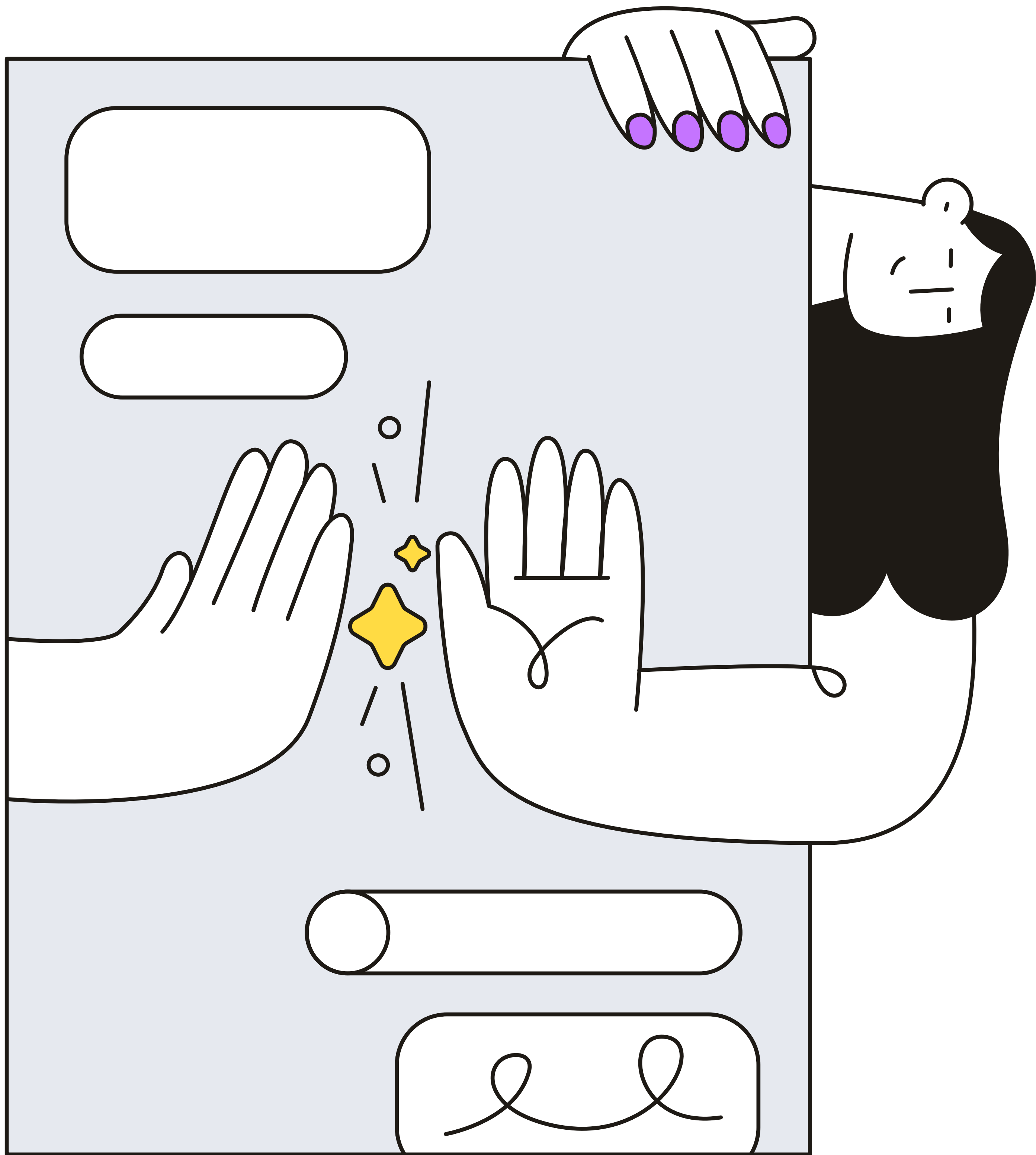


Let's get started

Create a team



+ Your name/team name

+ Team members

Define the user you are designing for

The purpose of this profile is to frame all of your ideas and solutions around the individual that is most likely to use it.

○ Example



Jules, 31
Music Teacher in London
Married

+ Name

+ Age

+ Occupation

+ Location

+ Relationship Status

Create the profile of your end-user

Capture the basic details about the person you are designing for and build a deeper understanding of their personality, wants and needs.

✚ Personality map

Outgoing

Serious

Generous

Academic

Shy

Fun

Selfish


Creative

✚ Likes

✚ Goals

Map out a typical day

Imagine what your end-user spends their day doing. What do they prioritise? What do they care about? You can then use this to design something that fits into their daily routine.

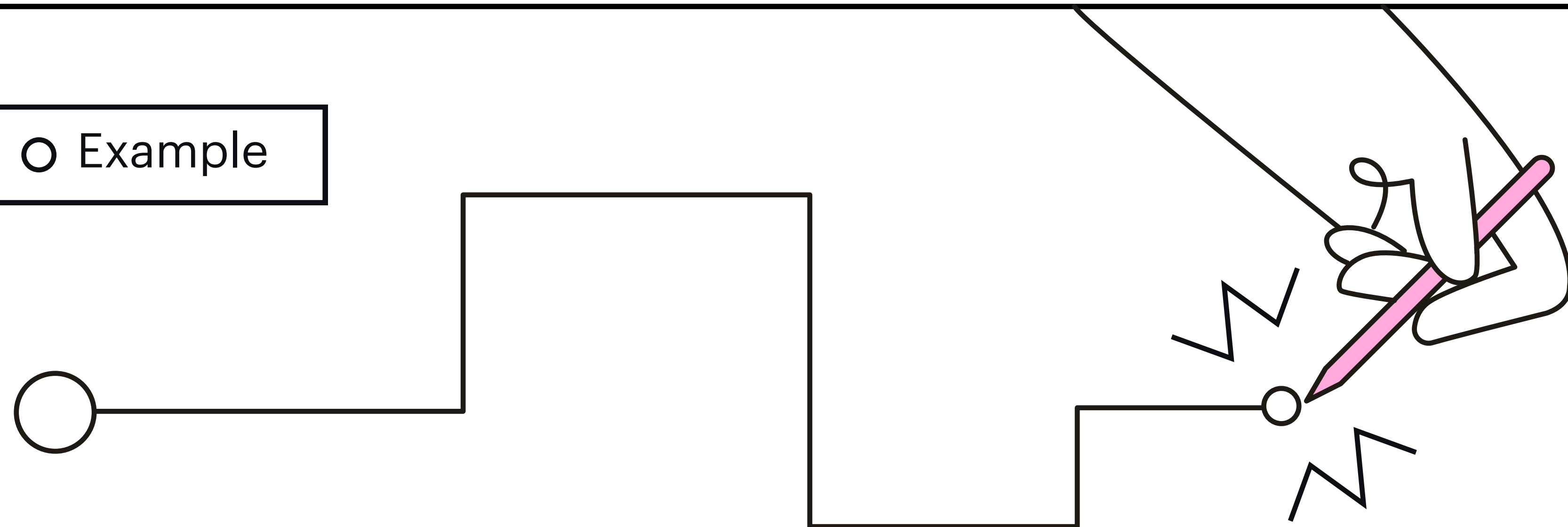
An illustration of a person with dark hair, wearing a blue shirt, pointing their right index finger at a clock face. The clock face is a circle with a plus sign inside. There are some abstract lines and dots around the clock face, suggesting a time-related concept.

Morning	Afternoon	Evening
7am	1pm	7pm
8am	2pm	8pm
9am	3pm	9pm
10am	4pm	10pm
11am	5pm	11pm
12pm	6pm	12am

Choose your challenge

Define the problem you are trying to solve for the end-user and why it's going to be important to them. Keep referring back to this as you go.

○ Example



✦ What problem are you trying to solve for your end user?

Find freelance teaching jobs on her phone

✦ Why is this important to them?

As a freelance teacher Jules is often working in classrooms away from her laptop. That means she needs to quickly find and apply for new teaching slots on her phone before they get filled.

✦ What problem are you trying to solve for your end user?

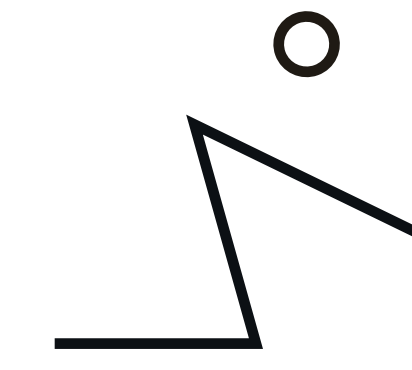
✦ Why is this important to them?

Simple ideas

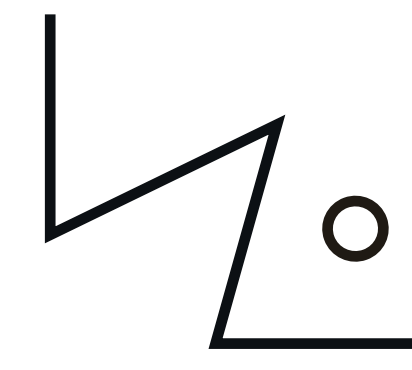
Practical, straightforward ideas that solve the problem.

- Example

Notifications when new jobs are live

[illegible]

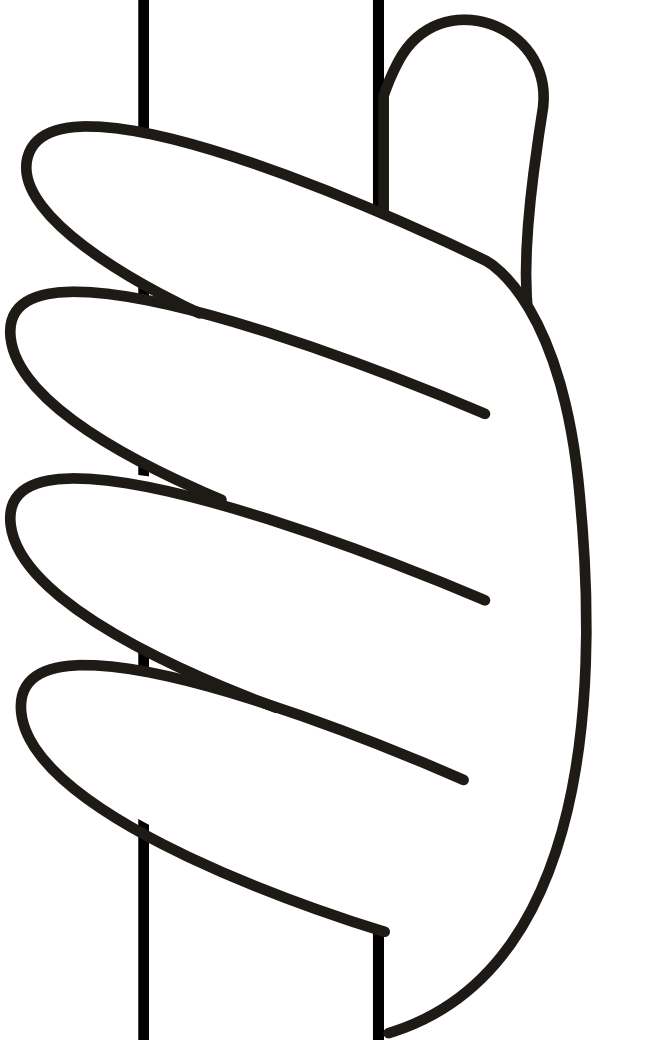
Crazy Ideas



Sometimes the wild ideas pave the way to amazing solutions.

- Example

A Virtual Reality job board

[illegible]

List the user needs and features

This forces you to apply the ideas you created to real user needs. How many solve the problem your user is facing?

Our target user needs to be able to...	Therefore our design needs these features...
<div>○ Example</div> <p>Get to new jobs before anyone else lands them</p> <div><div>+</div><div></div></div> <div><div></div><div></div></div> <div><div></div><div></div></div>	<p>Real-time notifications when jobs are available and saved CV and experience info</p> <div><div>+</div><div></div></div> <div><div></div><div></div></div> <div><div></div><div></div></div>
<div><div>+</div><div></div></div> <div><div></div><div></div></div> <div><div></div><div></div></div>	<div><div>+</div><div></div></div> <div><div></div><div></div></div> <div><div></div><div></div></div>
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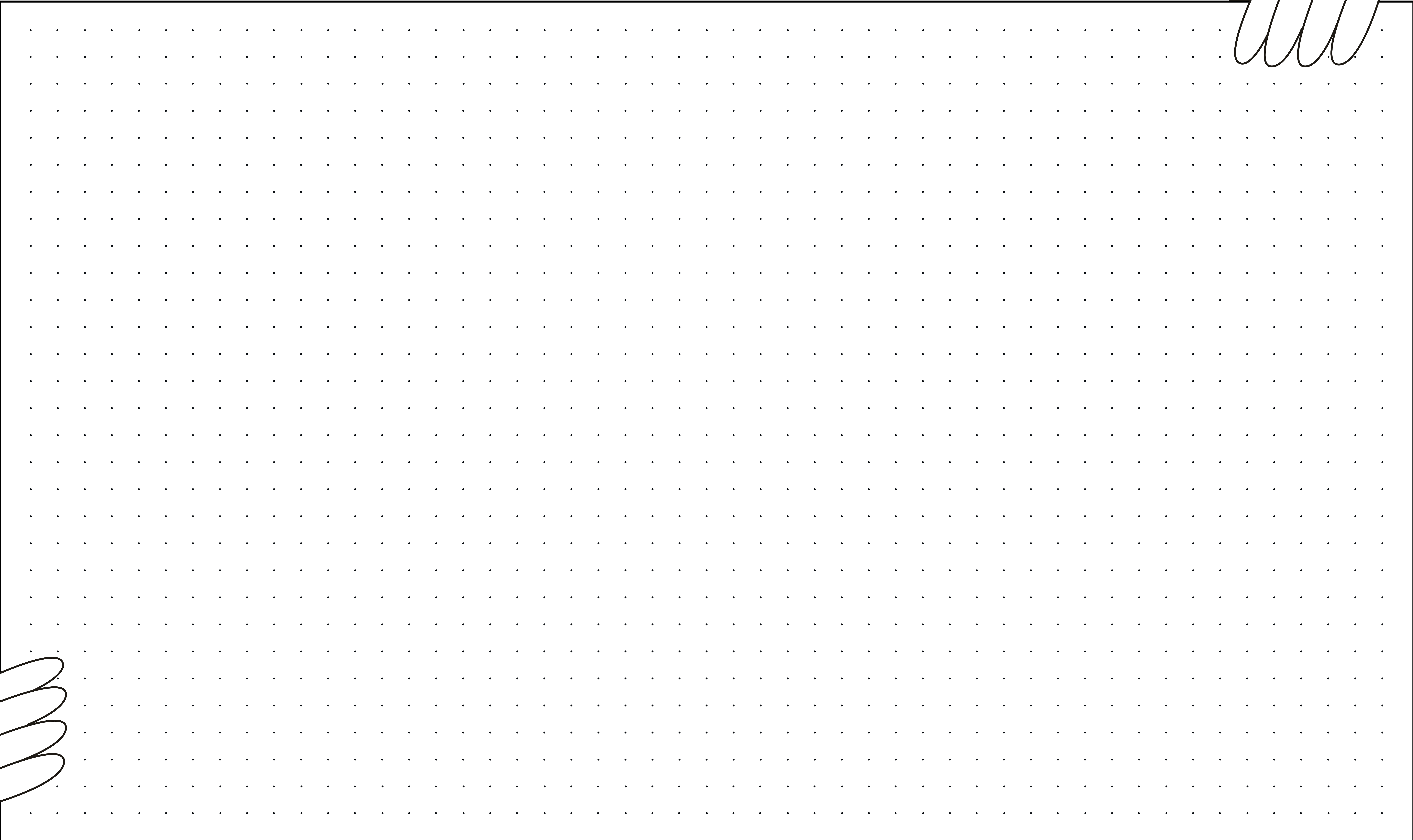
Give your idea a name and tagline

Here’s the fun part - what will you call your product, feature or idea?

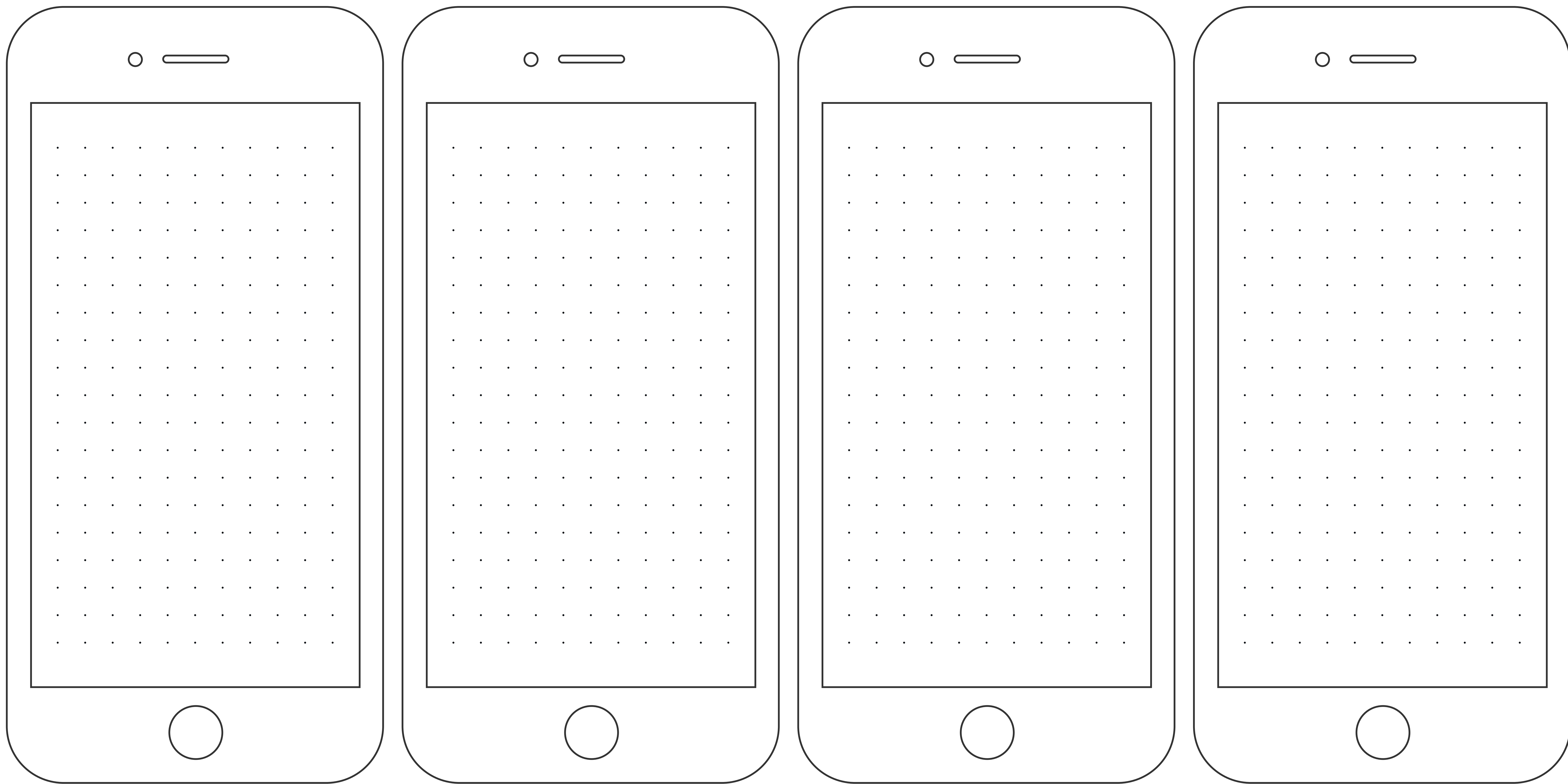
Create a tagline too!

Name of your product, feature or idea	The super-catchy tagline
<div><div>+</div><div></div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	<div><div>+</div><div></div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
<div><div>+</div><div></div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	<div><div>+</div><div></div></div> <div></div> <div></div> <div></div> <div></div> <div></div>

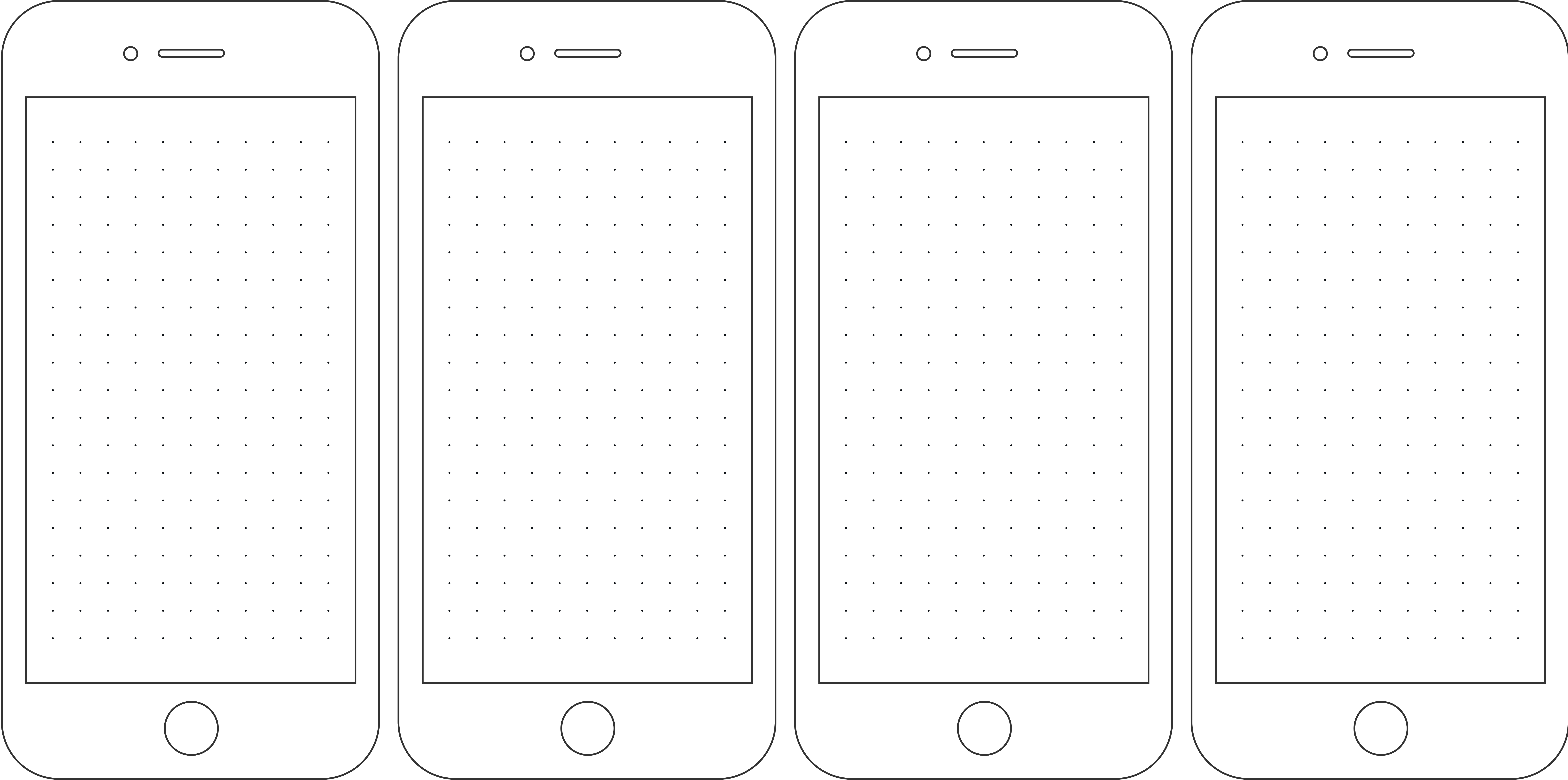
Sketch a flowchart of the user journey



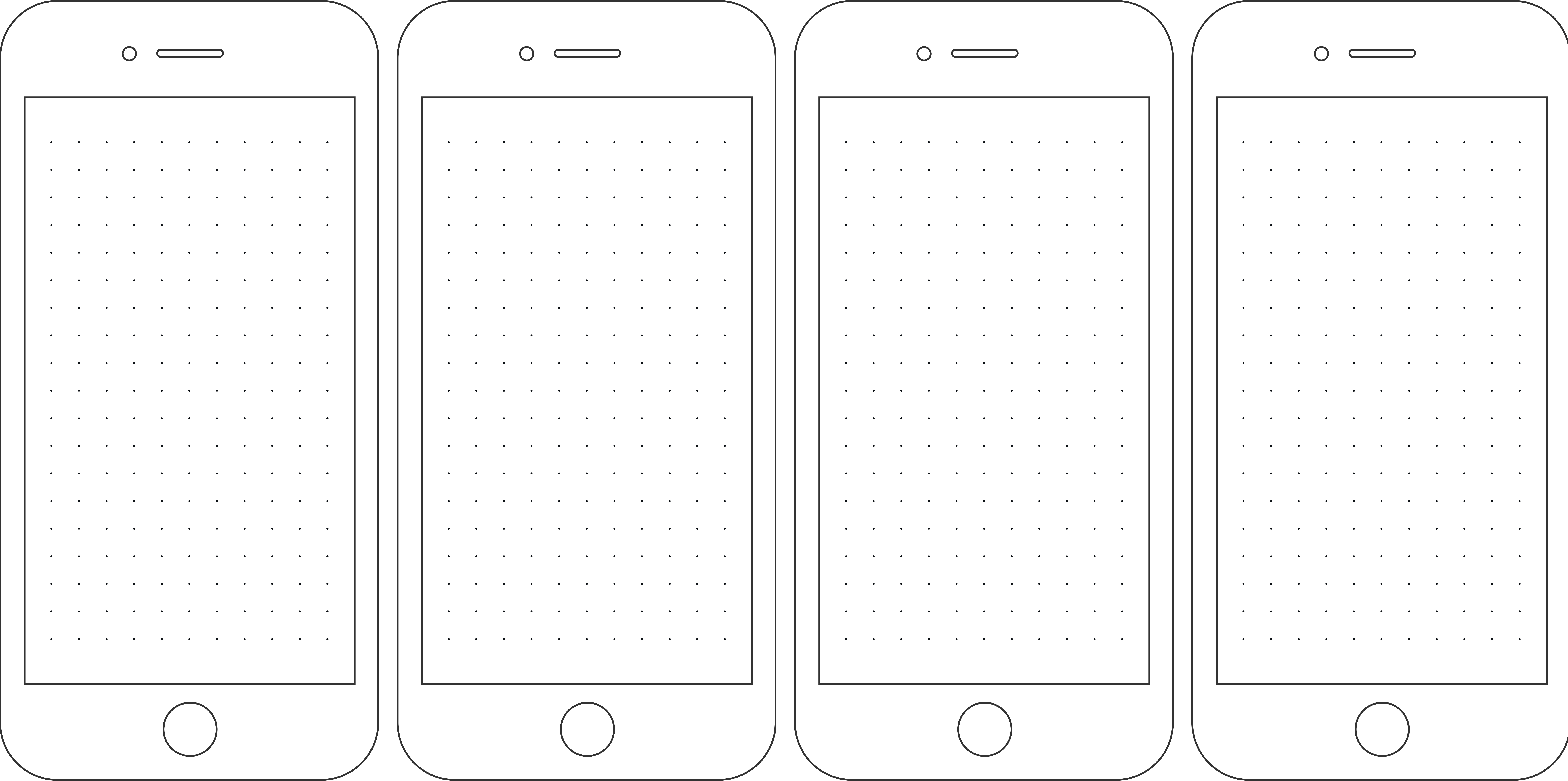
Sketch your app or feature, then take photos using Marvel



Sketch your app or feature, then take photos using Marvel



Sketch your app or feature, then take photos using Marvel



Prepare your test

Closed questions:

Can be answered by a “yes” or “no”

Did you enjoy using this app?

Would you use this app again?

+

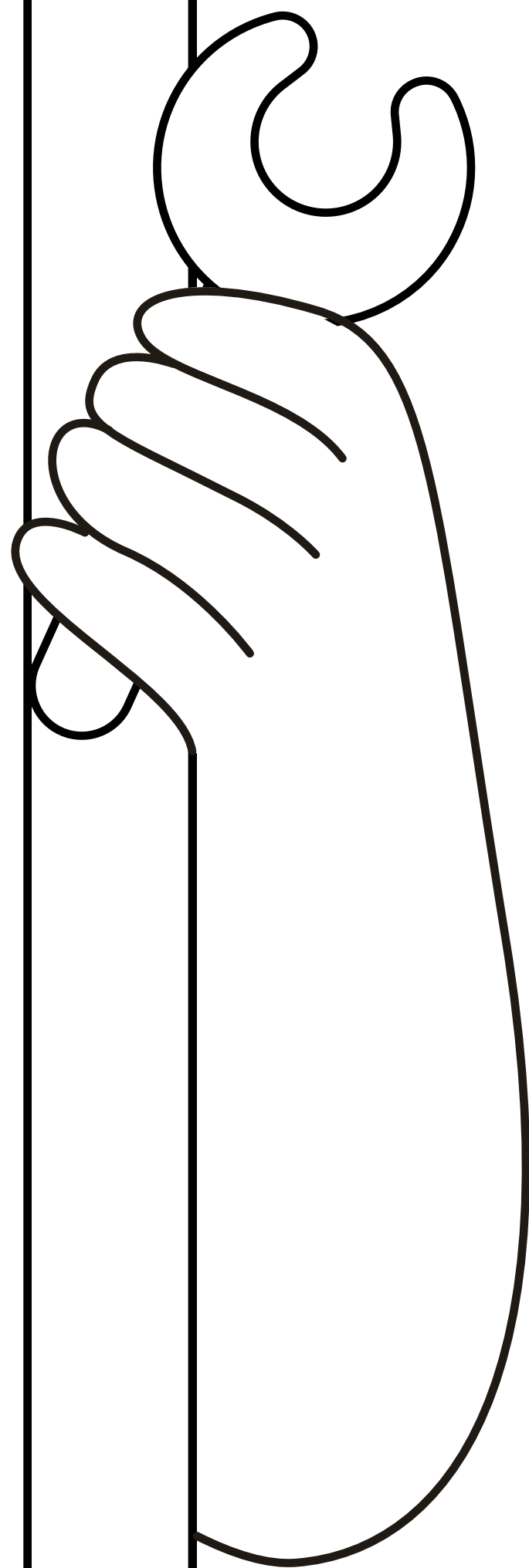
Open questions:

Should drive an answer that is more than a simple one-word reply

How did you navigate to the payment screen?

What could have made the checkout process easier?

+



Conduct your test

Person you're testing with _____

Positives

Found it easy to get to the account balance

Completed the onboarding successfully

Negatives

Confused on how to exit the account balance screen

Tap on the text instead of the icon thinking it was a button

