Design Thinking and Idea Lab (AIML2155)

Recap: Review the empathy maps, user personas, and brainstorming ideas.

Insights from "Empathy Mapping and User Persona Creation" provide a deep understanding of the user's needs, pain points, and behaviors. The ideas generated in the "Brainstorming and Ideation Session" offer potential solutions.

1. **Identify Stages of the Journey**
   - Divide the user journey into distinct stages based on the user's interaction with the product/service. Use the user personas created in the first assignment to understand the typical stages the user goes through.
   - Clearly label each stage. The stages should reflect the key moments identified in the empathy maps where users experience significant thoughts and feelings.

2. **Gather Data for Each Stage**
   - Identify key actions the user takes. Refer to the "Empathy Mapping" quadrant "Does" for specific actions users take at each stage.
   - Capture what the user is thinking and feeling. Use the "Thinks" and "Feels" quadrants from the empathy maps to populate this information.
   - Identify all touchpoints. Touchpoints can be inferred from the "Says" and "Does" quadrants of the empathy maps and validated with the user personas.

3. **Map Out the Journey**
   - Create a visual representation of the user journey. Use insights from the empathy maps and user personas to ensure the journey stages are accurately reflected.
   - Fill in user actions, thoughts, feelings, and touchpoints. Detailed information should come directly from the empathy maps.

4. **Identify Pain Points and Opportunities**
   - Highlight key pain points. Pain points should be directly sourced from the empathy maps (e.g., frustrations and challenges identified).
   - Identify opportunities for improvement or innovation. Use ideas generated in the "Brainstorming and Ideation Session" to address these pain points.

5. **Incorporate Ideas from Ideation Session**
   - Map how solutions from the ideation session can address pain points. Directly link solutions from the "Brainstorming and Ideation Session" to the pain points identified in the journey map.
   - Ensure alignment with user personas. Check that proposed solutions align with user needs and behaviors outlined in the user personas.

6. **Refine the Journey Map**
   - Ensure the journey map accurately reflects the user experience. Use feedback and insights from both empathy maps and user personas for refinement.

- Validate the journey map with potential users or stakeholders. Feedback can be aligned with the initial insights from empathy mapping and ideation.

7. **Document and Present**

- Document the journey map. Include detailed references to findings from empathy maps and ideas from the brainstorming session.

- Summarize the user journey, pain points, and solutions. Ensure the presentation connects the problem statement, empathy insights, and ideation results.

- Share findings. Demonstrate how insights from empathy mapping and ideation sessions informed the journey map.

8. **Reflect and Plan Next Steps**

- Discuss new insights gained. Reflect on how empathy maps and user personas provided a foundation for journey mapping.

- Outline next steps. Use the journey map to identify specific areas for prototyping and testing based on the refined user journey.

9. **Make a connected diagram (graph) between the three assignments**