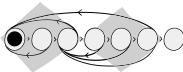


Project:
Team:
Version & Date:

EXTREME USER/LEAD USER

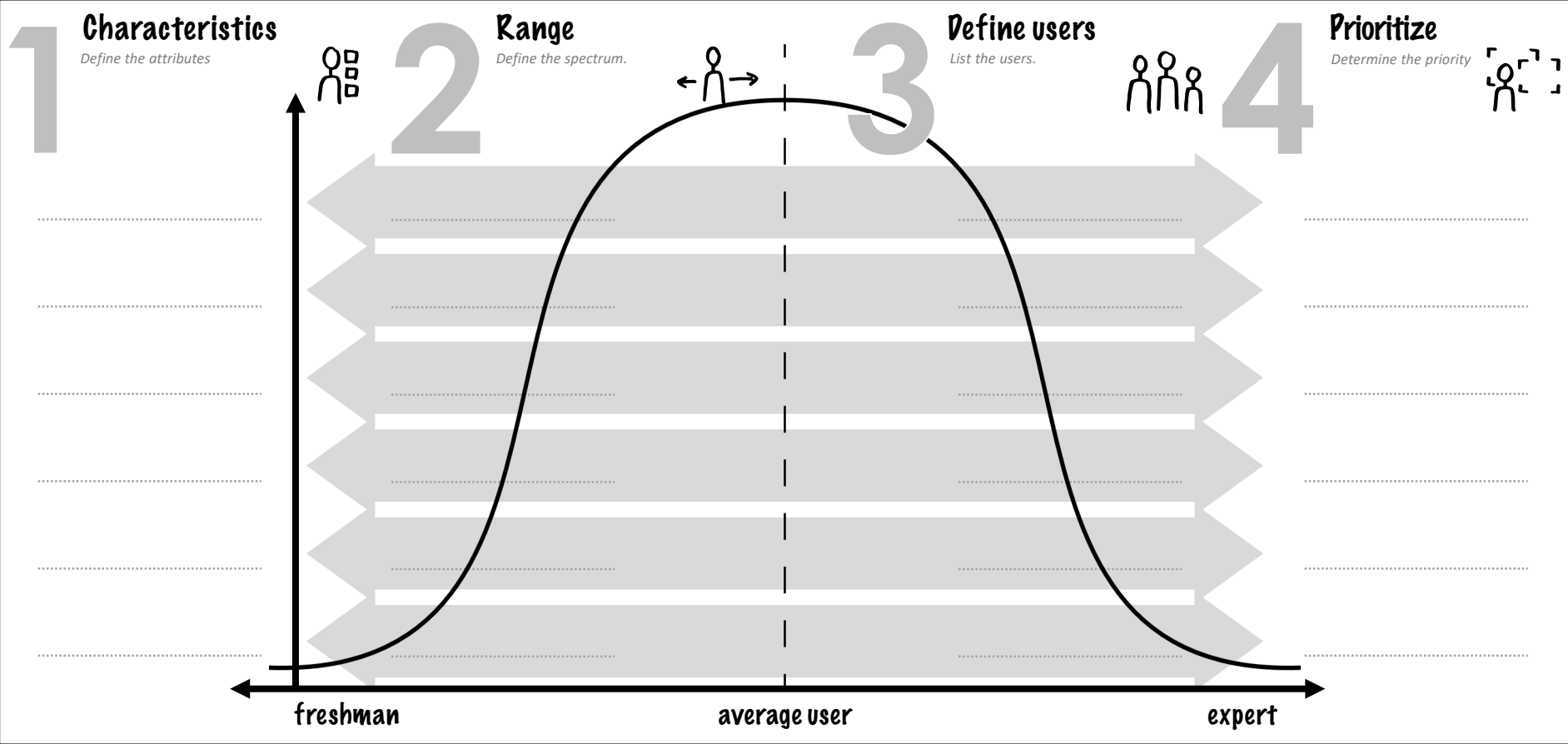


Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1



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, and a potential Extreme User must be identified. 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: 79



5 Findings
Describe your findings.

6 Ideas
Derive ideas and trends.