

Design for Delight Worksheets



Customer Empathy Debrief

What surprised you?

Why did it surprise you?

What pain points did you observe?

Customer Problem Statement

I am...

Type a specific description of the customer from their perspective, using "I".

I am trying to...

Type a desired outcome that the customer is trying to achieve.

But...

Type a problem or barrier.

Because...

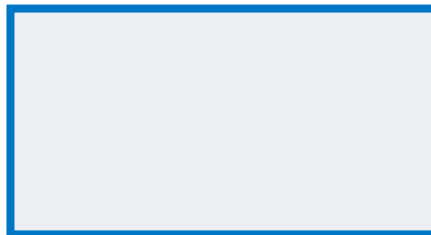
Type the root cause of the problem or barrier.

Which makes me feel...

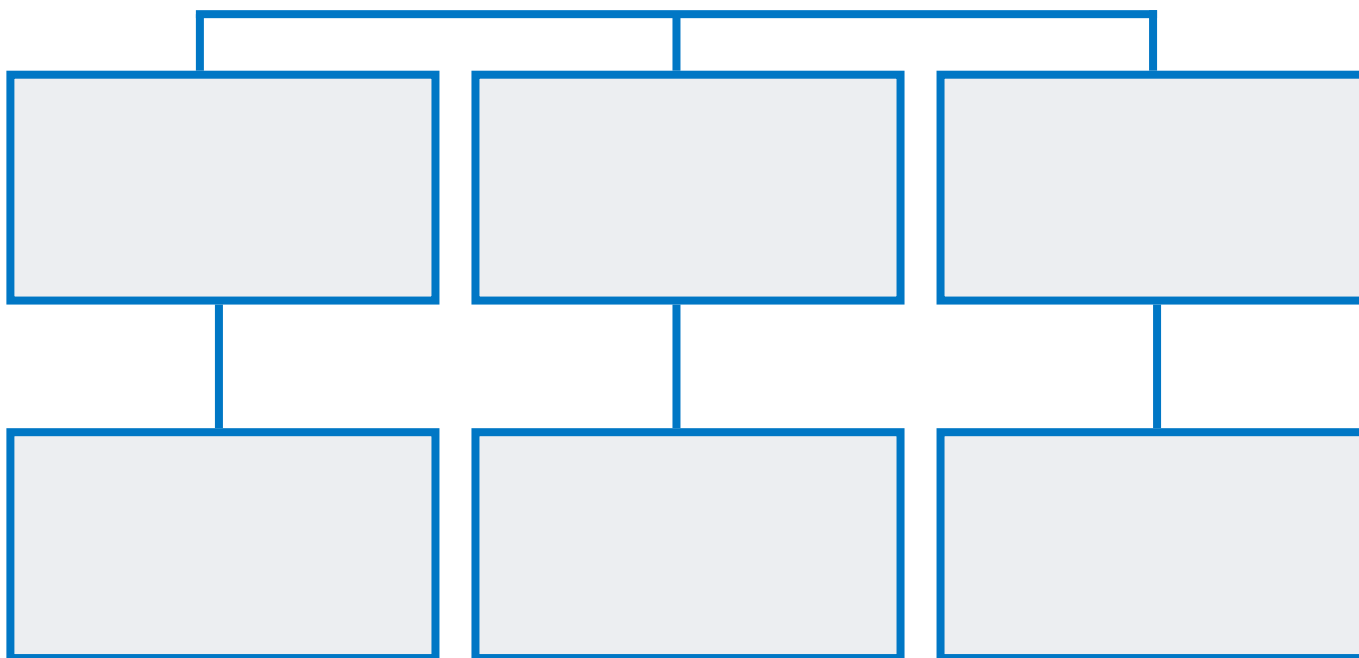
Type an emotion.

7 to get 1

First Idea



At least 6 other wildly different ideas



If you run out of ideas, try these prompts:

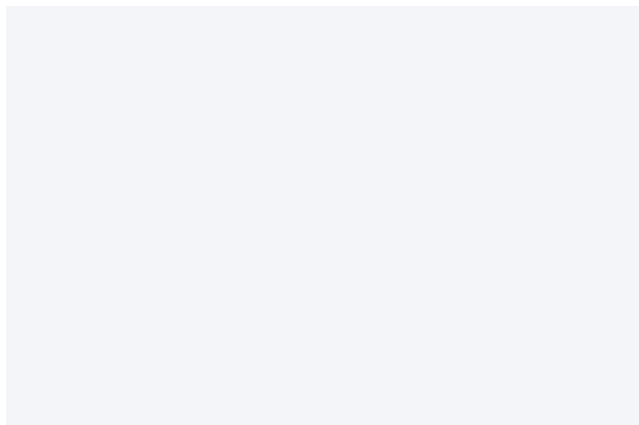
- What if your idea had to include a bus?
- What if you had a team of 2 million?
- What's an idea that would make the customer laugh?
- What if you borrowed an idea from something a doctor's office does?

2x2 Narrowing

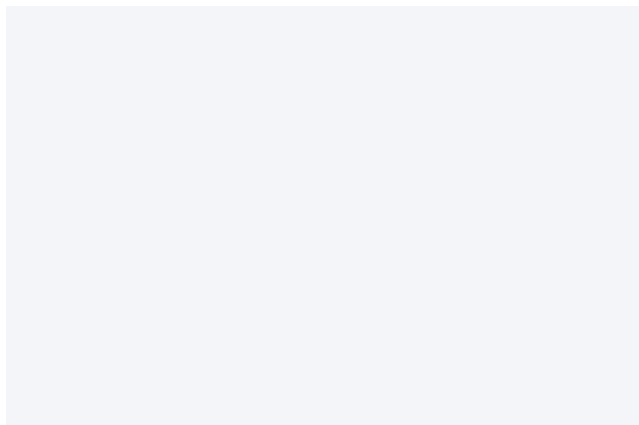
			Important customer problem		
Does not solve the problem well					
			Solves the problem well		
			Not an important customer problem		

Storyboard

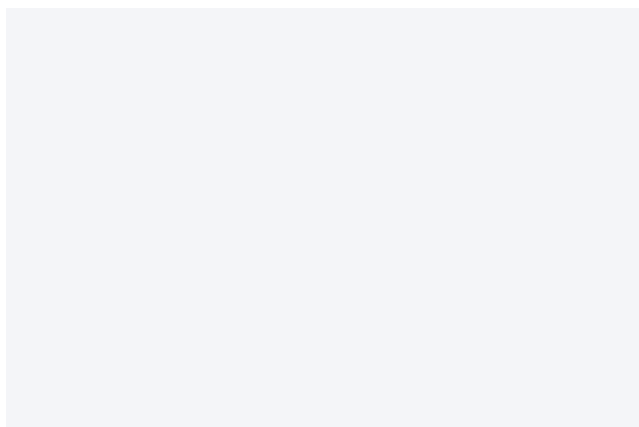
1. The customer experiencing the problem



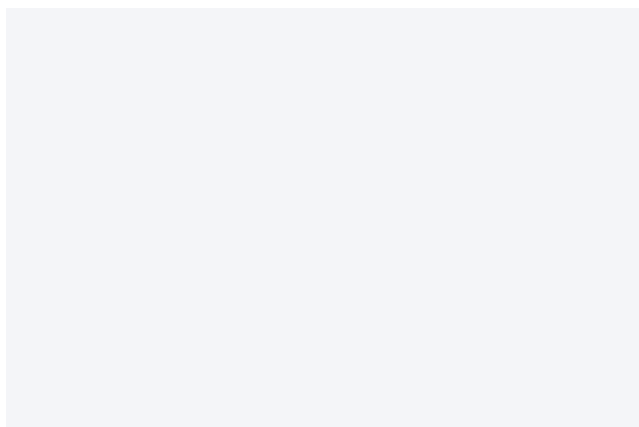
2. The customer finding the solution



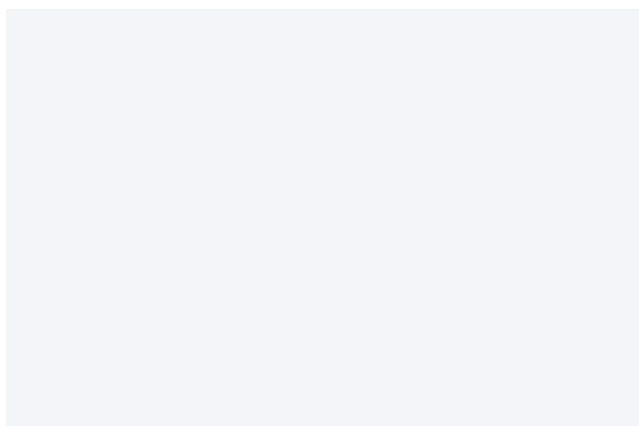
3. How the solution works



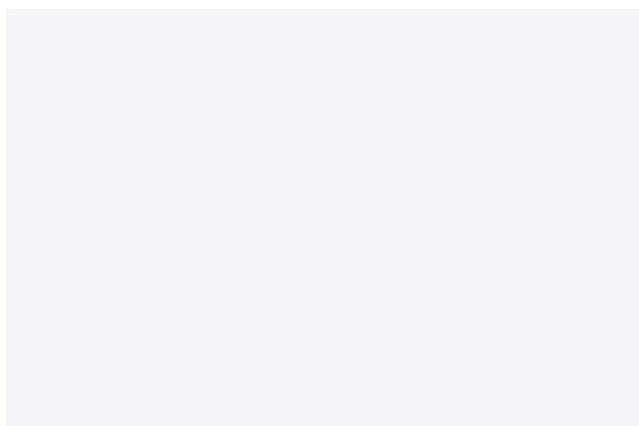
4. How the solution works



5. How the solution works



6. The customer experiencing the benefits





Assumptions

List assumptions

Categorize Your Assumptions

Customer Behavior

Technology

Business, Process, Data

Find Your LOFAs

			Crucial for Success		
Proven					Unproven
			Not Crucial for Success		

Hypothesis Statement

If we...

Type how the experiment will work.

Then...

Type the outcome you expect from your experiment.

Which we will measure by...

Type what metrics you'll use to know if it was successful.

Success for this metric will be...

Type the minimum number or percentage needed for success.

Experiment plan

LOFA to test

Type your customer behavior LOFA.

Experiment type

Choose one of the experiment types.

Who you're solving for

What specific customers?

What customer benefit you intend to deliver

Does it address a customer pain point?

What you need to learn

What will this experiment help you understand?