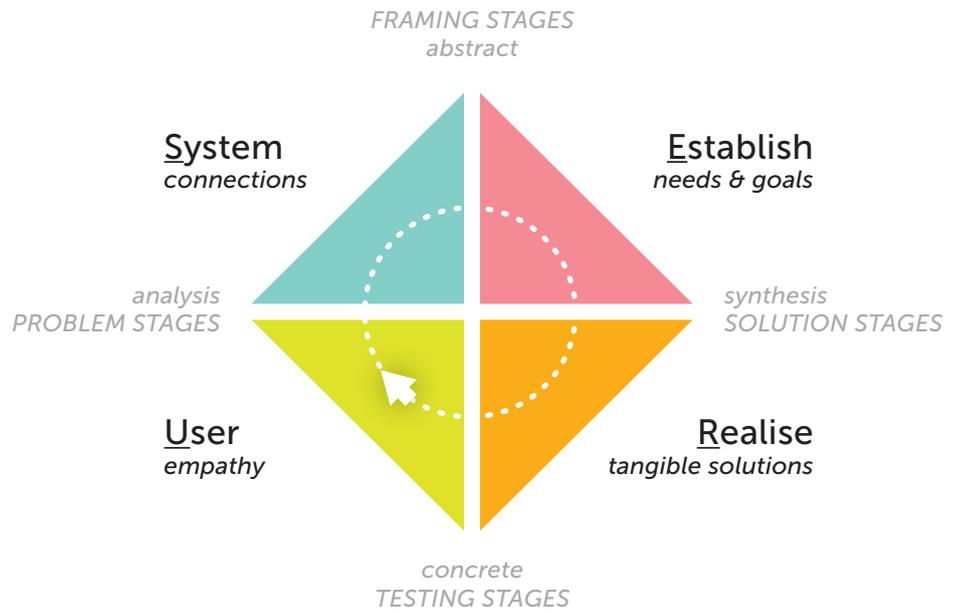


'USER' stands for 'User System Establish Realise', which represents the four stages of design thinking.

Each stage has a set of activities, which alternate between analysis—synthesis and concrete—abstract.

When four stages are completed, it forms a phase. Each phase increases in progress from develop to implement to evaluate.



**'USER' Research & Design Activities**

PROBLEM STAGES

User	System
Market Research	Storytelling
Ethnography	Event Mapping
First-hand Experience	Relationship Mapping
User Testing	
Roleplay	

SOLUTION STAGES

Establish	Realise
Scenario Creation	Sketching
Goal Setting	Prototyping
Personas	Modelling
Brief Writing	

**'USER' Design Management Phases**

In a design thinking model, the goal is to develop a product/service that has been developed, tested and found to be successful with users. Once the project has reached success, it is transferred to entrepreneurial and business activities to bring it to market.



*By understanding the user in context, it gives a project a better advantage for success. By visually mapping out the relationships in this way, it becomes easier to identify which aspects of the system may or may not be included in the solution or considered by the designer or design team.*

*Activity theory suggests that objects, roles and rules are mediating tools between people. This 'USER' system model acts as a framework that identifies first, the people involved in an activity and secondly, how objects, roles and rules can be adjusted to improve the overall experience for the user and people involved.*

*For example, consider a patient who doesn't receive a testing result. Whose role is it to follow-up with the patient? Is there a rule preventing the testing result from being transferred? Are objects such as a poorly printed address on an envelope preventing delivery?*

