

# Creating a User flow

## Group exercise 20 minutes

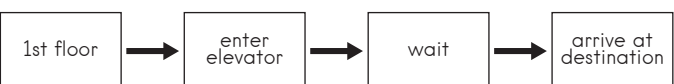
User flows are visual representations of textual design scenarios. Teams can use User flows to facilitate communication and collaboration.

Please note that the User flow does not represent how users navigate through an app.

With the User flow exercise, the intention is to map the paths toward target behaviors and undesired behaviors.

### 1. Translate scenario into User flow, and go big!

Draw a representation of the design scenario on the whiteboard  
Focus on actions that the persona does in the physical world  
Keep the flow as simple as possible.

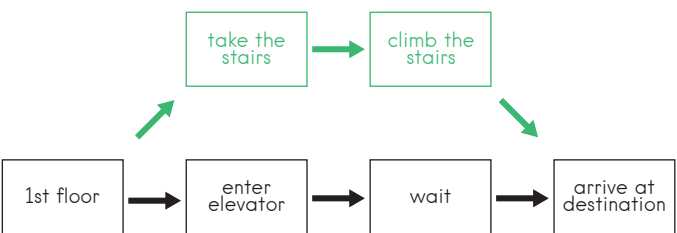


Use a large area of the whiteboard to facilitate the next steps.



### 2. Draw the target behavior

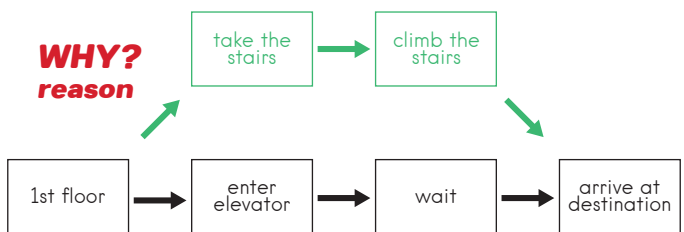
Drawing from the design challenge, add the target behavior to the user flow as per example below.  
Use another color of marker.



### 3. Mark the main obstacle

Discuss why the persona is not performing the target behavior. What is the behavioral or attitudinal obstacle that prevents their action? Base your reasoning on the persona, design scenario, and design card.

Mark where the main obstacle to perform the target behavior resides with a big red 'WHY?', and write down what is the actual reason for this obstacle to exist.



# Connecting theory to the design process

Group exercise  
20 minutes

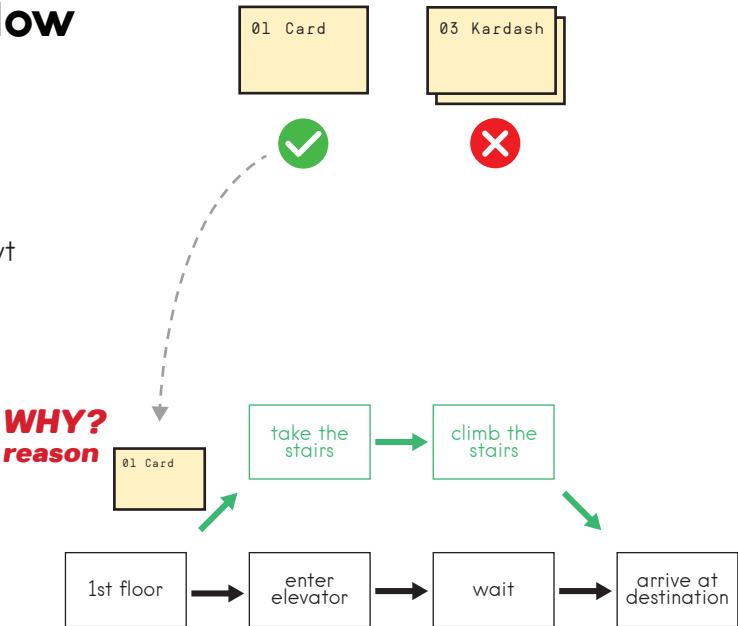
## 1. Discuss cards

- Spread all of the cards on your work table
- Discuss how the strategies in the cards could be used to support behavior change in your project
- Use cards to think about possible applications for your design challenge



## 2. Link one card to user flow

- Choose the card that can best tackle the obstacle outlined in the user flow.
- Connect the selected card to the user flow, bytaping it onto the whiteboard.



## 3. Generate hypothesis

- Draw on the chosen design card to envision how to tackle the design challenge.
- For example, based on the theory card, you can encourage the persona to take some action through a device, and/or you can expose the persona to some type of information that will influence their behavior and/or attitude.

Building up on the previous step, there is an expected outcome to the use of your proposed solution. You expect the persona to take a certain action, or think something, which will make the persona either perform the target behavior directly, or lead to the persona executing the target behavior. If you had to analyze if your proposed solution worked, how would you verify if the target behavior was performed by the persona? Thinking about how to measure the success of a design intervention can help to accuretely define user experience metrics.

If we...



Then...

# Sketching possible interventions

Individual exercise  
20 minutes

## Hypothesis

Take note of the design hypothesis that your team generated. Use the hypothesis and the chosen design card to inspire ideas of interventions to solve the design challenge.

Hypothesis:

## Directions

Find some prompts to spur your imagination on the right but feel free to sketch designs based on your own ideas of prompts.

On each box, write down the prompt you used for inspiration. If you didn't use a prompt that we provided, write down your prompt on the box as well.

Work quickly! Use 4 to 5 minutes per sketch.

## Prompts

- A. Design an intervention to increase the benefits of taking an action.
- B. Design an intervention that would make people uncomfortable.
- C. How could someone else help the persona engage in behavior change? (e.g. a friend, their mom, an assistant, a magician, a robot)
- D. What would you create with tech from 100 years ago?
- E. What would you create with tech that doesn't yet exist?

Prompt:

Prompt:

Prompt:

Prompt:

Prompt:

Prompt:

# Narrowing down

Group exercise  
20 minutes

## 1. Discuss sketches using the checklist below and choose one idea

Every team member shares their sketches with the team.  
Explain how your sketches would solve the design challenge if implemented.

As a team, select the sketch that seems most effective in encouraging the persona to perform the target behavior. Use the checklist below to guide you in this process.

Discuss each the following points. Use at least 1 minute for each.  
Take notes of your discussion. You can use these notes to explain the design rationale later!

### Behavior Change Aspects

How is your proposed design encouraging the ideal behavior?

How is your proposed design connected to a behavior change theory?

### UX Aspects

Is your proposed design appropriate to solve the persona's needs and constraints?

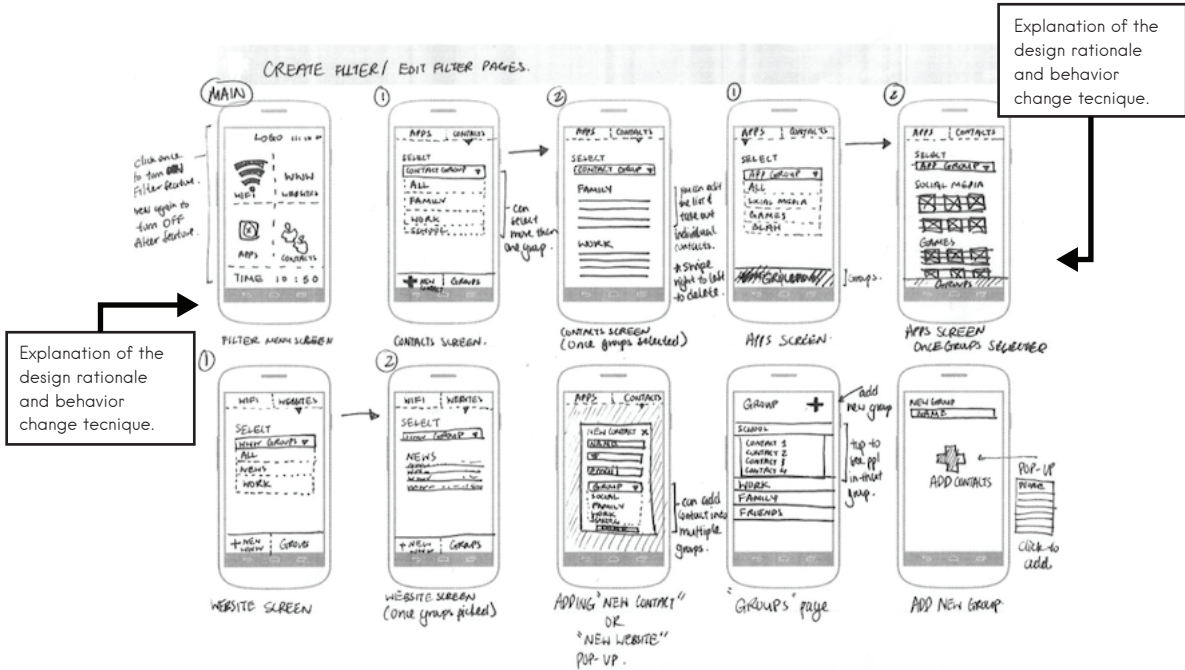
Ethics: What are the implications of affecting the persona in this way? Are there any potential negative consequences of your proposed design? (Either psychological or physical). In addition, are there any privacy concerns with logging or sharing a specific type of information on the persona?

# Prototyping

Group exercise  
80 minutes

## 2. Prototype

Transform your idea into a prototype. Create a sequence of steps to demonstrate how the design works; how it solves the design challenge.  
For example, if you created a mobile app intervention, you could show a navigation flow such as the one below. If you created an ambient display, you could storyboard how the persona interacts with it in context.



## 3. Write down design rationale

Use the theory card as a reference, as well as the other pages in this guide, where you wrote down important details about your design choices. Annotate your designs, explaining the rationale for choices. There are two main things we are looking for:

- a) You are required to address how the intervention is based on the theory of the week. How would your design solve the challenge? How is it connected to theory?
- b) You are required to address the ethics of your design. What are the potential ethical risks of steering people's actions with your design interventions?