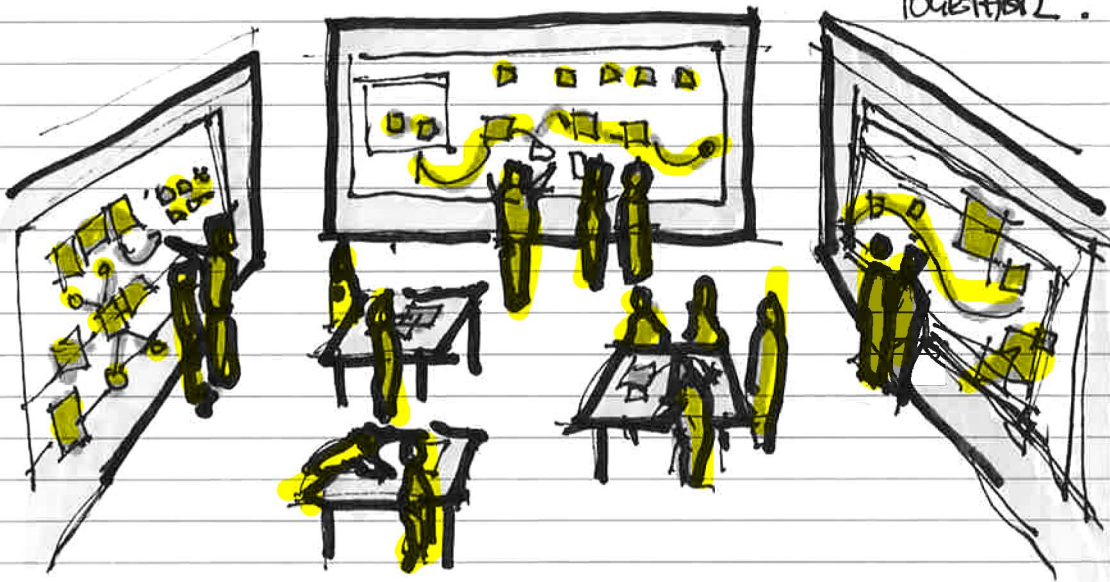


COLLABORATIVE DESIGN

WORKSHOP
METHODS FOR RAPIDLY DESIGNING BETTER USER EXPERIENCES
TOGETHER.



COLLABORATIVE DESIGN

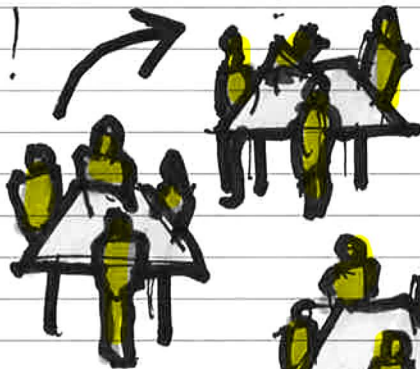
THE PLAN. — USING THE CARDS.



COLLABORATIVE DESIGN

TEAMS & TABLES

ENERGY!



$\frac{1}{2}$ DAY
ROTATION



INCLUDE
END
USERS



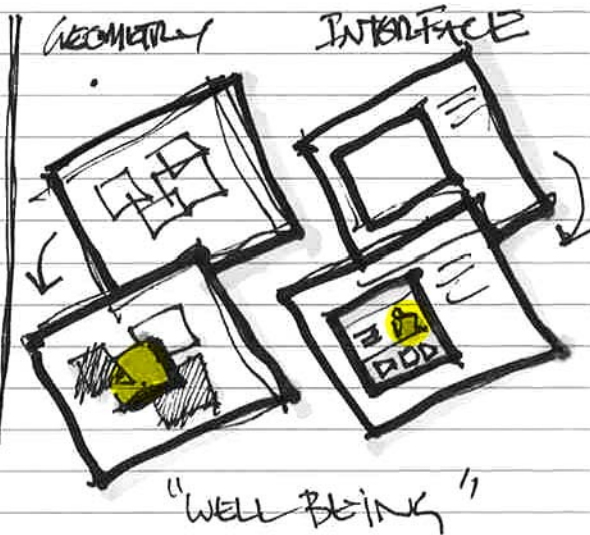
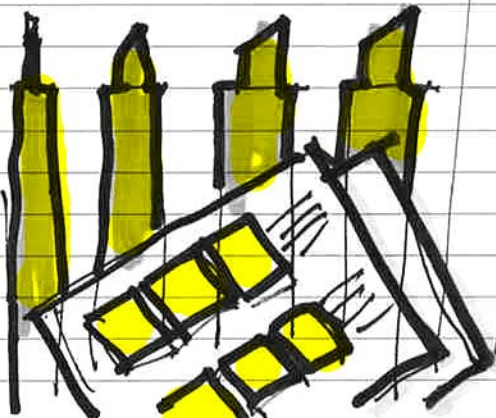
MULTIDISCIPLINARY



COLLABORATIVE DESIGN

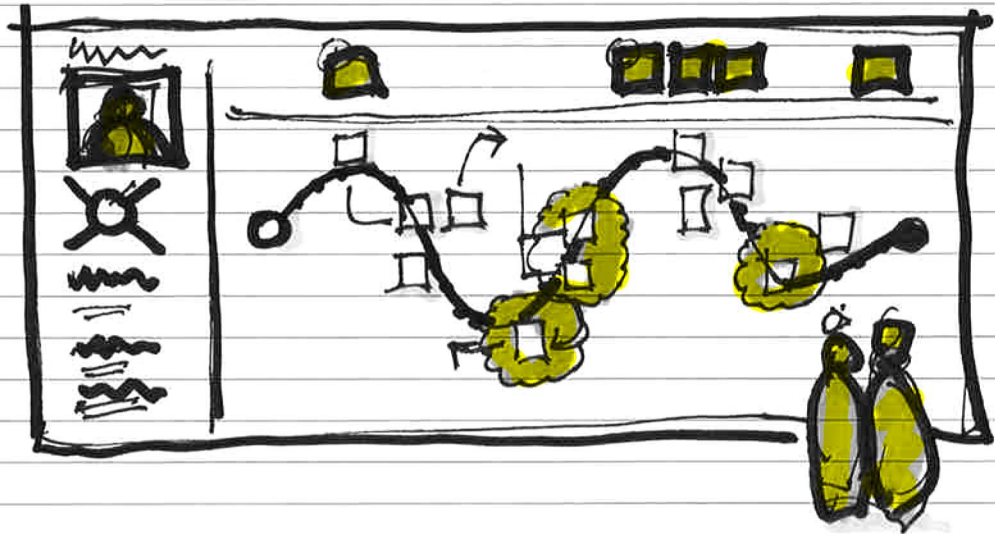
TOOL UP & WARM UP

- PENS
- TEMPLATES



CUSTOMER JOURNEY

UNDERSTAND THE REAL WORLD CONTEXT.



CUSTOMER JOURNEY 1

NAME



STORY

EMPATHY MAP
THINK/FEEL



PAIN

GAIN

WHO?

• MOTIVATION

• FEARS

• GOALS

CUSTOMER JOURNEY 2

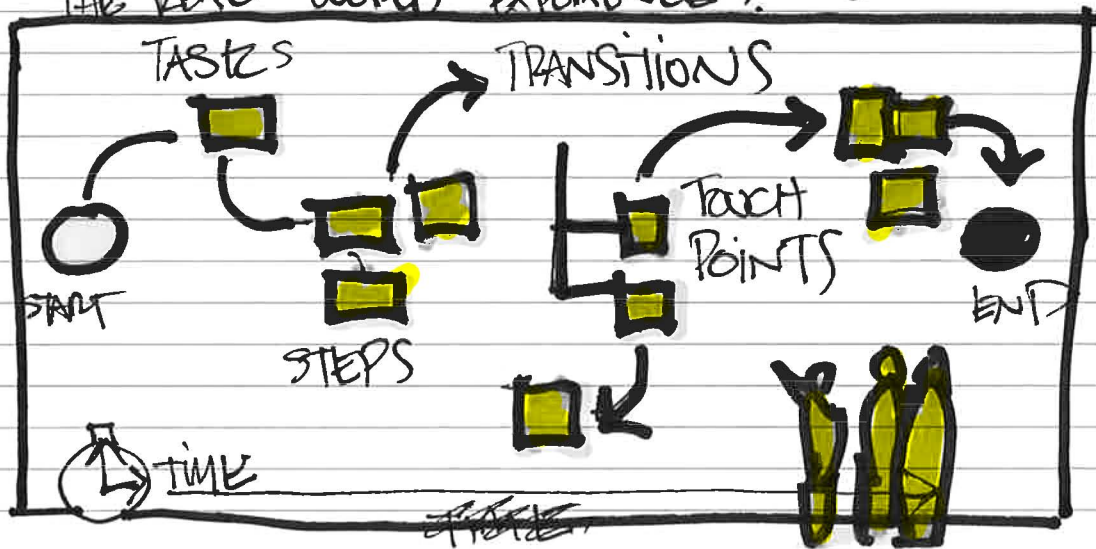
BOUNDARIES!



CUSTOMER JOURNEY 3

MAPPING THE JOURNEY

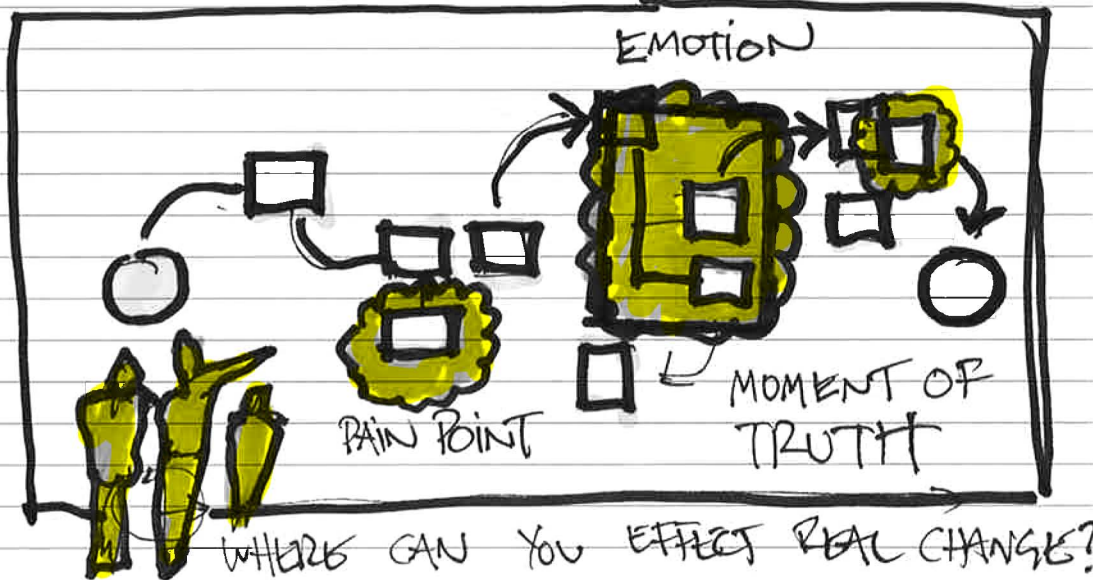
THE REAL WORLD EXPERIENCE!



CUSTOMER JOURNEY

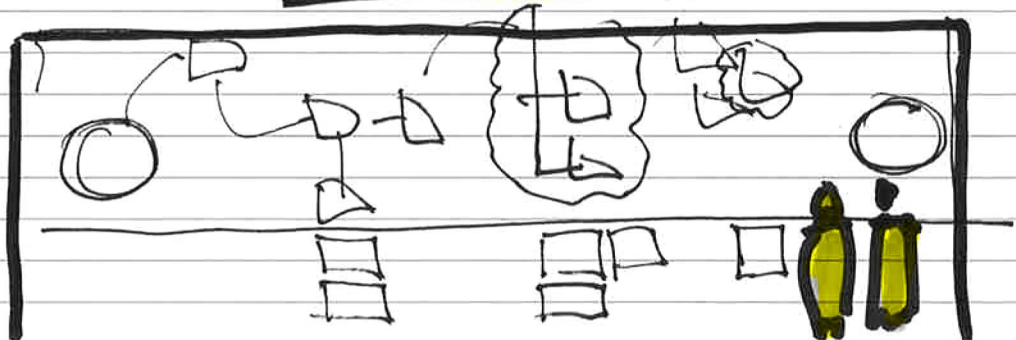
4

IDENTIFY MOMENTS OF OPPORTUNITY



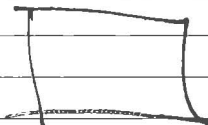
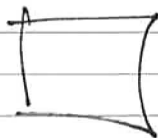
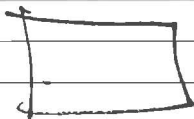
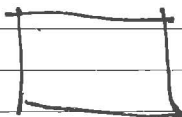
CUSTOMER JOURNEY 5

EXTRACT OUT DESIGN CHALLENGES



CUSTOMER JOURNEY 6

PRIORITIZE DESIGN CHALLENGES



DESIGN THINKING HELPS ASK THE RIGHT QUESTIONS.

CUSTOMER JOURNEY 7

SPRING BOARD INTO



VALIDATION

CUSTOMER & BUSINESS

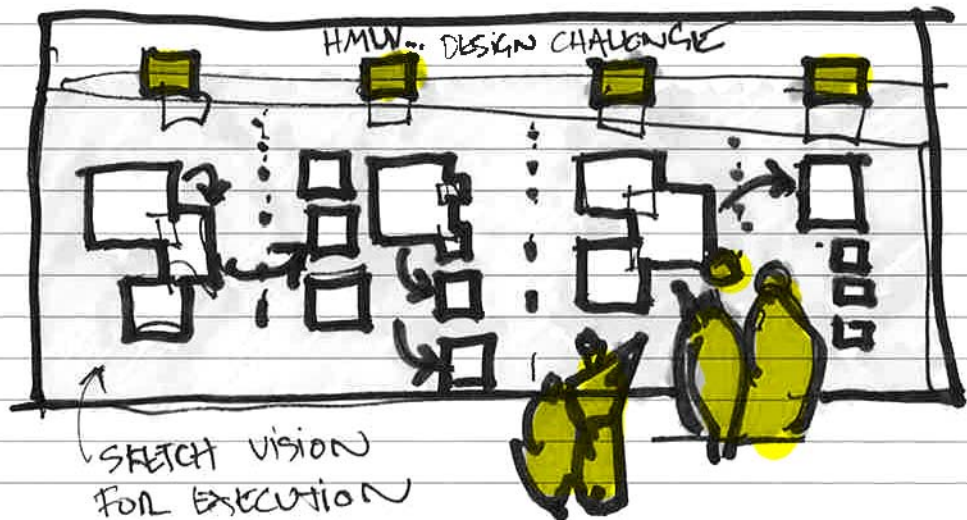
DESIGN

SKETCH BOARD

A VISION FOR
EXECUTION

DESIGN SKETCH BOARD

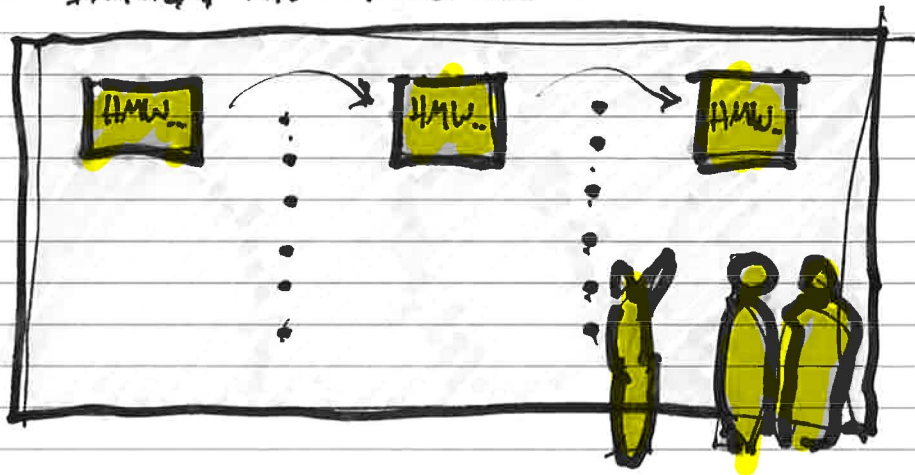
A VISION FOR KEY ELEMENTS OF THE XD.
- FLOWS, SKETCHES, INTERACTIONS.



DESIGN SKETCHBOARD 1

STRUCTURE DESIGN CHALLENGES

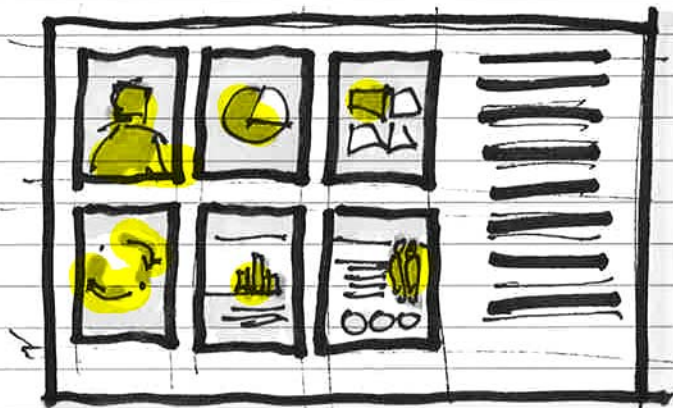
USE WHAT YOU LEARNED IN CUSTOMER JOURNEYS
TO INFORM THE FLOW...



DESIGN SKETCHBOARD 2

EXPLORATORY SKETCHING

AT LEAST 6 DIFFERENT WAYS TO APPROACH
THE ~~PROBLEM~~ HMW... DESIGN CHALLENGE



DESIGN SPEECH BOARDS 3

SHARE BACK EXPLORATORY IDEAS



DESIGN SKETCH BOARD 4

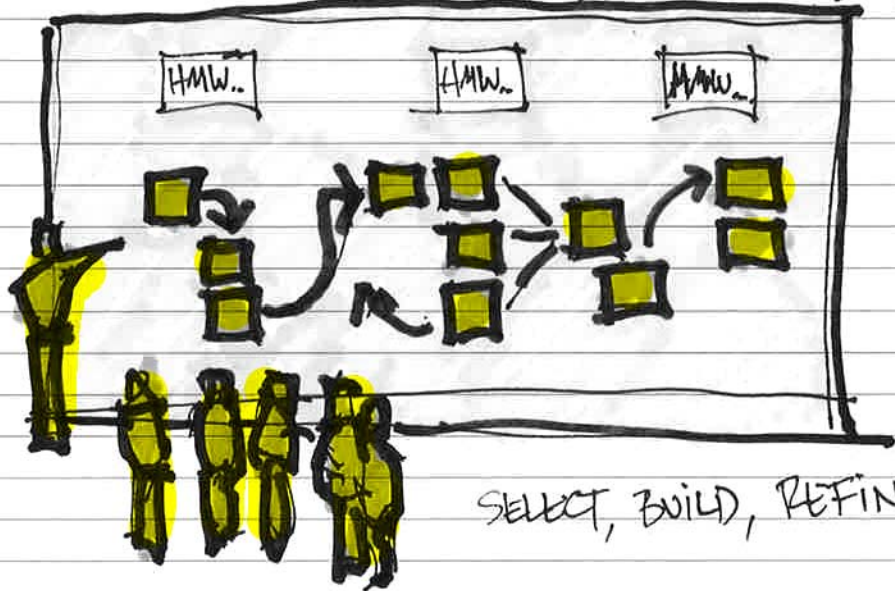
REFINEMENT SKETCHING

SELECT & BUILD ON ONE OR TWO OPTIONS



DESIGN SKETCHBOARD 5

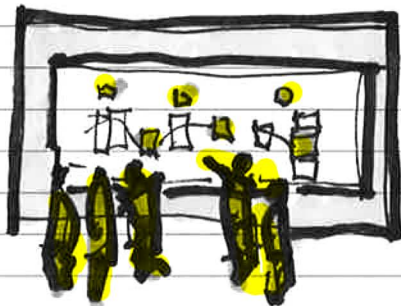
STRUCTURE & SHARE BACK



DESIGN SKETCHBOARDS 6

SPRING BOARD INTO...

IT'S JUST THE BEGINNING!



VALIDATION

CUSTOMER & BUSINESS

PROTOTYPE

UX / INTERACTIONS / FLOWS

STORY WRITING

ESTIMATION & DELIVERY
PLAN, SEQUENCING.