

Researcher

Location

Date

## ACTIVITIES

What are the User Paths? What are the goals?

## EXPERIENCES

What are the key experiences and how are they created?

## INTERACTIONS

Between people, objects and between objects and people?

## OBJECTS

What are the props that facilitate the activities, experiences and interactions?

## USERS

Who is this designed for? Who isn't this designed for?

## WILDCARD!

What are you seeing that you don't understand yet? Next steps?



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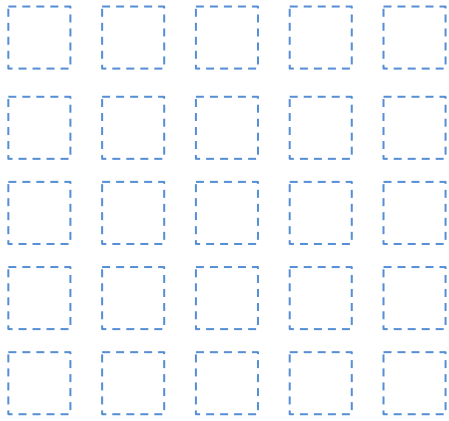
NOTES

SKETCH

STORIES

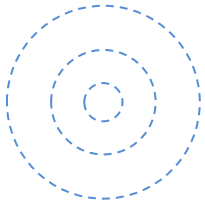
KEY QUOTES





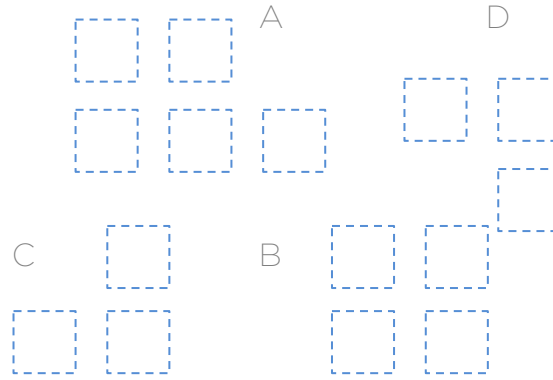
## DATA

What do we know? What did we see? What did we hear?



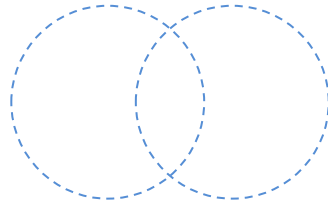
## STRUCTURES

What forms best describes what we're seeing? What's the Core? What's less important?

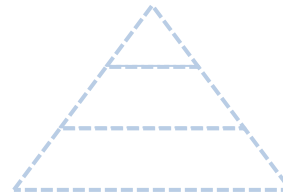


## CLUSTERS

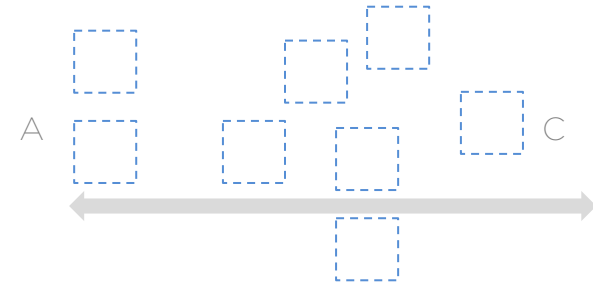
What are the themes? What are the categories? How can we sort the data?



What is shared?

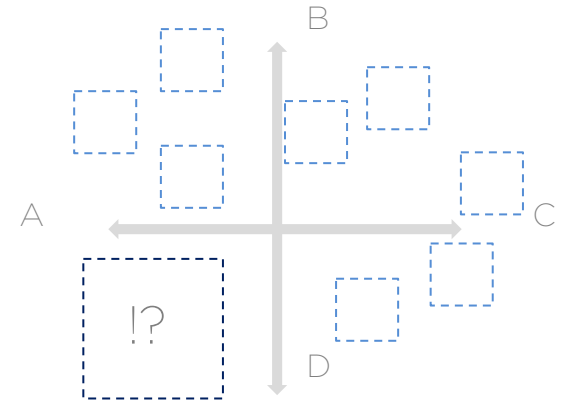


Where is the process heading?



## RELATIONSHIPS

What is caused by what? Is there a spectrum or a tension we can find?



## INSIGHTS

What *\*aren't\** we seeing? What *\*should\** be there?

## INSIGHT

Responding to what we've learned about the challenge so far: How might we resolve the needs we've identified within the constraints?

## ADJACENT

Similar but different to the challenge at hand: How do related industries solve this? What's a bad idea that can be good? What rules can we break?

## DISRUPTIVE

How does the issue map to a theater, to a soccer match? What happens when you mix up the roles and responsibilities of parties involved?

## VALUE

What needs does it address?

## TO WHO

What users, customers or groups will use this?

## HOW

How will you reach your audience? What are the steps?

## PARTNERS

What companies, brands or communities do you need to work with?

## COSTS

What are the known costs or risks? What are the unknowns?

## REVENUES

What are potential revenue streams, along with estimates?



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## TENSION

What are the needs? Why must we address this problem now?

## RESOLUTION

What's your big idea? How does it solve the problem?

## TOOLS

What do you need from us? Or what will you provide?

## NEXT STEPS

What do we need to know and remember? What next action should we take?

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## PAIN POINT

## KEY INSIGHT

## PROTOTYPES

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## TAGLINE