You Are Not Your User

Design Thinking: The practice of considering a user's experience throughout the process of creating and improving a product or Service.

Gaining insights into your user's experience.

IDEO acted as pioneer of the process in the early nineties.

User: The person(s) who will be engaging with your product.

Empathy: The ability to understand and share the feeling of others.

As-is: The current state of a user's experience.

To-be: The future state where a design thinking solution has been employed to a user's pain to improve their experience.

Timebox: The simple act of defining a length of time that a task should take and enforcing those parameters.

Empathy Map:
A design thinking tool made of quadrants that is used to better understand the overarching traits of a user; typically outside of the context of their workflow.

Archetype:
A collectively-inherited unconscious idea, pattern of thought, image, etc. that's universally present, in individual psyches.

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Empathy Map Skeleton:

Says   Thinks
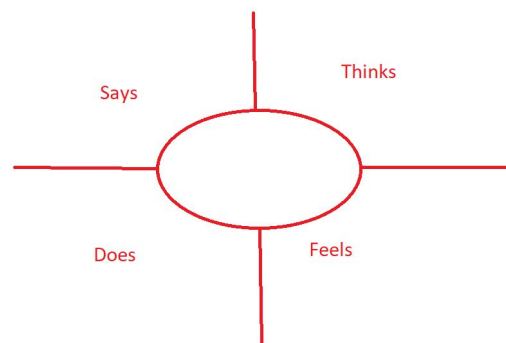
Does   Feels

Observed behavior:
- Says
- Does

Inferred Behavior:
- Thinks
- Feels

Data Collection:
Information on user needs comes from somewhere. Whether you are working from first-hand observation, or you already have analytics in place that will inform your future choices, you will need a source of info for your user to guide you.

Buckets:
These are affinitized groupings of post-it notes; organized by type, concept etc.

Journey Map
- A means of documenting a user's experience from start-to-finish.
- Journey Map varies from practitioner to practitioner.
- All it seeks to find a user's pain, their motivation or design opportunities for a user.
- This may be likened to an empathy map but viewed over the course of an experience rather than a general view of a user during a single point of time.

Pain Points
- Blocker's in a user's experience. These may be emotional, technological, process-based or physical.
- Severity of pain will vary with each example.

Time and Action will be the big difference between our Empathy Map our user's As-is-Journey

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Journey Maps:
   01. Phases
   02. Doing
   03. Thinking
   04. Feeling

Phases:
The "Chapter Titles" throughout a user's experience. Example from an eCommerce perspective include 'browsing' or 'payment'

Identifying Opportunities:

- Consistency
- Transparency
- Assurance

Designing for User's "To-Be"

Prioritization - defining the importance of action items.

Triage - acting upon the prioritized action items taking care of the most important items first.

Big Idea
- a holistic and open-ended solution to a user's pain based in a user's motivation or needs.
- the real differentiators of a user's experience.

Feature
 - a perspective non-holistic response to a user's pain based in technology / immediate interface problems.

Vignette - a brief but descriptive depiction of events.

"Getting caught in the weeds"
- Being distracted by details and losing sight of the intended purpose

Self Compassion
- Allowing for kindness and mindful forgiveness of oneself during time of failure.

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Storyboard
- A visual form of storytelling used to show a user's journey
- Comprised of panel filled with art (high or low fidelity) and accompanying text

Seasoned Concierge
- Maintaining consistent and obvious placement of elements throughout the experience

Presenting Your Findings:
Create a narrative to win over your management, fellow designers and engineers & sales team

Road Map
A time-based look at design decisions and the user impact of those decision.

Now > What changes can we expect currently.
Soon > What changes can we expect in a Month.
Later > What changes can we expect in a Year.

Road mapping
Without a long-term plan, this one great idea is really just that : *One single idea that's great.*
You need to know how this one great idea fits into the rest of the product and its life cycle.

Stakeholder Presentation:
01. Simple story
02. Maintain Empathy
03. Solve the Pain
04. Time Management.
05. Getting Feedback.

"Empathise" is the *first* stage of the Design Thinking process

Design thinking is not about method - it's all about mindset

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