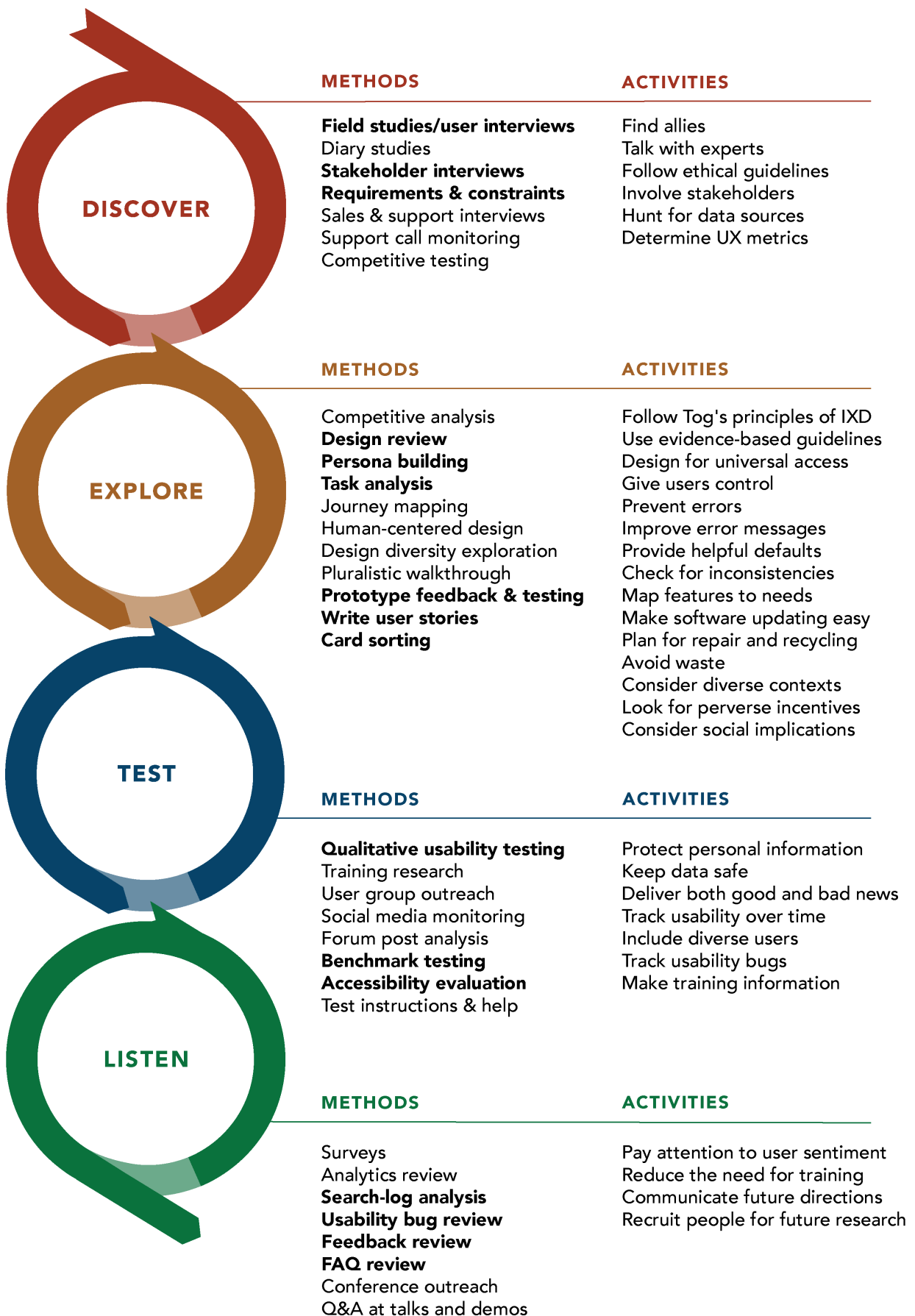


UX ACTIVITIES IN THE PRODUCT & SERVICE DESIGN CYCLE



Bold methods are some of the most commonly used.