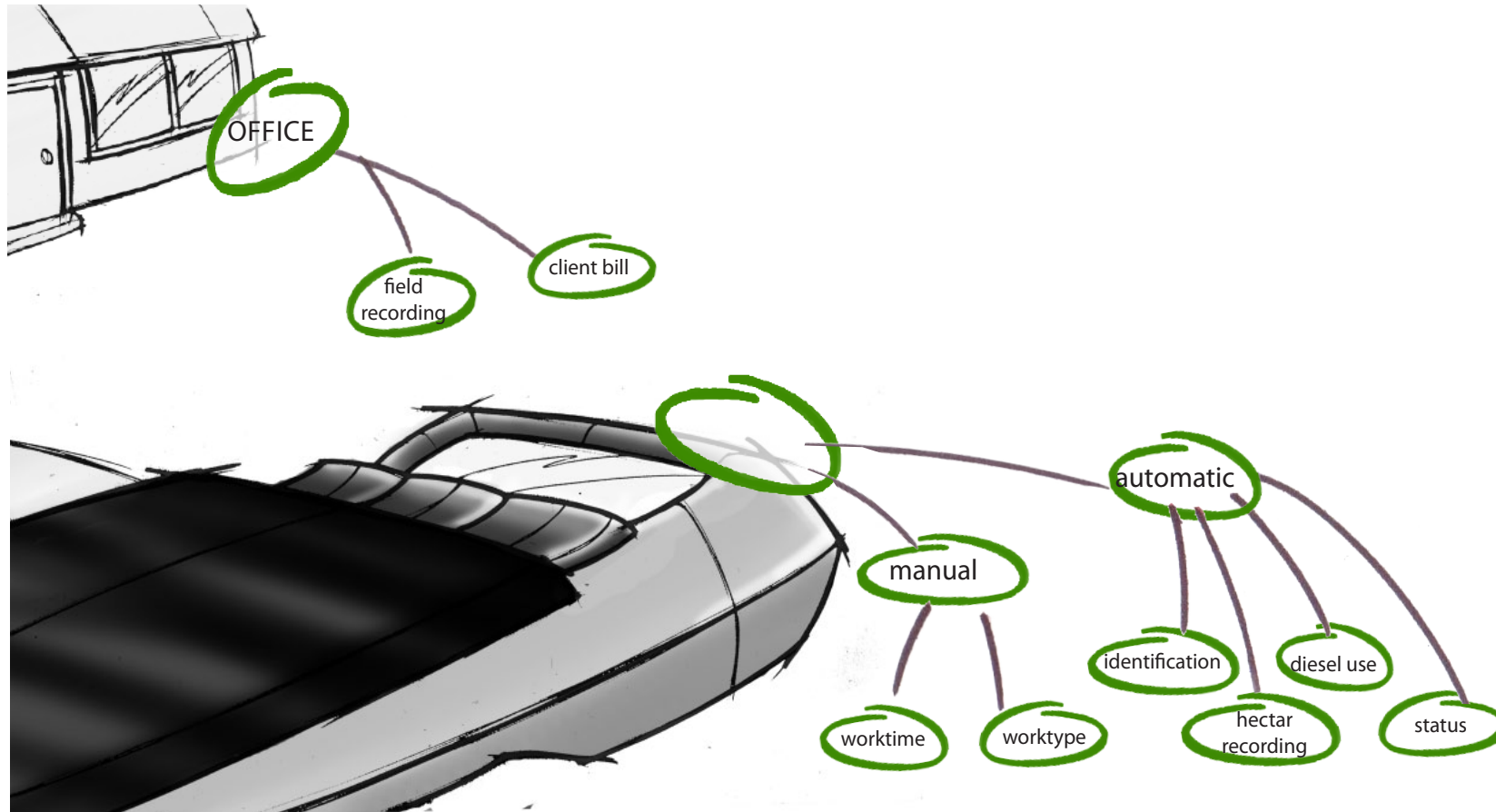
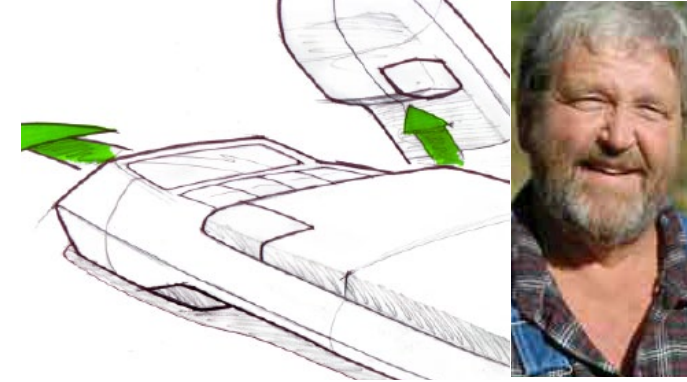


# IDEATION

Further user interviews focused on the need to gather and analyze data as well as on the demand to document the work. This specific insight is turned into concepts to create product solutions that address the consumer needs and a final direction is chosen.



PROGRAMMING "It's way to complicated"



DOCUMENTATION "I write everything down"



COMMUNICATION "I never have reception"

