

Brand Book

Define



Brand Book

An artefact that communicates the story of a brand, and acts as a rallying cry for the adoption of the spirit of the brand by everyone.

- To explain the story behind a brand, where it's come from and where it's going.
- To guide and inspire the creation of new products and services.

Define

- Narrative
- Connect

Roleplay

Define



Roleplay

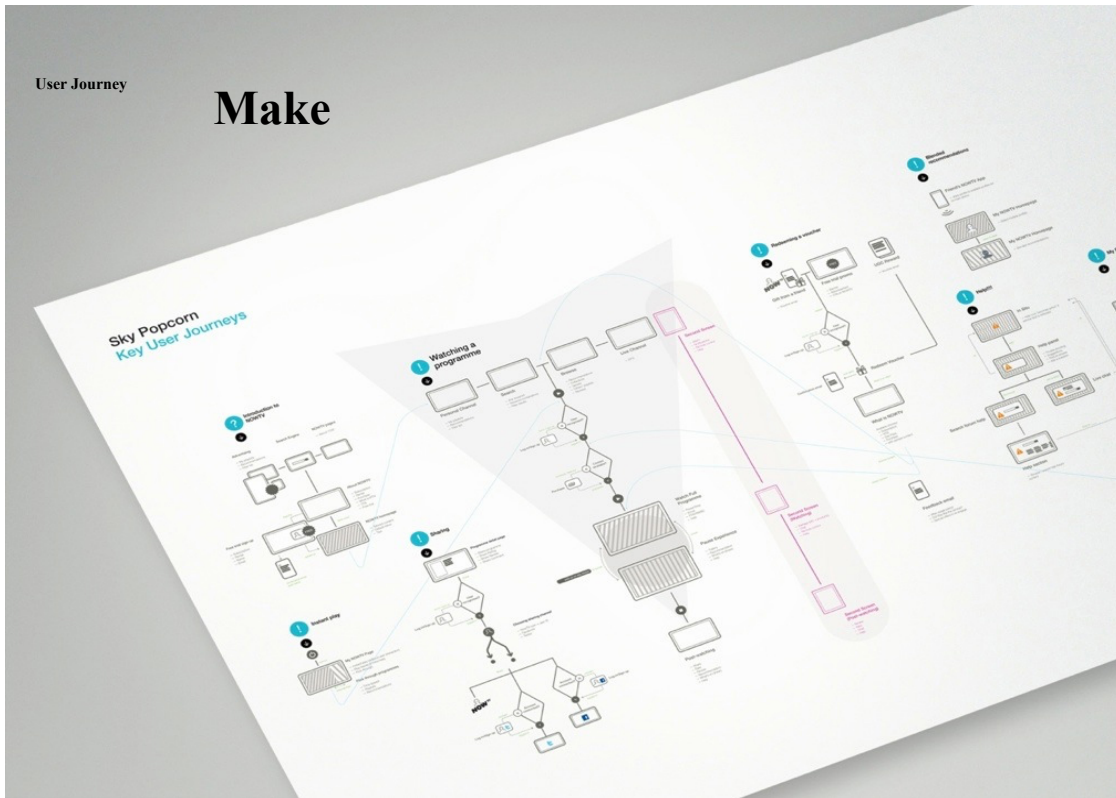
Adopting the role of actors in a service experience, the participants enact a situation or series of interactions.

- To empathise with real-life users
- To identify problems.
- To get ideas.

Define

- Research
- Co-create
- Test

Make



User Journey

An illustration (sketch, wireframe or visual design) of a series of steps representing a user's journey through a product as they complete a task.

- As a design tool, to work through product experience, logic and interaction model.
- To show a proposal to stakeholders, to make a decision, or to validate
- with customers.
- To document functionality, for communication with developers.
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Make

- Imagine
- Prototype
- Craft