

## Action Guide

### 402: What problem does a new UI design tool for non-designers solve, plus CX

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## Application Questions

1. What tools or processes do you use for prototyping and design thinking?
2. How could your prototyping processes be more effective?
3. Have you encountered a creative use case for your product? How did it change how you thought about your product?



## Actions to Take

### What to Do Now

- Take an inventory of your organization's options for prototyping.
- Identify human resources who can help with prototyping in your organization.

### What to Do Soon

- Gather a group of interested people to learn more about the prototyping tools available in your organization.
- Consider building a community of customers to gather data and improve the value of your customer experience.