

Step 1

WANT NEED



Need

MUST HAVE



Step 2



Whose Need ?

Step 3

Understanding / Defining a Persona

Clark Andrews

AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly

Clever

Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

Incentive

Fear

Achievement

Growth

Power

Social

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

Technology

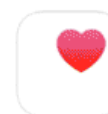
IT & Internet

Software

Mobile Apps

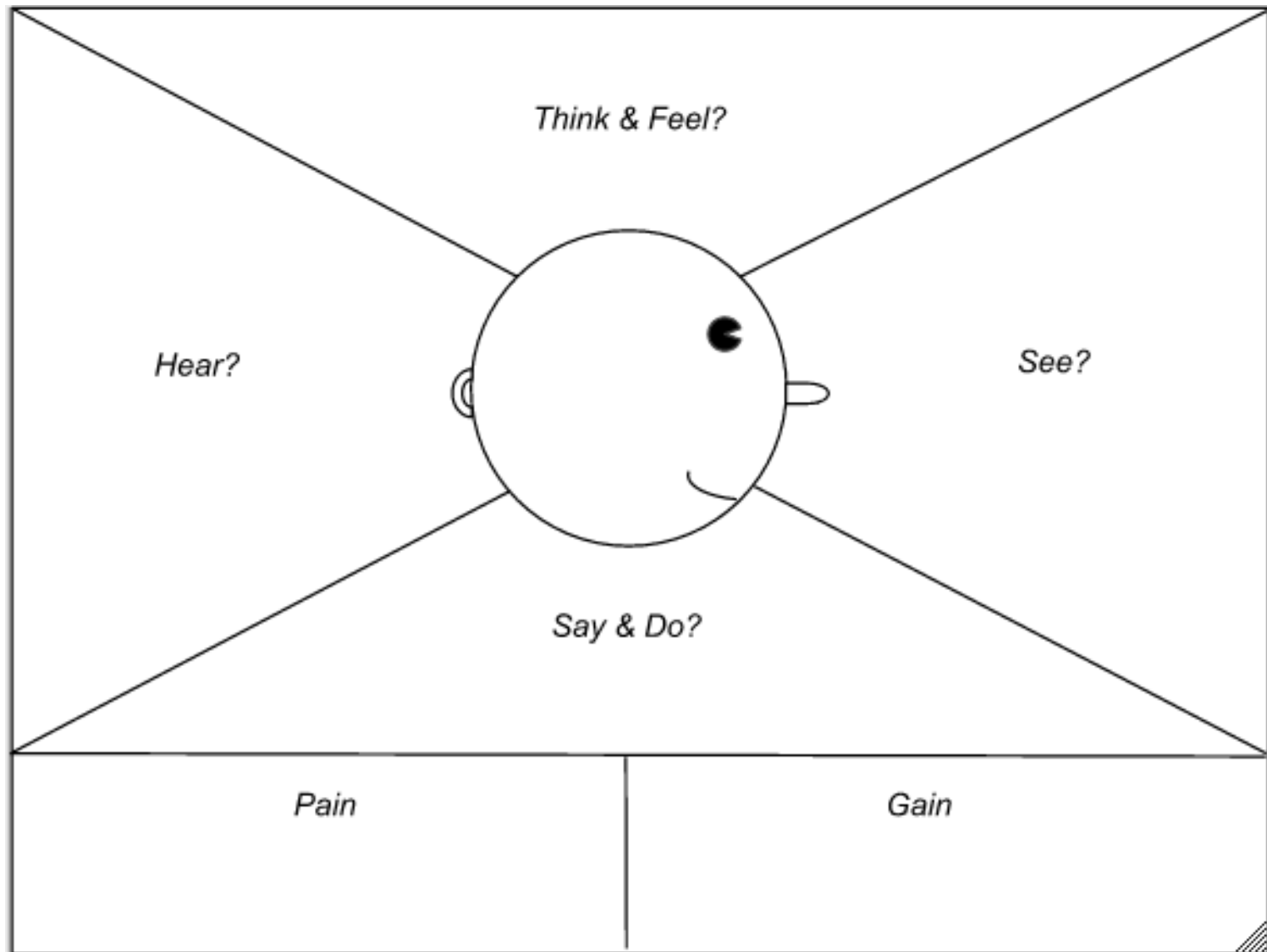
Social Networks

Brands



Step 4

Empathising the Persona



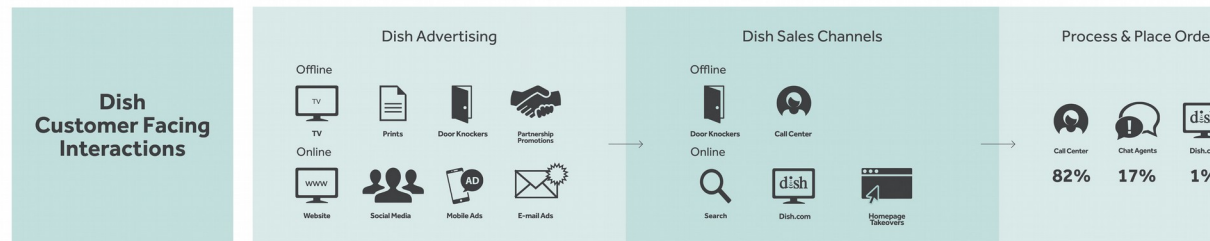
Step 5

Dish Customer Journey Map

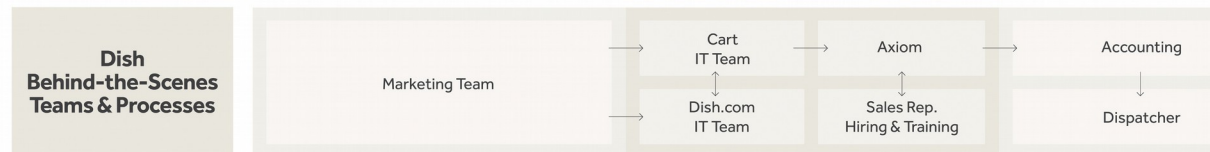
This blueprint represents all of the customer facing and behind the scenes interactions involved in setting up satellite TV service.



Line of Interaction

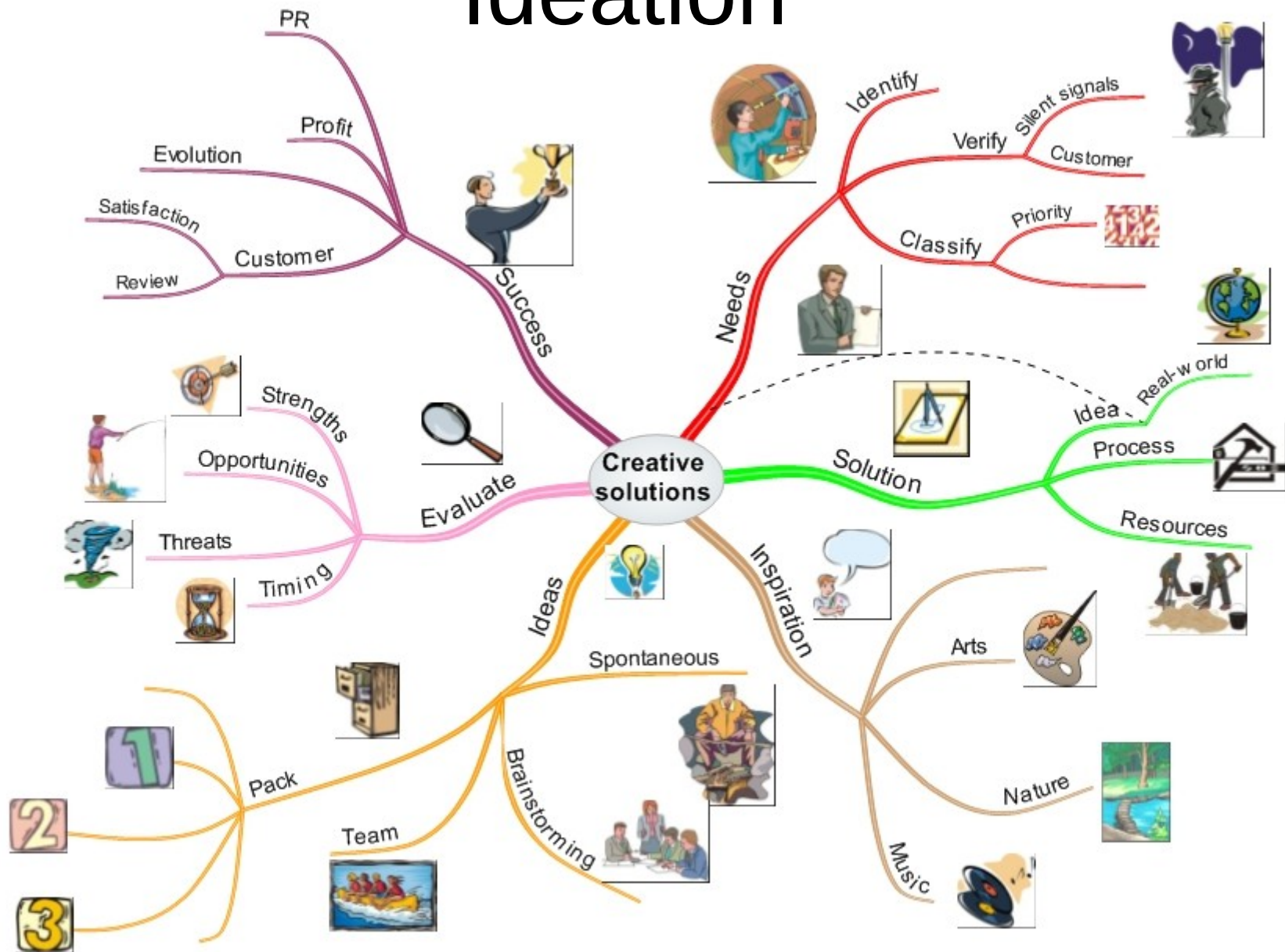


Line of Visibility



Step 6

Ideation



Step 7

Idea Prioritization

