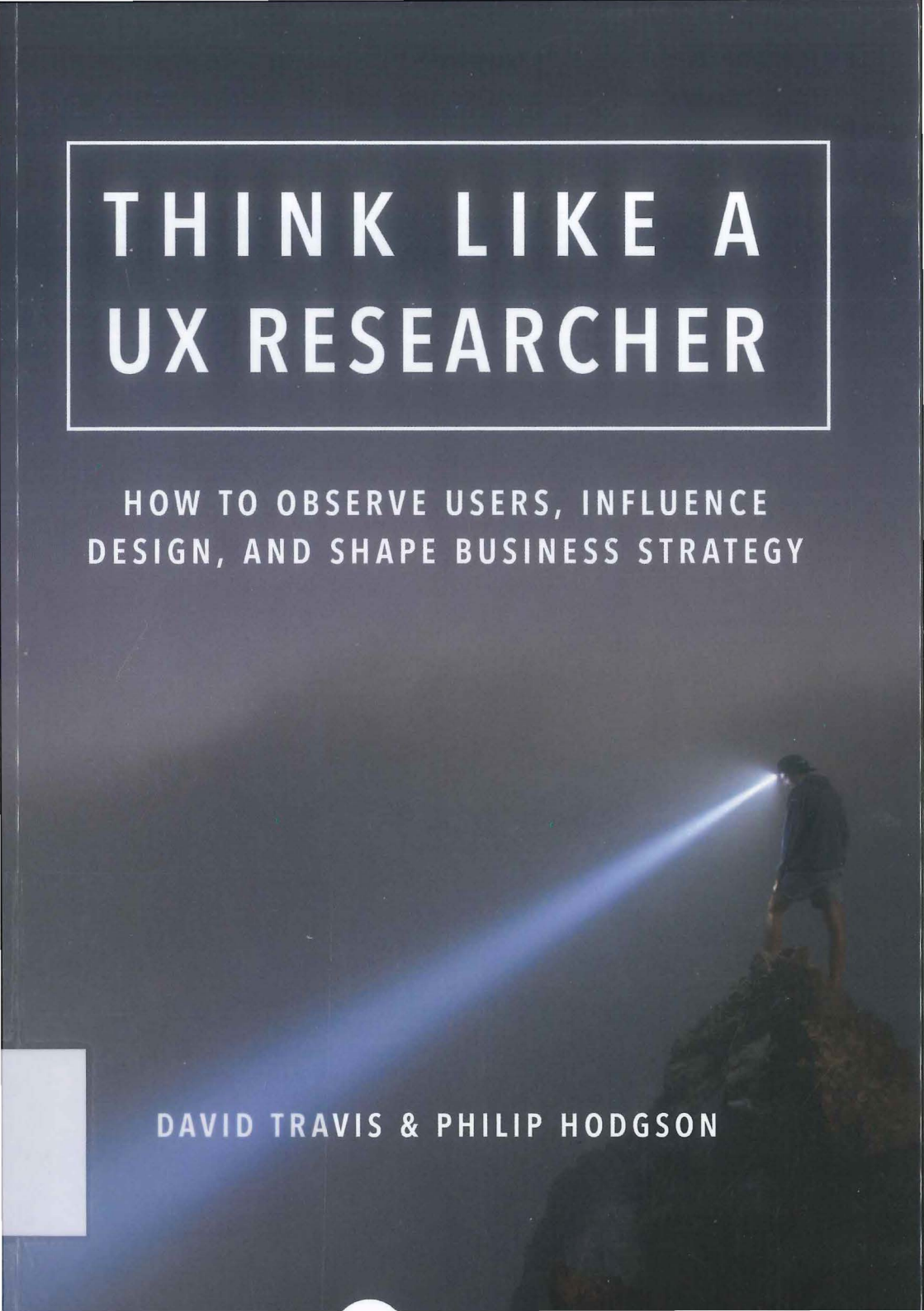


THINK LIKE A UX RESEARCHER

HOW TO OBSERVE USERS, INFLUENCE
DESIGN, AND SHAPE BUSINESS STRATEGY

DAVID TRAVIS & PHILIP HODGSON

A person is standing on the edge of a dark, rocky cliff at night. They are holding a flashlight, and a bright beam of light extends from the cliff towards the left side of the frame. The background is a dark, hazy sky. The overall mood is one of exploration and discovery.