

# EXERCISE – VALUE PARTNER

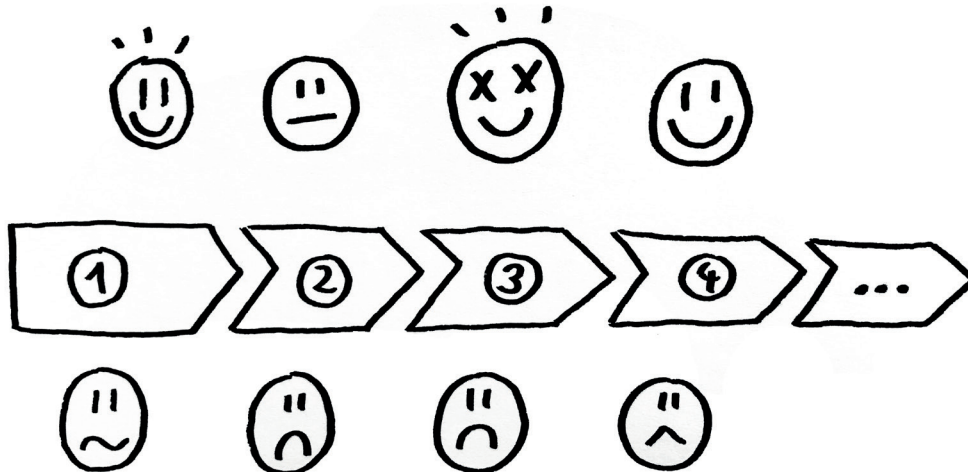
**Emphasize** with your Value Partners through surveys, interviews or slipping into one's shoes. Value Partners can be customers, users or business partners. Basically everyone who goes into a relationship with your business exchanging value. In this broad research phase we try to understand as much as possible.



## RESEARCH INSIGHTS

### Customer Journey (current solution)

Read carefully through the given user story and map out the customer's journey. What are the consecutive steps? What people or objects are involved? How do people feel?



### Discussion

What seems to be important? Where do they care a lot? Are there promising insights?