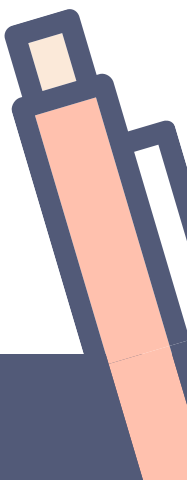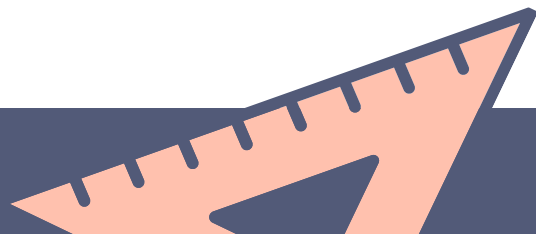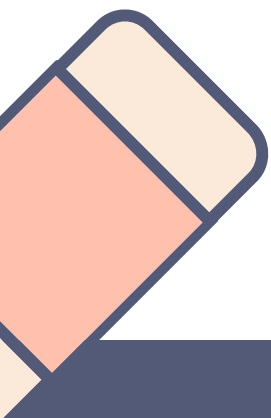# CAREKIT

Keep your friends close and the strangers closer.

CARE

How to use the Carekit

In the following pages you will find canvases, we hang in your office.
These canvases should help you to tackle any problem you have in a service you would like to offer or already offer.

We filled the canvases with examples already, so you can have an idea what should go in there. "How might we prevent wet butts from wet bike seats", was the example we have chosen.

You will always find first the canvas we introduce to you and then the description and instructions to it.

Because we have different phases, in which the canvases belong, we have one page which describes the phase and what you should focus on in that phase.

Research Phase

Welcome to the research phase. In this phase you will dig deeper into the problem that has been given to you, or ideally, you have chosen by your own.

We know all our lives we have been trained to jump to a solution as fast as possible. But now we want you to take your time. Please avoid coming up with ways to solve the problem yet. This will be done in the next phase.

So you will ask yourself what this phase is about. In here you should first think about the root of the problem. But you should also think about your team and why it is important for you to solve the issue.

The problem you have, affects users, so you will find out about the feelings, reasons and damage the problem really causes to them.
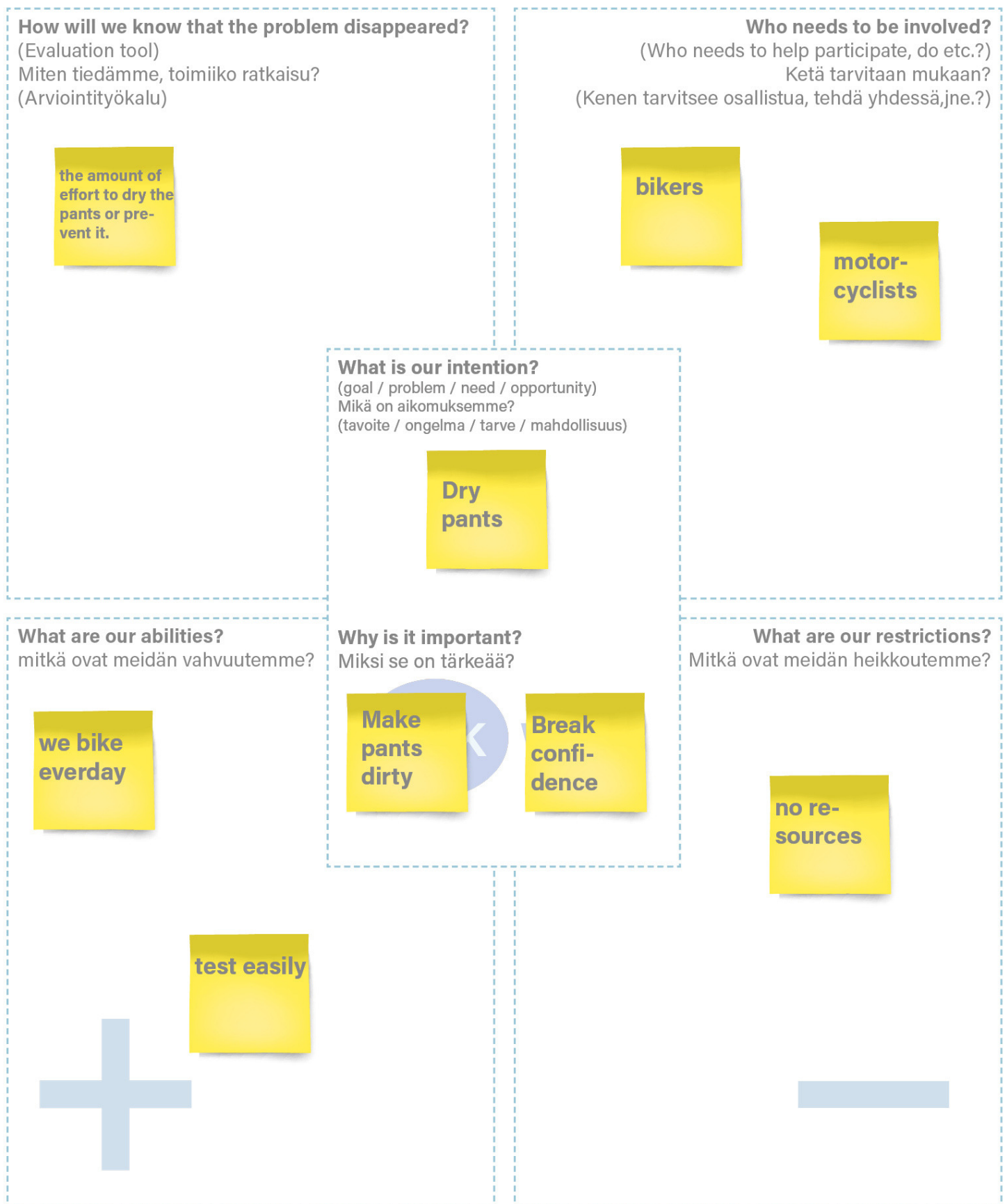
Since you should not come up with new solutions yet, you still can think and search for solutions, which already exist. But find out, why the user is not using it, or why it is not suitable in their situation.

You will finish this phase with a specific problem statement, you have created on your own. The reason you should do this is, that is from you, from your own findings and hopefully, you will then understand better, how and why this problem should be solved.

To sum all up, this phase is all about research. Research about the problem, about your users and about your team.

OVERVIEW
- What, Why, How: The context of the project.

How will we know that the problem disappeared?
(Evaluation tool)
Miten tiedämme, toimiiko ratkaisu?
(Arviointityökalu)

> the amount of effort to dry the pants or prevent it.

Who needs to be involved?
(Who needs to help participate, do etc.?)
Ketä tarvitaan mukaan?
(Kenen tarvitsee osallistua, tehdä yhdessä,jne.?)

> bikers

> motor-cyclists

What is our intention?
(goal / problem / need / opportunity)
Mikä on aikomuksemme?
(tavoite / ongelma / tarve / mahdollisuus)

> Dry pants

What are our abilities?
mitkä ovat meidän vahvuutemme?

> we bike everday

> test easily

Why is it important?
Miksi se on tärkeää?

> Make pants dirty

> Break confidence

What are our restrictions?
Mitkä ovat meidän heikkoutemme?

> no resources

☐ **We talked to our supervisors about the goals.** Olemme puhuneet esimiehillemme tavoitteista.
☐ **Is everthing in this canvas clear and understandable for everyone?** Onko kaikki tässä pohjassa selkeää ja ymmärrettävää kaikille?
☐ **Are we comfortable to proceed?** Onko tästä hyvä jatkaa?

Research Phase

The Overview canvas

Why are you doing this? What objectives are you solving by building this service/product/thing? What is the larger context of your company, where does it fit? Therefore, it is important to fill this canvas together with the some boss-person who knows what is expected impact.

It will give you focus, help you make see the whole overview for making decisions, and clarify your success criteria.

At this stage it might be helpful for you to look at the example canvas we have pre-filled. It is in no way a perfect canvas, its just something the participants of out earlier workshops have .

Instructions

Start with the middle box.

- Fill in what specific thing of the overall problem you want to solve. Find some goals you want to reach.

- Please write why you think it is important to solve the problem.

You can continue with any box you want.

- On the upper-left we would like you to share your definition of how you know, that the problem is solved. Maybe you can find a definition to find some kind to measure the progress.

- On the upper-right box you should find people who can contribute to solve the problem.

- On the lower-left we would like you to find some skills you or your team has.

- On the lower-right box you should find some things which blocks you to solve the problem.

- On the bottom you find some check boxes to see if something is still unclear for you.

IMMERSION
- To know where you are and build on that

What do you think is the problem?
Mikä mielestäsi on ongelma?

we didn't know when the snow melts

What do the family members say is the problem?
Mikä perheenjäsenet mielestä on ongelma?

"it won't be so bad"

"Take the bus"

"You think too much"

Are there current solutions existing? Do they work?
Miten asia on ratkaistu nykyisellään? Toimivatko ratkaisut?

plastic bags, but forgot them

Where to put wet plastic bags

Patient's point of view.
Potilas keskustelu aiheesta.

embarrasing spot

it does not rain always

Research: Articles, experts, existing solutions somewhere else
Put down everything that could be useful considering the topic
Tutkimus: Artikkelit, asiantuntijat, olemassa olevat ratkaisut muualla - listaa kaikki, mikä voisi olla hyödyl

listä tämän a heen kannalta

Blog post: wet butts make you sick

TODAY

wet sets, hence wet pants

What needs to happen from

here to there

Mitä täytyy muuttaa?

dry seats, dry pants

FUTURE

Research Phase

The Immersion Canvas

This is the canvas where you dig a bit deeper into the problem. Now, you need to think from a different perspective in this canvas (From your point of view, from family's point of view, user's point of view). Every idea and opinion matters. So, do not shy away from writing what you feel.

At this stage it might be helpful for you to look at the example canvas we have pre-filled. It is in no way a perfect canvas, it's just something the participants of out earlier workshops have.

Instructions

Please fill in the following boxes:
- The first question is about what is your best guess on the problem. If you are unsure, just write down your best educated guess of the problem.
- Now, you need to think from a different perspective. A different perspective means your immediate concern, who is your family and the family of your users. Just somebody who is involved in the situation very little.
- Now, you have an idea about your user. Think from the perspective of the user. It doesn't necessarily have to be you.
- Now, just think about if there are any existing solutions. And if yes, please write down if they actually work.
 It´s important to collect opinions from different angles, so please think about as many points as possible.

As this is based upon your own ideas and views. This box is for the research section. But right now, we don't have much time to research. During the week, you'll have chance to fill in this space. This is where you validate your ideas.

On the bottom of this canvas think about
- the situation right now and
- the ideal future you can imagine

INSIGHT - Deep understanding of the human's motivations that unlocks the service opportunity

ASK WHY.

#interviews #haastatella	Situation / What happend, as concrete as possible Tilanne / Mitä tapahtui, niin konkreettisesti kuvattuna kuin mahdollista	Thinks & Feels Ajattelee ja tuntuu	What needs to be changed? Mitä on muutettava?
1	snow melted, seat was wet	he thought everybody just looks on his butt	wearing more black so people don't see the spot
2			
3			
4			
5			
6			

Research Phase

The Insight canvas

The Insight model Canvas will help you understand the human's motivations deeply. Basically, it is a model for interviewing.
Find and ask people about the problem and find out what they have experienced.

In our example we just have written down the outcome of the interview, but please have the following in mind:

Ask open question. Ask plainly "why?". It sounds very stupid, we know, but people tend to tell more when you don't ask specific questions. Then you can really find out why people feel the way they do and why they do things they do.

Instructions

Situation / what happened, as concrete as possible
Helps you to define the problems based on what happened to your interviewee. Maybe you can find a more specific problem or the real origin of the problem.

Think and Feel !
Helps you to understand how your interviewees think and feel about the topics related to the problem. Ask about feelings.

What do they think is good? What needs to be changed?
With these two questions, you can help your interviewee think about existing solutions, why they don't use it and what should be changed to make them better.

Reframe — Narrow it down to the insights that matter.

What is the user achieving by using the service?
(goals and wishes, use verbs)
Mitä käyttäjä saavuttaa käyttämällä tätä palvelua?
(tavoitteet ja toiveet, käytä verbejä)

_____
User Description / Käyttäjän kuvaus

needs a way to _____
tarvitsemme tien   User's need / Käyttäjän tarpeet

because / but / surprisingly _____
koska / mutta / yllättäen

_____
Insight / oivallus

The reframe canvas

The reframe Canvas will help you re define the problem incorporating the insights you gathered for the problem. It can be specific for a user group.

Instructions

Transfer the important post its dealing with user group, user need and insights in the space around the middle box.

Before we proceed you should have one statement that is the redefinition of the problem you were given.

The example could be

The Students need a way to **keep their pants dry**
because **wet pants attract unwanted attention in school.**

Ideation Phase

Welcome to the ideation phase. In this phase you are finally allowed to come up with solutions. So be creative, accept every stupid idea and be open to everything. In here it is all about throwing ideas into the bucket. Don't worry, you will sort out later, but often, great solutions come from dumb ideas.

So first all of you will gather ideas to solve the issue. Or just to prevent the user from being unhappy. But just something to make their lives easier. You should have done enough research in the previous phase to know what makes the user unhappy.

Out of all ideas you will describe at least three more detailed and then have three possible solutions. Our canvases we will help you to rate your ideas and to easily measure which of the ideas are better then others.

But you have to test your solutions with the user, because you should never work on assumptions. Every change you do in your services should be, because your users say they want that change. So also your solutions have to get tested from them and you will gather feedback and their opinion on that.

Whenever you feel, you know too less, go back to the research phase and get more information, to make sure you have evidence, that the user has a specific problem or has a specific need.

IDEAT

Every idea counts. Think big, think small, think crazy.

USER NEEDS A WAY TO KEEP THEIR BUTTS DAY BECAUSE WITH WET BUTTS THEY ATTRACTS UNWANTED ATTENTION

Idea that solve the user's problem
idea joka ratkaisee käyttäjän ongelman

CLOTHES NEAR BIKESTAND

WATER ABSORPTION GLOVES

HEATED SEATS (DYNAMO)

WATER REMOVING BLOWER IN PARKING

FLIP SEATS

SELL BIKE, BUY CAR

APP TO REMIND

give cover for everyone

WATER PROOF PANTS

more parking w/ shed

Waterproof seat

take of seat & bring it w/ you

PANT COVER

INSURANCE FOR BEING SICK

BUTT DRYER IN DOOR

abstract

User's problem worth solving.
Write it down on a high enough level so that your ready made idea is not the only solution

some stuff for wiping in parking place

clothes dirty.

Physical discomfort.

cold,

Gloves don't clean it up

Kirjoita se muist... suuren ... lmis kai-
su

BIKE COVER

Ideas that fix, eliminate or reduce the user's pain
Ideat jotka korjaa-vat, eliminoivat tai vähentävät käyttäjän kip-ua

Negative emotions / aspects related to the user's needs
Negatiiviset tunteet / käyttäjän tar-peisiin liittyvät näkökohdat

Wet ass makes me sick!

notice flaws.

Positive emotions / aspects related to the user's need
Positiiviset tunteet / käyttäjän tar-peisiin liittyvät näkökohdat

normal!

Ideas that take the best out of the positive
Ideat jotka otta-vat parhaat puolet positiivisuudesta

Embarassment!
shame!

REDUCE EMBARASS-MENT WITH CAMPAIGN.

LOW HANGING SWEATERS

CONFIDENT WITH WET BUTT

BE PROUD OF YOUR FLAWS!

CHANGE PANTS IN SCHOOL/work

2019-5-2 13

Ideation Phase

The Ideation canvas

The Ideation canvas will help you to come up with solutions or ideas for solutions. It can also be just a little part of a solution. In the research phase you have done a lot of research, so you should consider what you have found out and solve many aspects.

Please be creative, and please respect every post-it and idea which comes up. Often, great solutions come from stupid or unbelievable ideas. Remember when Galileo found out that the Earth is round, people thought he is crazy. So be crazy.

Instructions

Begin in the middle, with "User's problem worth solving". Put down what you have found out in the Reframe canvas. Think what you want to solve or what the problem of the user really is.

Next in the circle, go to the lower left, to the negative emotions. About the problem you stated, what negative feelings come up for the users.

The last part in the circle is about the positive emotions users will have, when their problem is solved.

Move to the upper half of the canvas. Think of anything which could help the user. Also just little parts of his problems. Or anything you would like to include here.

Now go to the lower left part of the canvas. With the negative emotions in mind, what solutions can you create, to prevent or solve the negative feelings.

And lastly the lower right part. What can you do, to empower the positive emotions.
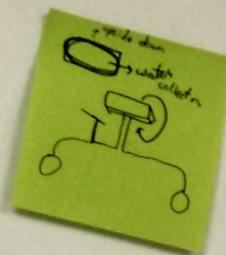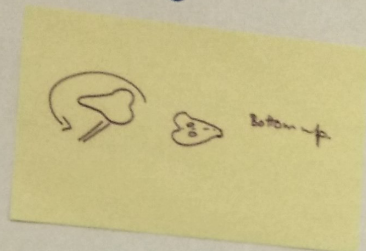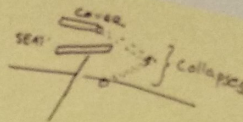
Concept Creation

your ideas and make them more concrete.

FLIP SEATS

How does it work?
Kuinka se toimii?

Seat can move up & down easily

Use button for flipping seat

SEAT COVER Collapses

Bottom-up

up & down water collects

Value to the user?
Arvo käyttäjälle?

USER FRIENDLY

Normal Not sick No wet-butt

What differentiates it from other solutions to the same problem?
Mikä erottaa sen muista ratkaisuista samaan ongelmaan?

Easy to use SMART

WELL ATTACHED (SECURED)

Value to our work?
Arvo työllemme?

PRODUCT TO SELL

USEFUL TO WORK. FOR EVERYONE. REACH IT EASILY

Short summary
Lyhyt yhteenveto

FLIPPABLE SEAT COVER WITH THE HELP OF A BUTTON WOULD PROTECT THE SEAT FROM BEING WET.

TRANSFORMER SEATS

Concept name?
Konseptin nimi?

GOODBYE WETBUTT

Ideation Phase

The Concept Creation canvas

In the Concept Creation Canvas you should describe your solution more detailed. You will have a couple of this canvas, so you should have at least three solutions described in the end.

You will describe what the solution covers and why it is important.

Instructions

In the top you will begin to describe your solution. What is the purpose? How is the user integrated in your solution? Try to be detailed.

In the next box you will think of reasons, why the user will value this solution.

In the next part you are going to highlight, why your solution is unique to other solutions.
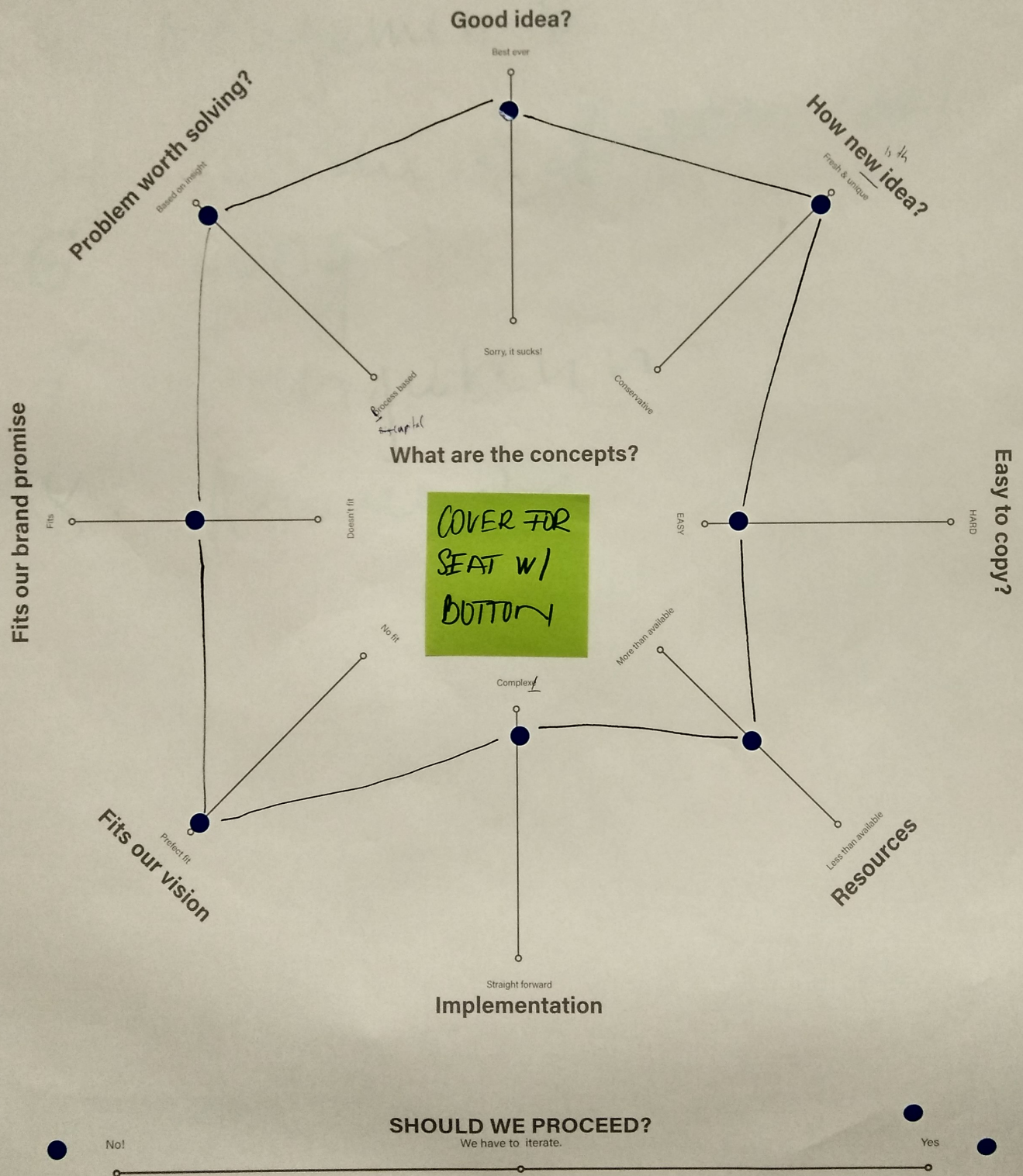
In the last middle box you should find a reason how the solution values to your work.

The summary box is for sharing the idea very quickly. Write a small summary, which only covers the most important thing of your solution.

In the last thing, you should give the solution a name. This is important to quickly reference to this solution especially when you compare it to others.

CONCEPT PROFILING

- It's tiem to face the wet blanket.

Good idea?
Best ever
Sorry, it sucks!

Problem worth solving?
Based on insight
Process based

How new idea?
Is th
Fresh & unique
Conservative

Fits our brand promise
Fits
Doesn't fit

Easy to copy?
EASY
HARD

What are the concepts?

COVER FOR SEAT w/ BUTTON

Complex
More than available

Fits our vision
Prefect fit
No fit

Resources
Less than available

Implementation
Straight forward

SHOULD WE PROCEED?
We have to iterate.
No!
Yes

The Concept Profiling canvas

The Concept Profiling canvas is for rating your solutions and to choose the best one. Since you have tested your solutions you may already have an idea, which is the best, but since you should act only on evidence, you can easily visualize the best solution with this canvas.

Identify each of your ideas with a color, a sticker or something similar. You can then better see, which idea is the best fitting, and it makes everything prettier.

Instructions

Begin in the middle. Make a post-it with the names of the solutions and colorize each solution with a pencil or a sticker.

It then does not matter in which order of the circle you move on. Answer how good each solution has fulfilled each question with the color or sticker you have chosen for the solutions. The solution which has most marks at the outside of the circle wins.

The bottom line is for you to make sure if you know which solution you pick to develop further. If you still cannot decide, or none of the solution has fulfilled the requirements, then you should adapt all of your solutions more and test them again.

Prototype Phase

Welcome to the prototype phase. In this phase you can improve your picked solution until perfection.

You have to test the solution with users. You will gather their feedback, improve your service and test it again.

At the beginning you make a very abstract, easy, or even just fake your service.

After you know that your users like it, you begin to make it real and develop it more and more.

Make measurements, to ensure you and your users reach your goals.

VALIDATION

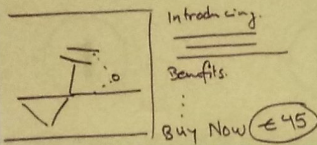-don't assume, validate. Do what ever it takes to prove your concept is bad.

How will validte the ease of use of the service?

You

- ● Fake advertisements.
- ☐ Landing pages (web)
- ☐ User Interviews
- ☐ Piloting/Prototype

How will you validate your user's progress?

FEEDBACK FROM USERS

TRANSFORMER SEAT COVER

Introducing:
Benefits:
Buy Now €45

② ③ ④ ⑤ ⑥

Results

A VIDEO WOULD BE MUCH BETTER (MOTION)

I WISH THE PICTURE EXPLAINED MORE.

YES. THIS WONT BE STOLEN. (MAY BE)

YEAH, ITS LIKE A SEAT COVER BUT, FANCIER!

IT'S FLEXIBLE

MAY BE I CAN'T AFFORD IT.

I THINK ITS A GOOD IDEA

Results

SECURITY IN BUTTON

WISH THE BUTTONS WERE DURABLE (BECAUSE THESE THING WEAR DOWN AFTER SOME TIME)

PEOPLE PLAY WITH IT.

HELPS FROM THE WETNESS, BUT I KEEP FORGETTING TO PUT IT UP

Conclusion

THEY NEED MORE EXPLANATION ON HOW IT WORKS

THEY DON'T WANT TO PAY TOO MUCH.

Conclusion

THEY WANT MORE AUTOMATIC

Solid evidence

Needs more validation

Solid evidence

Needs more validation
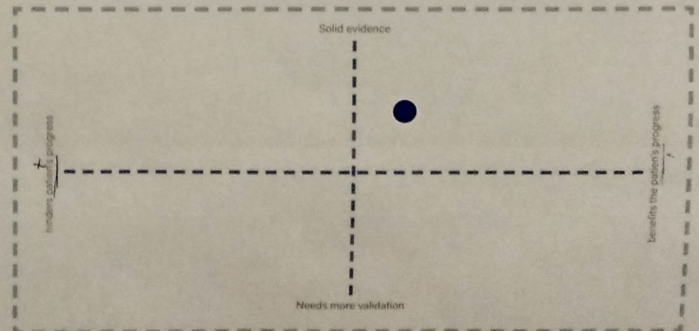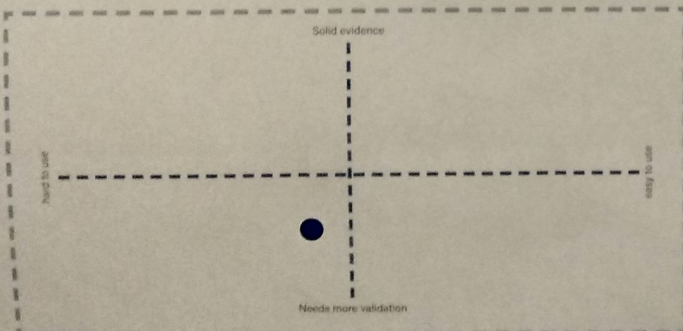
The Validation canvas

The Validation canvas is for testing your solution. This is important to pick the best out of your own solutions. After you have chosen how you will measure your success, you will test the solution with different users and gather feedback.

All the boxes in the left side, besides the circles, are for your service and how easy the user found it to use it. The right boxes are for the user and how much it helped them. Whatever your measurements were at those boxes.

Instructions

In the first box, you should think how you will measure how easy the solution is to use for the user.

In the box right of the previous one, you should think of ways to measure how well the user operates the service or how far he got in your service.

You have to find users now to test your solution.

The numbers you can see in the canvas symbolize the users. Each number is one user. So search for people who test your solution and put a post-it with the name of the user on it. You can even try to draw their faces.

The result boxes are for everything you noticed during the tests. What was very good? What was very bad? The left box is for your measurements on the upper left one and the right box is for the measurements on the upper right box.

In the conclusion box you can then write down, what has to be improved and what can stay.

In the last box you can visualise where your project is at the moment. The horizontal axis is for the users perspective. How hard or easy did the user find your service? HowThe desired place is the upper right corner.