

DESIGN
THINKING
DOING

[illegible]

USER PERSONAS

DRAW YOUR USER

INTERESTS
(motivations, hobby, ...)

INFLUENCE
(influence, social media, group leader ...)

NAME (fictionalize it)

SCHOOL (very specific)

AGE (a number not a range)

PERSONAL BACKGROUND
(mini life story, hometown,
family, education, work etc ...)

PERSONALITY
(how do they behave, what do they believe in
what are their values, ...)

BEHAVIORS
(routines, free time, rituals, ...)

DREAMS
(what are their dreams, the big thing they want
to experience or accomplish, ...)

GOALS
(what do they want to achieve, accomplish on a
short term from now, ...)

CONTEXT MAP

This tool allows you to create a map of the context surrounding the challenge you are trying to solve, keep in mind that this is an ever evolving map. in your workplace we suggest you to make it on a large piece of paper or wall and use sticky notes. This map is to evolve allthrough your project.

CHALLENGE

(how might we ... , what is the problem we want to solve)

CURRENT SITUATION

(what is the current situation what is good what is bad, ...)

WHY IS IT IMPORTANT TO SOLVE IT

(why is it important to solve it, for whom is it important to solve it, ...)

USERS

(who are the central actors in the problem you are attempting to solve, is there one or more groups, ...)

STAKEHOLDERS

(who else is involved, who has an interest or a say in it, ...)

RESSOURCES

(what resources do you currently have access to, competences, finances, ...)

IMPACT (how do you define success, what do you want to achieve, ...)

MEASURING IMPACT (how will you measure the impact between now and after, ...)