You are now on the second phase of Design Thinking - Empathize. This phase shares a common space with the Define phase. We have set up high top tables to create a space where you can meet with stakeholders of project or use our games and activities to get the creativity flowing.

**Audience**

Under the **Audience** section list the demographic information relevant to your project. As you interview potential users with the various resources in the Innovation Space, organize the user base under the **User Interface** section.

**Step 2**

Now you have to empathize around the project, which is based on understanding your audience. This includes:

1. Understand audience demographics
2. Observing interactions and behaviors
3. Ask for user feedback (Given this isn't the first iteration)