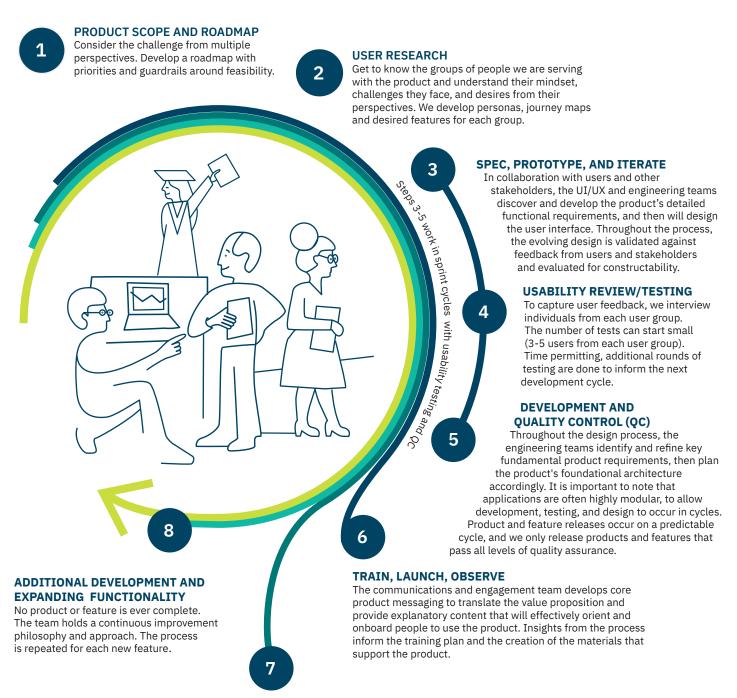


## The EA Approach to Human-Centered Design

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A human-centered approach to product design keeps the mindset and preferences of real people at the forefront of every phase of the design process. Ultimately, this helps us ensure that products and services will be more intuitive, accessible, and effective for everyone involved.





## **USER ACCEPTANCE REVIEW**

Review usage analytics, examine previous usability reviews and conduct additional interviews that allow us to learn in real time from how users are using the platform, and glean where the benefits are and where new challenges or additional functionality is desired from the user's perspective. Working across all teams, we prioritize future changes for implementation.