

STEP 2

USER'S NEEDS & BEHAVIOURS

USER'S NEEDS & BEHAVIOURS aims at exploring the ecosystem of users that will interact with the product-service you are designing
USER'S NEEDS & BEHAVIOURS is a focus and a deep dive into the daily lives of different kinds of users (according to the specific target for your project stream) where specific actions, spaces, emotions and actors are involved.

WHY

who you design for

Remember who you design for and get inspired by their specific life and challenges.

The more the archetypes assume a realistic feeling (e.g. name, age, household composition, etc.), the more they become real personas.

Avoid enriching their descriptions with details that are not relevant in that context.

WHAT

personas

Personas is a user archetype that helps guide decisions in the whole design process. The persona is the target/user of a certain product or service (for whom is it designed for).

Personas represent real users with a combination of details collected from a panel of users investigated in the research activity. With this tool it is possible represent behaviours, needs, problems, feelings and activity profile that are contextual and specific to the particular application.

HOW

generations

Consider their souls, actions, behaviours, personalities, habits a starting point or as a reference for further explorations.

NEEDS

DESIRES

HABITS

CULTURE

GOALS

EMOTIONS

TOUCHPOINTS

ACTIVITIES

PROBLEMS

INTERESTS

...

Persona 1

Persona 2

Persona 3

WHY

build experiences

A product-service system is based on overlapping spheres that inevitably collide: actors (people), touchpoints (tools/infrastructures) and encounters (experiences/memories).

Each persona has a personal story to tell; if they interact and encounter, they can start and share multiple stories...

WHAT

user journey

The journey map is a visual representation that describes step-by-step how one or more users interact during an experience (with a product and/or with a service). The experience is mapped from **the user perspective**, describing what happens at each stage of the interaction, what touchpoints are involved, what obstacles and emotions they may encounter.

HOW

organise data & information

Consider these actions, actors and spaces as a starting point or as a reference for further explorations.

DAILY LIVES

SPACES

home
school
office
park
library / museum
[...]

ACTORS

adults
youth
scientists
children
workers
students
experts
parents
[...]

ACTIONS

moving
exploring
imagining
listening
travelling
making
talking
[...]

RELATIONS

individual
group
family
[...]

INTERACTIONS

tools
platforms
app
obstacles
barriers
[...]

WHAT

relevant encounters

By exploring the user journey, shared or not among the different personas, try to export and highlight the most relevant moments of the experience

In which moments the personas might be most engaged / involved / active / proactive / positive / live?

Define one or more user journey maps considering actions / feelings / needs / interactions