

		Level 1	Level 2	Level 3	Level 4
Empathy	GOAL	Understanding that other people experience things differently	Discover non-obvious insights	Discover deeper human-centered insights	Discover a full spectrum of human-centered insights (individ/group etc)
	SKILL LEVEL	Little experience/comfort eliciting info from others unlike themselves	Ability to develop diverse approach. Some experience eliciting info from others.	Ability to understand perspectives and experiences of others	Ability to understand others and the system/process in which they operate and ability to think like others
Define	GOAL	Pick one insight/problem out of many/fill in a very guided statement	Understand multiple insights and needs and synthesize into a single problem statement with guidance	Develop multiple deep insights and synthesize into a single problem statement with little to no guidance	Develop multiple complex problem statements with no guidance
	SKILL LEVEL	Ability to prioritize based on perceived importance of an insight/problem	Ability to synthesize information and prioritize insights based on perceived needs	Ability to synthesize info based on needs and insights originating from multiple non-obvious internal and external sources	Ability to understand and synthesize deep insights based on a complete system
Ideate	GOAL	To be able to come up with lots of ideas and defer judgment	To develop over 20 ideas off of a single well-crafted HMW	Develop multiple HMWs, Generate a spectrum of ideas from the HMWs and narrow to a few actionable ideas	Use multiple techniques for ideation for a single insight and repeat
	SKILL LEVEL	Ability to generate and record ideas with others	Ability to build off others ideas and develop wild ideas	Ability to lead a brainstorm through a spectrum of ideas from low hanging to wild	Ability to use Multiple techniques to inspire a complete range of ideas
Prototype	GOAL	create a representation of your idea that someone else can understand	Create a representation of an idea that can be evaluated by others	Create a representation that allows one to evaluate specific features of a given idea and develop multiple iterations	Create multiple representations that allow you to evaluate specific features from multiple perspectives and develop multiple iterations
	SKILL LEVEL	Ability to make a physical or visual representation of an idea	Ability to create a physical or visual representation of an idea that can be evaluated and improved	Ability to identify variables of an idea that need to be evaluated and iterate off feedback	Ability to create more complex prototypes addressing multiple approaches to solving a problem
Test	GOAL	To try or show a prototype to see how well it works	To try or show a prototype and effectively solicit feedback	to create a testing scenario to specific features and assign clear team roles such as presenter, notetaker, observer...	Real world testing with a range of users and scenarios that address the needs and perspectives of the complete system
	SKILL LEVEL	The ability to use a prototype to determine how well an idea works	Ability to set up an effective prototype test, solicit feedback, and organize feedback received into actionable results	Ability to solicit feedback about specific features, construct a representative testing situation and capture results to inform future iteration	Ability to identify best situations in the real world for testing and test with multiple representative populations and capture complex results to inform future iterations