5 Whys

Notes sheet

Problem:

Why....

Why....

Why....

Why....

Why....

Brainwriting 6-3-5

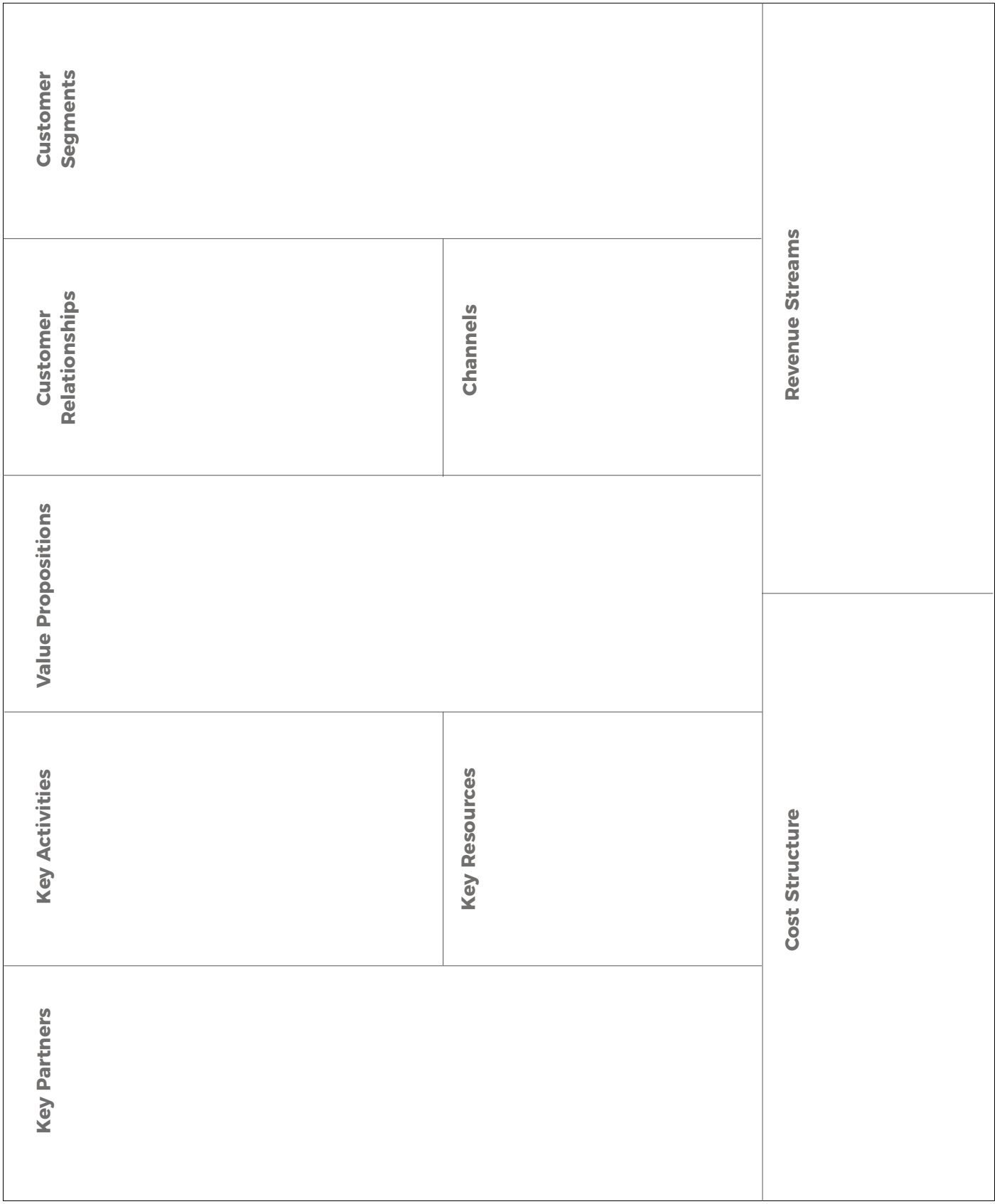
Notes sheet

Question/problem:

	Idea 1	Idea 2	Idea 3
Round 1			
Round 2			
Round 3			
Round 4			
Round 5			
Round 6			

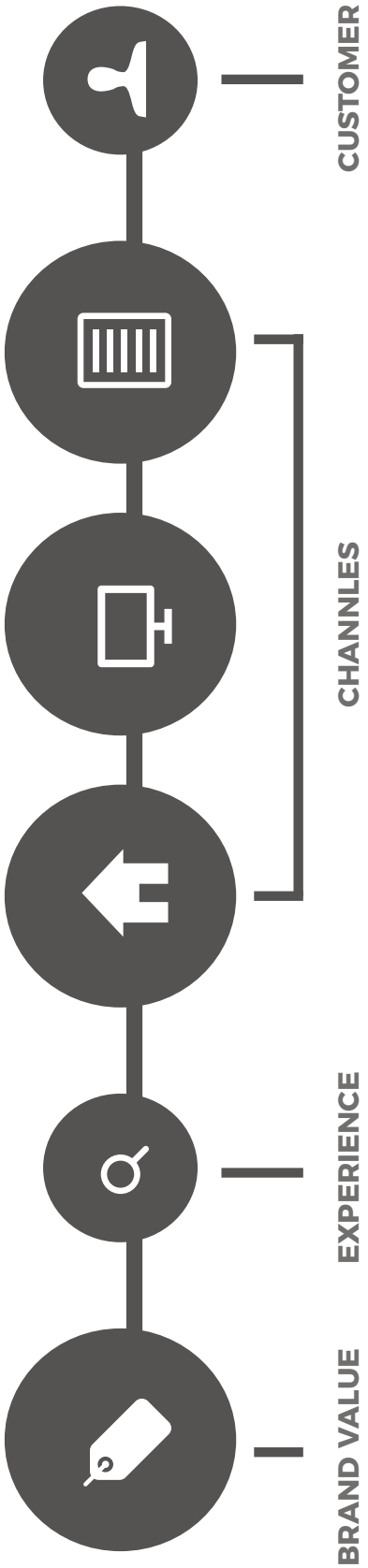
Business Model Canvas

Notes sheet



Channel Mapping

Notes sheet



Customer

Channles

Experience

Brand Value

Competitor Analysis *Data sheet*

Competitor	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Customer segments				
Primary revenue stream				
Functionality offered				
Channels				
Key activities				
...				
...				
...				

Contextual Observation *Data sheet*

Physical Behaviour (Facial expressions, gaze, gestures, posture, body language, vocal utterances, indicators of emotional state)					
Interface Part / Location					
User Goal / Task					

Design by Metaphor *Notes sheet*

Explore the experience you are designing through your chosen metaphors. An example is included to get you started; redesigning a food delivery service through two different metaphors.

	Metaphor 1 **E.g. a swarm of bees**	**Metaphor 2** **E.g. swimming relay team**
Tell the metaphor's story	For example, if a food delivery service is like a swarm of bees, a team of worker bees simultaneously pick up orders and deliver to homes ...	
Elaborate the triggering concept		For example, the "handover of the baton" could suggest an exchange between the person that delivers the food and the person ordering the food. What if someone drops the baton?...
Look for new meanings for the concept		For example, the "handover of the baton" concept could be interpreted as a symbolic gesture rather than a physical exchange...
Elaborate assumptions	For example, the swarm of bees metaphor highlights cooperative, parallel approaches to working together to create something...	For example, the swimming relay team metaphor highlights linear, sequential approaches to achieving a time-based goal...
Identify the unused part of the metaphor	For example, what happens when the Queen bee dies?...	

Experience Sampling *Questionnaire*

Sampling the everyday public transportation experience

Use this questionnaire to describe your daily commute experience on a train, metro, or bus. You will be reporting your experience twice; first, at the beginning of your journey and second, at the end of your journey. Make sure you respond to each question truthfully and in reference to your momentary feelings and experience.

Time _____

I am at the beginning of my journey ☐

I am at the end of my journey ☐

I am sitting _____ (Seat location _____)

I am standing _____

At this moment I feel _____

At this moment I think _____

The main activity I was doing just now was _____

_____

How would you rate your overall level of comfort just now?

slightly comfortable				neutral				very comfortable
1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**

What was the reason for your rating? _____

_____

What is the one thing that stands out at this moment in journey journey?

_____

_____

Future Workshops *Structure guide*

Goals What are the changes needed?	Actions What individual steps need to be taken?	Actors Who should perform the actions?	Timeline When should the task be completed?	Resources What resources are needed?	Outcomes What are the desired outcomes?

Future Workshops

Notes sheet

Critique Phase	
Brainstorming	• Write down problems and concerns on post-it notes • Cluser the notes around topics and give each cluster a title
Mindmapping	• Create a mind map by using the topics identified in the previous activity and drawing possible lines and arrows to connect relevant notes and clusters. Annotate the lines where possible.
Fantasy Phase	
Envisioning	• **Use unconventional metaphors** - Use the following structure to construct your metaphors: <Problem domain entity> AS <Unusual target entity> e.g. Automated vehicle AS an office, carpark AS a bookstore • **Use what if scenarios:** - Use the following template to construct your what if questions: WHAT IF THERE WERE NO <Problem domain entity> IN <Problem domain setting>? e.g. What if there we no carparks in your neighborhood? WHAT IF ALL <Problem domain entity> WERE <Unusual state>? e.g. What if all roads were closed?
Recording	• Write down the ideas on post-it notes
Implementation Phase	
Evaluate Plan	• Conduct a SWOT analysis on the proposed ideas. • Produce a draft action plan. Use the template on the following page.

Heuristic Evaluation *Notes sheet*

Heuristic	Is the heuristic violated? How?	Severity
1. Visibility of system status The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.		
2. Match between system and the real world The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.		
3. User control and freedom Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.		
4. Consistency and standards Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.		
5. Error prevention Even better than good error messages is a careful design which prevents a problem from occurring in the first place.		
6. Recognition rather than recall Make objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.		
7. Flexibility and efficiency of use Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.		
8. Aesthetic and minimalist design Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.		
9. Help users recognize, diagnose, and recover from errors Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.		
10. Help and documentation Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.		

Based on the 10 Usability Heuristics by Jakob Nielsen http://www.useit.com/papers/heuristic/heuristic_list.html

Perceptual Maps

Data sheet

This questionnaire template is used to assess the consumer's perception on a given set of brands or products. For example, if the aim is to create a new breakfast cereal, the list should include well-known cereal products, such as Kellogg's All-bran, Kellogg's Cornflakes, Kellogg's, Cheerios MultiGrain, Nestlé Chocapic, etc. Fill in the brand or product names below – one for each table. Identify pairs of opposing attributes, such as cheap versus expensive, and add them to each table.

Semantic differential scale

Ask your participants to rate each product according to their perception on the tables below.

1_____

	-5	-4	-3	-2	-1	0	-1	-2	-3	-4	-5	
Cheap												Expensive
_____												_____
_____												_____
_____												_____
_____												_____
_____												_____
_____												_____

2_____

	-5	-4	-3	-2	-1	0	-1	-2	-3	-4	-5	
Cheap												Expensive
_____												_____
_____												_____
_____												_____
_____												_____
_____												_____
_____												_____

					5					
					4					
					3					
					2					
					1					
-5	-4	-3	-2	-1	0	1	2	3	4	5
				-2						
				-3						
				-4						
				-5						

Scenarios

Structure guide

Story structure

Set the scene

Introduce the character

Problem/issue/need/motivation

Discovery/resolution

Narrative

Short title:

Key qualities

Make these visible in your concept

1 2 3

Sketching

Sketch sheet

Take 10 seconds for each of the steps in the table.

1 Sketch a building of any kind. The sketch should be very quick and low fidelity.	**2 Sketch a door.**	**3 Sketch a door that will let me and my cat in.**
4 Sketch a door that will allow me who is on the other side before opening the door.	**5 Sketch a door that will allow me who is on the other side but also allows me some privacy.**	**6 Sketch a door that will allow me to get through on a wheelchair.**
7 Sketch a door that will allow me to bring large objects through it.	**8 Sketch a door that allows for ventilation.**	**9 Sketch a door that allows me access to the roof.**
10 Sketch a door that will inspire and amaze.	**11 Sketch a door that will help me separate out those who walk through it.**	**12 Sketch a door to my backyard.**

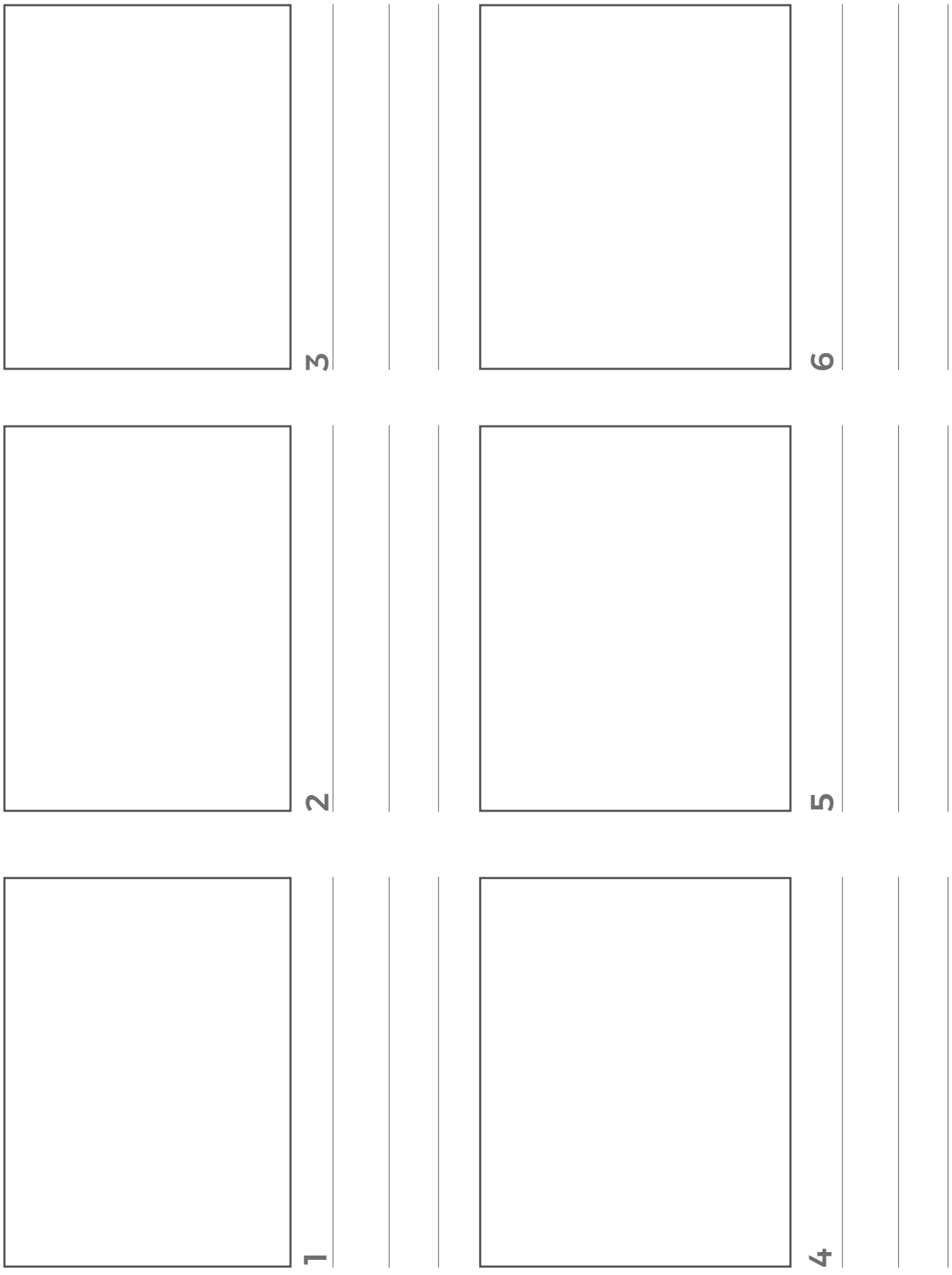
Reflect on how many doors you had to draw to satisfy each individual scenario. Are there any doors that satisfy multiple of the scenarios?

Review how many of the doors fit into the building from step 1?

Source: UX Australia 2014 talk by Supriya Perera

Storyboards

Sketch sheet



Project / Title:

Usability Testing *Data sheet*

Notetaker _____

Participant # _____

Tested product (e.g. website URL): _____

Task(s) (Enter a brief description for each task)	**Success** 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	**Time to complete**	**Number of Errors**	**Notes/Observations** (Note why the user was successful or not successful, e.g., wrong pathways, confusing page layout, navigation issues, terminology)
#1:				
#2:				
#3:				
#4:				
#5:				

Usability Testing *Data sheet*

System Usability Scale

Participant #_____

		strongly disagree 1	2	3	4	strongly agree 5
1	I think that I would like to use this system frequently.					
2	I found the system unnecessarily complex.					
3	I thought the system was easy to use.					
4	I think that I would need the support of a technical person to be able to use this system.					
5	I found the various functions in this system were well integrated.					
6	I thought there was too much inconsistency in this system.					
7	I would imagine that most people would learn to use this system very quickly.					
8	I found the system very cumbersome to use.					
9	I felt very confident using the system.					
10	I needed to learn a lot of things before I could get going with this system.					

Source: Brooke, J. (1996). SUS-A quick and dirty usability scale. Usability evaluation in industry, 189(194), 4-7.

Consent Form

I agree to participate in the study conducted and recorded by _____.

I agree to:
☐ The session being audio/video-recorded (cross out as appropriate)
☐ The use of photographs and video recordings for the purpose of documenting the findings from this study

I understand that the information collected in this study is for research purposes only and that my name and image will not be used for any other purpose. I relinquish any rights to the recording.

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

I confirm that I have read and understand the information on this form and that any questions I might have about the session have been answered.

Date:_____

Please print your name: _____

Please sign your name:_____

Thank you! We appreciate your participation.

User Journey Map

Retail

Phases of Journey	1 Pre Shopping	2 Shopping	3 Checkout	4 Post Shopping
User Actions	• Determine what they need to buy with short notice • Locate the closest/most convenient store • Travel to the store	• Find the items they are looking for as quickly as possible • Locate staff to seek assistance with locating items • Choosing the right item	• Decide to go to self service or the service desk • Scan items • Might put items in plastic bag • Pay using credit card or cash • Carry items out of store	• Determine fastest way home • Travel with shopping • Transfer on public transport • Arriving home and unpacking
User Thoughts	**"I like to drop by the local Woolworths after I finish work"**	**"There's a metro store right near my work, which makes it easy to drop in on the way home"**	**"I want to get this done as quickly as I can so I can leave"**	**"I try not to get too many bags so my trip home is painless"**
User Goals	Locate the closest store and the fastest travel method	Find the desired items as quickly as possible	Quickly purchase the items and find the best way to carry them	Determine the fastest route home while being able to carry all the shopping
Technology	SMS, Public Transport, Mobile GPS	Email, Social Media, SMS	Credit Card, Self Service Kiosk, Service Desk	Public Transport, Mobile GPS, Plastic Bag
Opportunities & Pain Points	• Working out what you to buy • Tired from working all day, don't want to have to shop • Have to call partner to see what you need	• It can be difficult to locate items especially in large stores • Often there is no staff around to ask for help • Comparing products is not always easy	• Scanning each item and then paying is time consuming • Queues at service desk • Plastic bags used for single item • People collide in entrance/exit	• It's hard to carry lots of bags • Trying to get my Opal card out is hard when my hands are full • Stores near the station are really easy to access

Credits:
Mackenzie Etherington
Matt Fehlberg
Sophie Gardner

User Journey Mapping *Notes sheet*

Stages	Activities	Thoughts & Emotions	Touch-points	+	Pains & Gain Map

Designed by the authors of "Design. Think. Make. Break. Repeat. A Handbook of Methods" (BIS Publishers)
www.designthinkmakebreakrepeat.com

Value Proposition Canvas

Notes sheet