Design Project Journey Map

Design is the process of learning how to NAVIGATE AMBIGUITY with confidence as you problem-find and problem-solve in a human-centered way. You have to make the choice to get out of the boat and into an ocean of ambiguity.
*How did you navigate ambiguity over the course of your design project? Make a journey map of your **personal experience** that reflects how you felt as you moved in and out of different layers.*

i love the ocean!

SPLASH ZONE
where it's fun and comfortable, and feels pretty easy
(ex: swimming, snorkeling)

ooh, pretty fish!

DISCOMFORT ZONE
where it's unclear where you are, what you're doing, and why you're there
(ex: free diving, scuba)

My ears hurt. Is it time to go up yet?

I can't see anything. Is that a shark?!

DISCOVERY ZONE
where breakthroughs happen, and skill, effort, and persistence are rewarded
(ex: deep sea exploration)

I've never seen anything like this in my life!