

TEMPLATES

EXPLORE PHASE

STEEPANALYSIS

SOCIAL & DEMOGRAPHICS

-
-
-
-
-

TECHNOLOGY

-
-
-
-
-

ECONOMY

-
-
-
-
-

ENVIRONMENT & NATURE

-
-
-
-
-

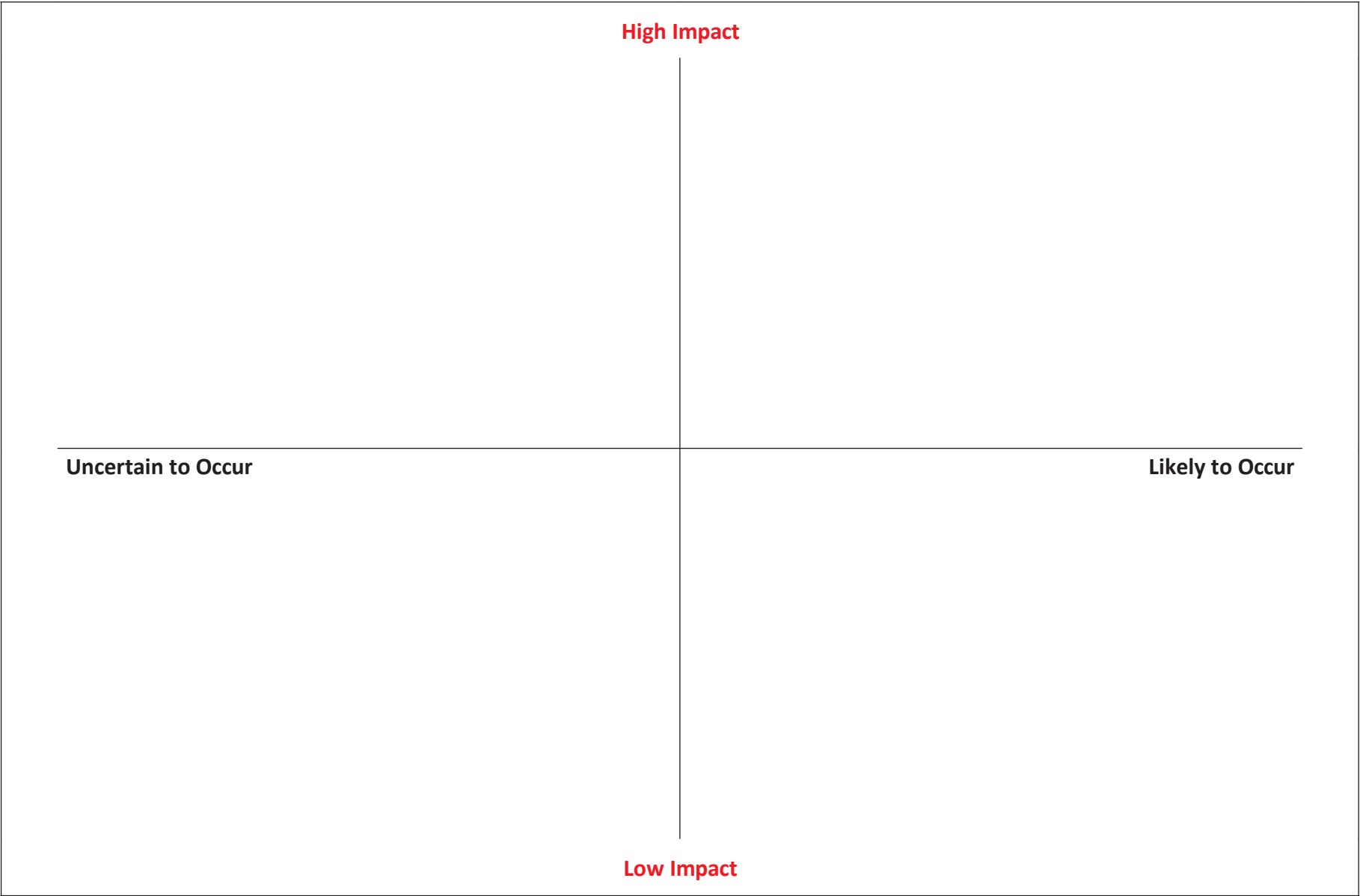
POLITICS & LEGAL

-
-
-
-
-

**YOUR DESIGN
CHALLENGE
ISSUE**



STEEP ANALYSIS MATRIX



STEEP ANALYSIS PRIORITIZATION

Discuss 2 key trends from the High Impact – Likely to occur quadrant:

1.

2.

Discuss 2 trends from the High Impact – Uncertain to occur quadrant

1.

2.

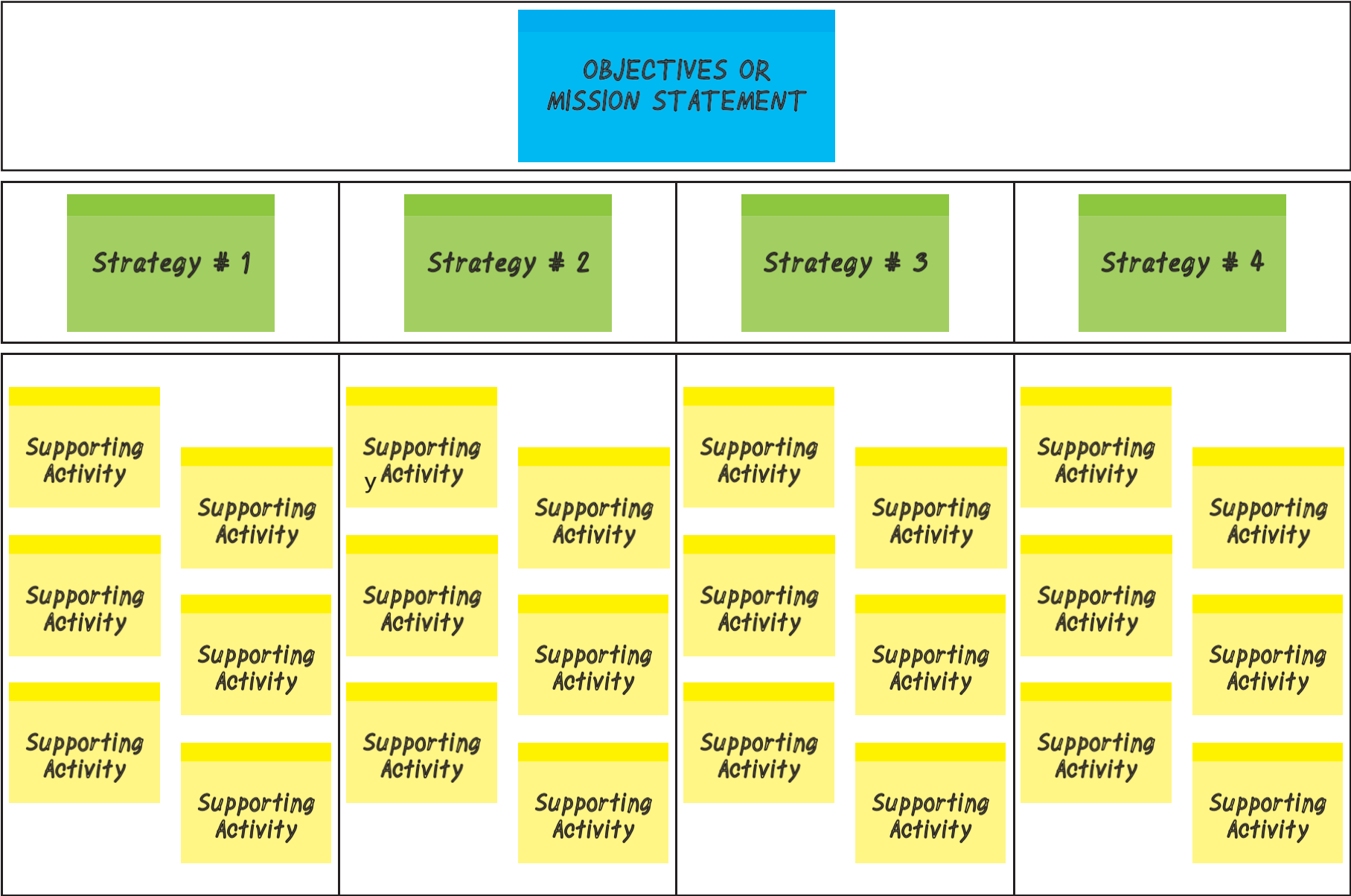
STEEP ANALYSIS MATRIX

	URGENT	LESS URGENT
LESS IMPORTANT		
IMPORTANT		

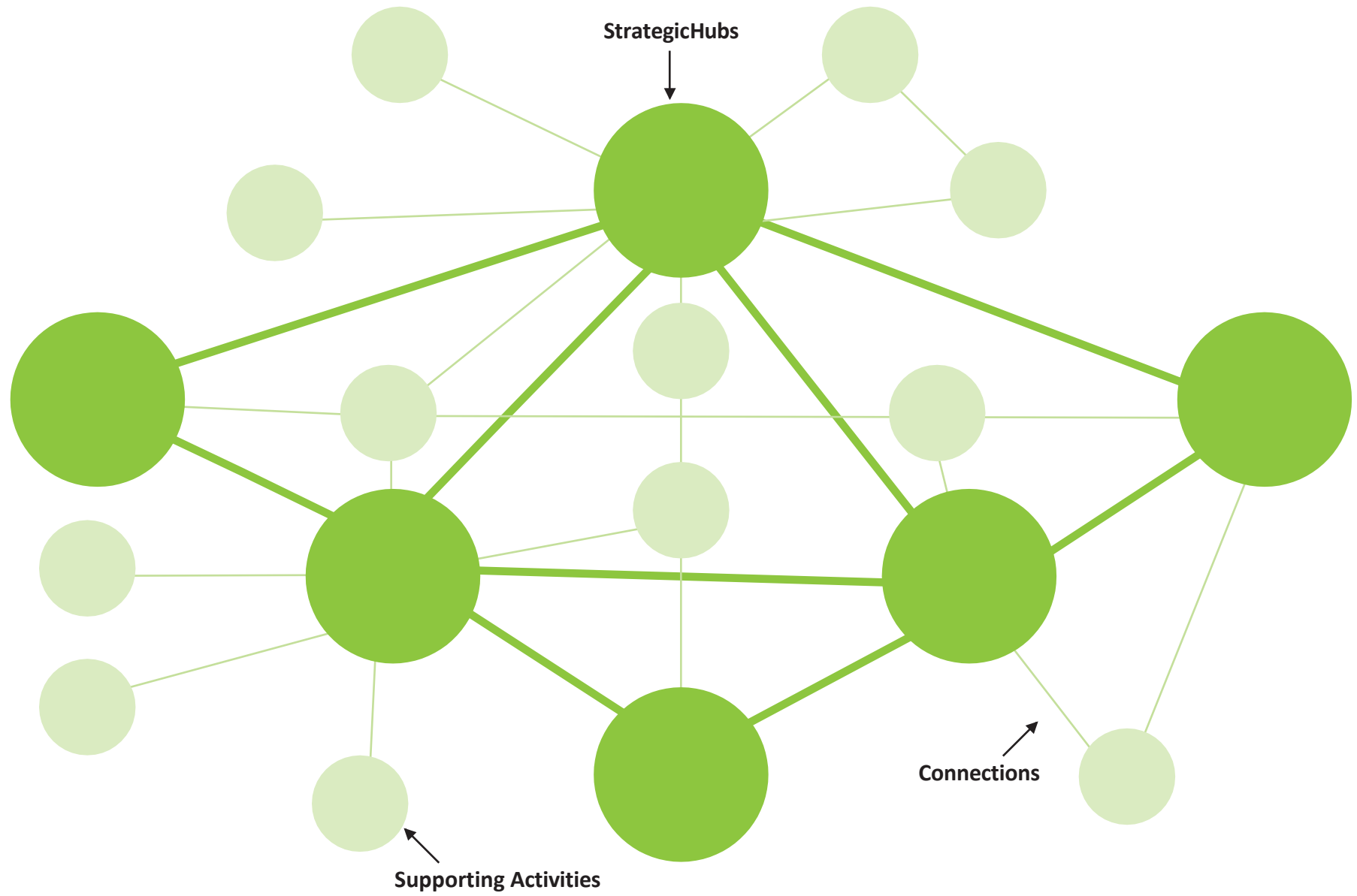
SYNTHESIS: MAKING SENSE OF STEEP ANALYSIS AND STRATEGIC PRIORITIES

Assessment Questions	Synthesis: Sense Making
What relationships among the trends do you perceive? How are they related? Why are these relationships important	
What opportunities and/or challenges need immediate attention going forward for your design challenge? And why?	
What would it take to create positive change on this issue relating to your design challenge?	
Who else would be interested in this issue? Why should they care? What conversations would you have with them?	

MAPPING ORGANIZATION ACTIVITY SYSTEM

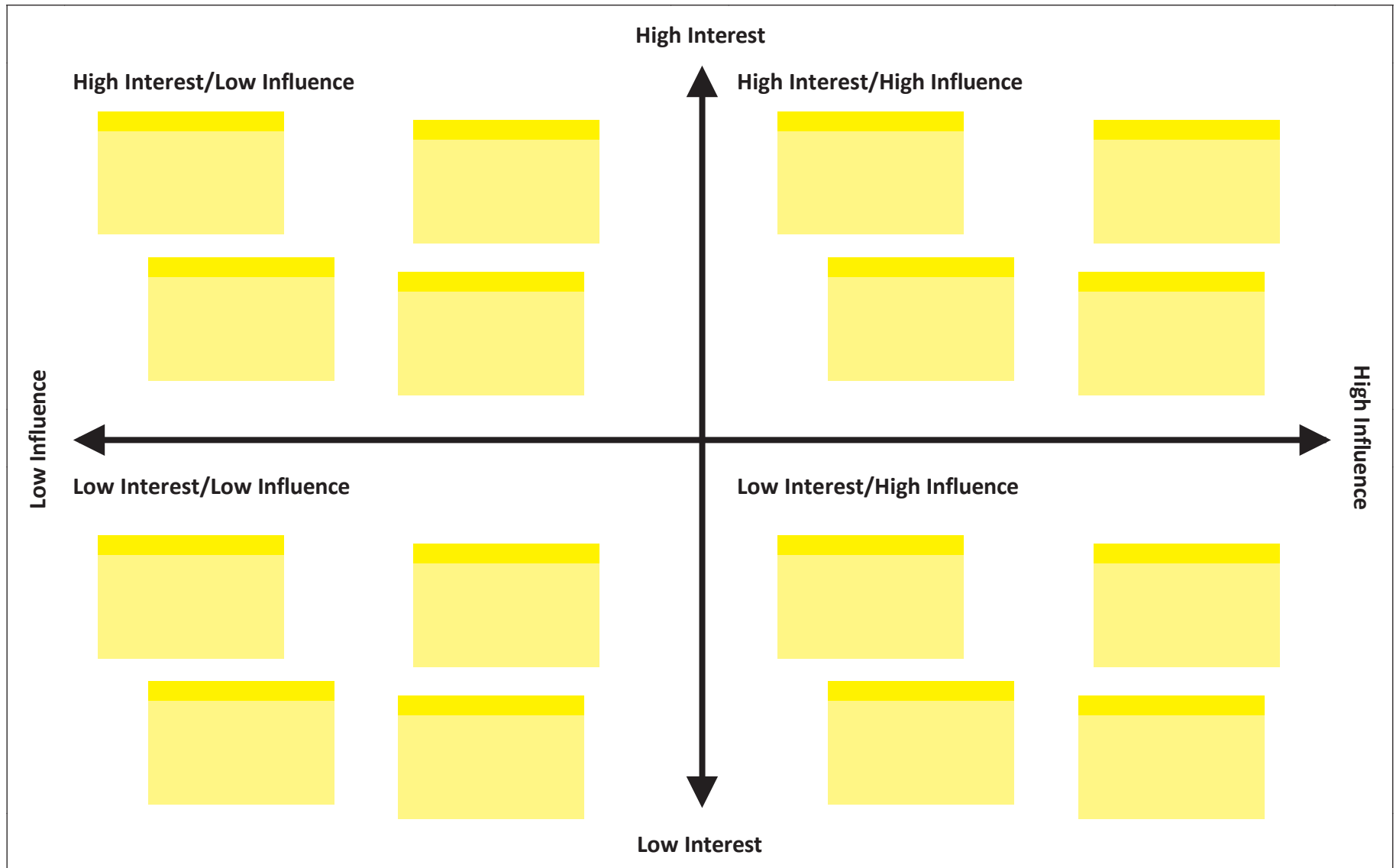


KEY COMPONENTS OF ACITIVITY SYSTEM



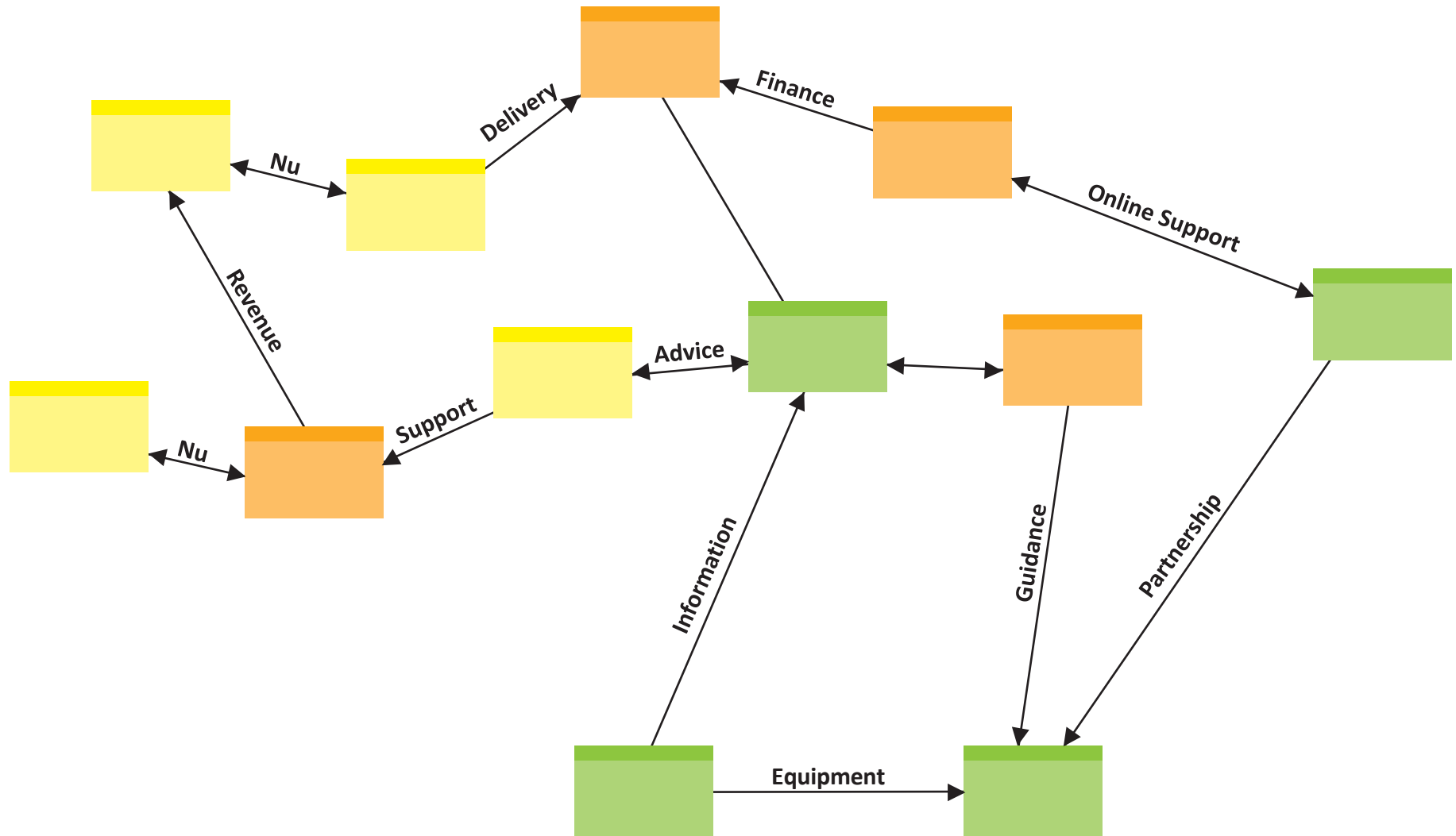
STAKEHOLDER MAPPING MATRIX

(Identify your relevant key stakeholders)



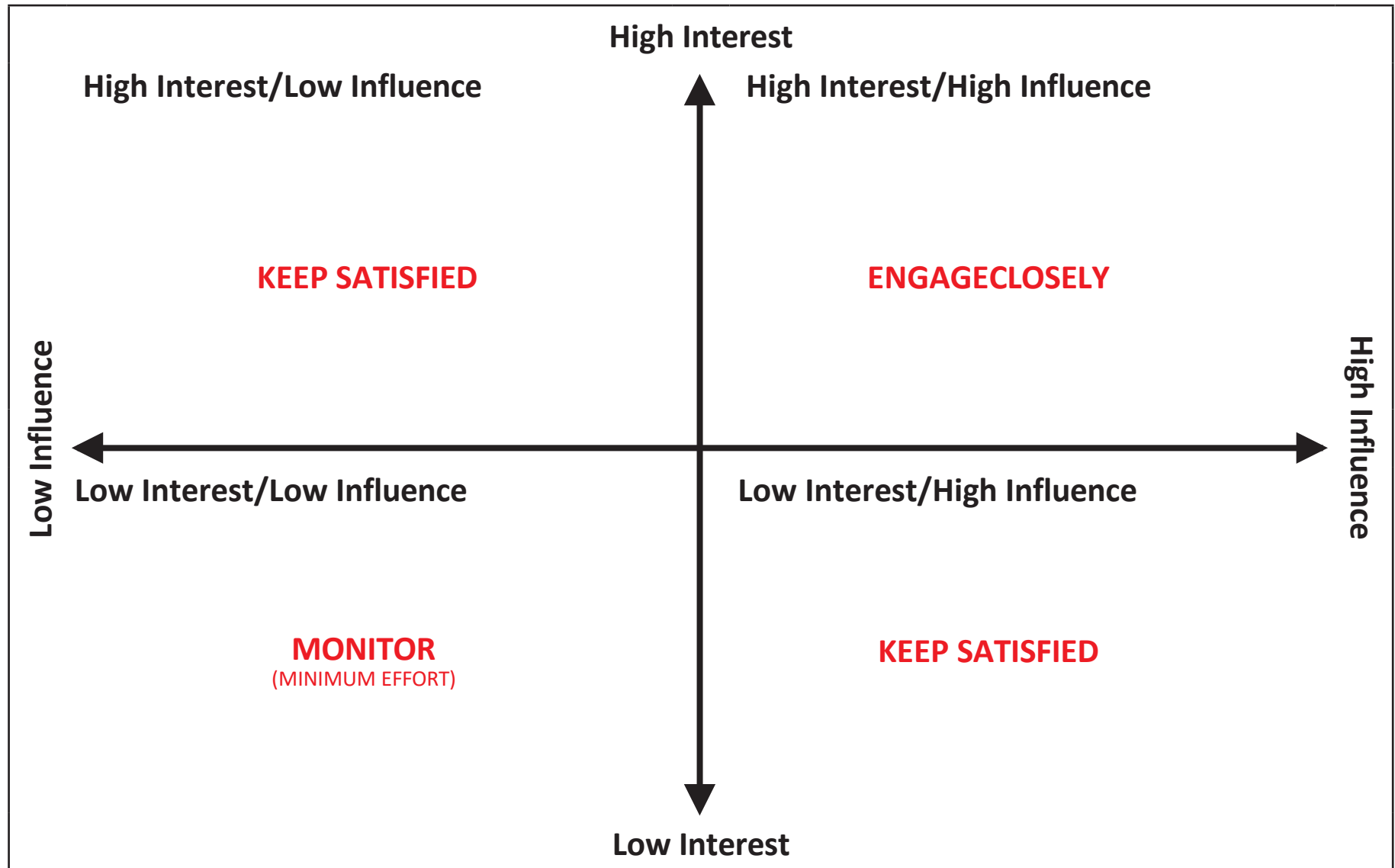
STAKEHOLDER LINKS & RELATIONSHIP MAPPING TEMPLATE

(Define the links and relationships between stakeholders)



STAKEHOLDER PRIORITY MAPPING MATRIX

(Develop engagement Strategies)



STAKEHOLDER ANALYSIS & ENGAGEMENT STRATEGY

[illegible]

PROJECT BRIEFAND OPPORTUNITY FRAMING TEMPLATE

A.CHALLENGE OR PROBLEM DEFINITION		
Project Sponsor	Organization Name	
	Address and Contact	
	Contact Person(s)	
Project Title		
Design Challenge		
Design Challenge Context and Background Info	What are the issues and opportunities that inspired this Design Challenge	
	Why does this Design Challenge matter to the organization	

PROJECT BRIEF AND OPPORTUNITY FRAMING TEMPLATE

A.CHALLENGE OR PROBLEM DEFINITION (contd...)	
Goals and objectives of the Design Challenge	
Target users of this Design Challenge	
Other key stakeholders	
Previous efforts to solve this Design Challenge	
Current activity system and process	

PROJECT BRIEF AND REFRAMING PROJECT CHALLENGES TEMPLATE

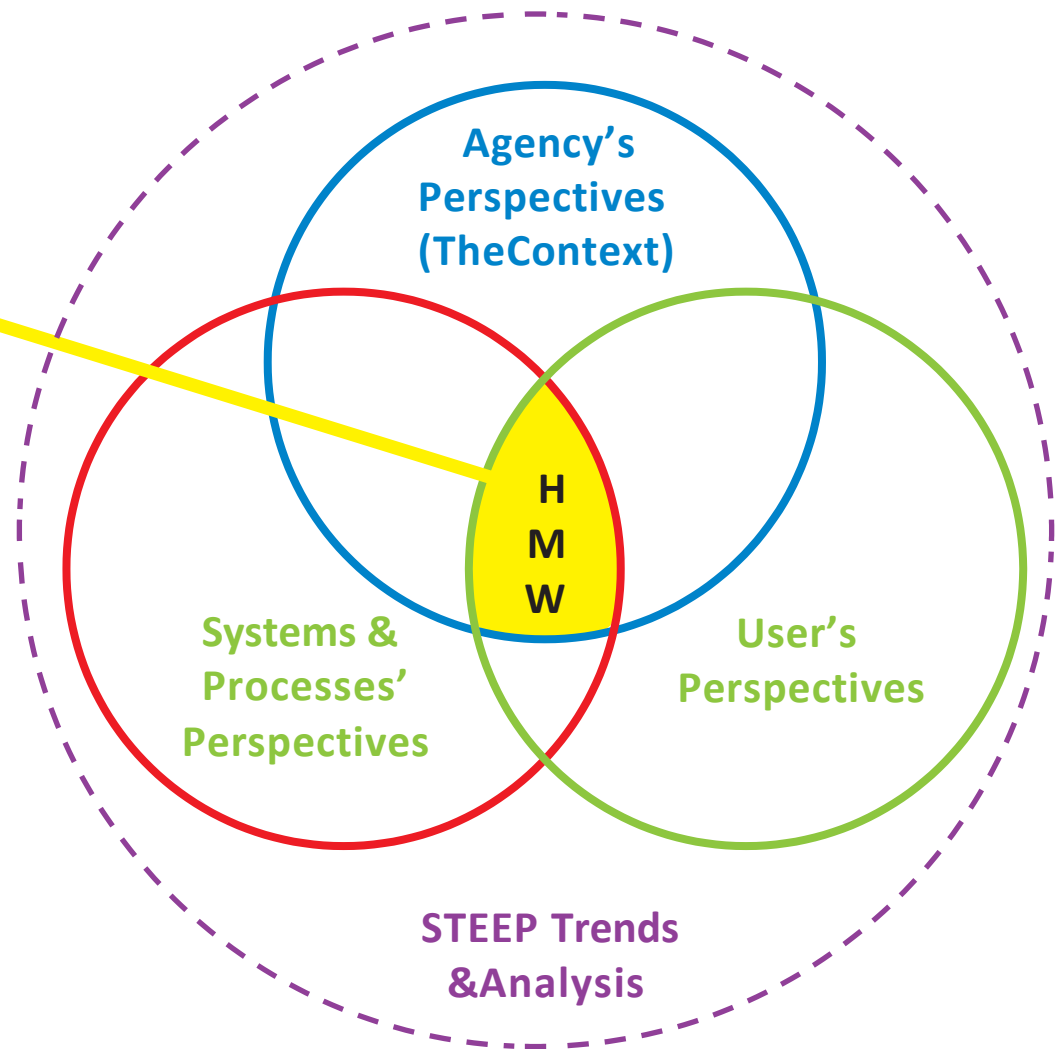
B.OPPORTUNITY FRAMING	
Real issues behind this Design Challenge	
Inspirations from others in solving this Design Challenge	
Teams contributions	
Successcriteria	
“HOW MIGHT WE”Opportunity/ possibility statement	

REFRAMING THE OPPORTUNITIES TEMPLATE

**Reframe your opportunities
and filter one**

“How might we.....?”

1. “How might we.....?”
2. “How might we.....?”
3. “How might we.....?”

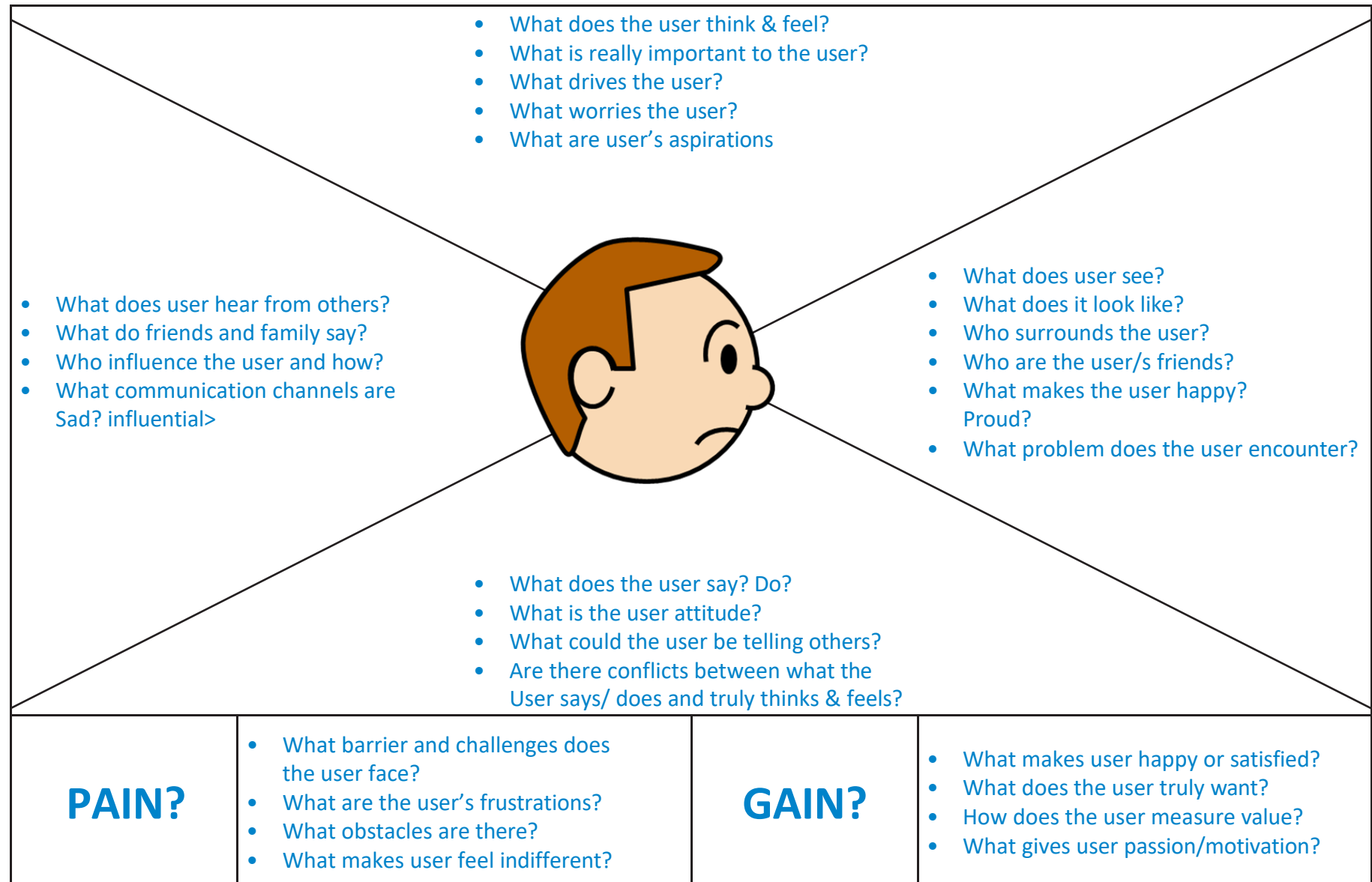


**EMPATHISE
PHASE**

POEMS FRAMEWORK TEMPLATE

Location:		Date/Time/Period:
Report By:		
POEMSFramework	Field Visit and OnsiteObservation	Insights
People: Who are involved? (E.g. commuters, street vendors, officeworkers, children, motorists, delivery men, etc.) What roles do they play? How are the people engaging with each other? How are they related? What are the relationships? What is the social context?		
Objects: What artifacts are important? (E.g. bus stops signage, traffic lights, benches, etc.) What roles do they play? How are people engaging with the objects, and with their surrounding? What is interaction? How does the object influence people's behavior?		
Environment: Where is the action taking place? (e.g. public bus, road side, government office, garden, etc.) What is happening? What are the people doing? How do the people behave in this environment? How does the environment influence people's behavior? What is the mood? Ambience?		
Messages & Media: What are the messages and communication media used? (e.g. signage, online materials, posters, apps, etc.)What roles do they play?		
Services: What are the services and support systems provided? (e.g. registration, library services, hands-on guide, online booking, etc.)		

GENERATE INTERVIEW QUESTIONS



EMPATHY MAP & USER JOURNEY TO GENERATE INTERVIEW QUESTIONS

DOING	SEEING	HEARING/SAYING	FEELING/THINKING	FRUSTATION	NEEDS/WANTS
When does target User go there? How does target User go there?					

USER INTERVIEW NOTES

Interviewer Name	
Note Taker & Observer	
Interviewee Name	
Interviewee contact details	
Date/Time of Interview	
Interview Location	
Interview's background information	
Gender	
Age Range	
Profession	
Education Background	
Family	
Hobbies	
Likes/Dislikes	
Interview Notes(Verbatim)	Observations/Quotes

POST INTERVIEW DISCUSSION: ABOUT THE INTERVIEWEE

Interviewee's Goals & /or Motivation	Interviewee's Aspirations:
Interviewee's Current Experience	Interviewee's Challenges &/or Pain Points
3 most memorable things about the interviewee:	User Insights &/or Needs

POST INTERVIEW DISCUSSIONS: ABOUT THE PROCESS

What went well with the Interview?
What did not go well with the Interview?
How can we do better for next Interview?

ENDOFINTERVIEWNOTES

POST INTERVIEW DEFREIFPRESENTATION:

Summary profile of interviewee

	<div>Insert Photo Here</div>		Overview of interviewee (Brief demographic profile, likes /dislikes, lifestyle etc.,):
--	------------------------------	--	--

Summary profile of interviewee

Goals/Motivation:	Aspiration:
Current Experience:	Challenges and Pain Points:
3 most memorable things about the interviewee:	User Insight & Deep Needs:

DOCUMENTING INSIGHTS & NEEDS:EXAMPLE


INSIGHT #:

Insert narrative of the user insight, needs, quotes here.

Need:

Quotes 1:

Quotes 2:

PERSONA CANVAS		Persona Name:
Demographic Profile: Age: Gender: Home: Family: Education Background:	Goals:	Deep Need Statement:
	Motivation/Aspiration:	Diversity of Needs:
Hobbies/Likes/Dislikes:	Challenges/Pain Points:	 <small>classroomclipart.com</small>
Social & Family Lifestyle:	Behavior:	

EXPERIMENT PHASE

SCAMPER WORKSHEET

S	Substitute	<i>(What can you substitute? What or who could you use instead?)</i>
C	Combine	<i>(What can you combine or bring together?)</i>
A	Adapt	<i>(What can you adapt for use as a solution?)</i>
M	Modify	<i>(Can you modify or change the item in some ways?)</i>
P	Put to other uses	<i>(What other or new ways could this be used?)</i>
E	Eliminate	<i>(What can you get rid of?)</i>
R	Reverse	<i>(What could you rearrange or change around?)</i>

RECONNECTING WITHOUR PERSONAS

Behaviors	Aspirations	Motivations	Challenges	Pain Points

User Insights

Deep User Needs

Constrains &/or Design Criteria

**ENGAGE
PHASE**

STORY BOARD CANVAS

Directions:

- Review your persona, the ideal user experience journey and the prototype you have created.
- Brainstorm how you intend to illustrate your persona's story in a coherent manner including the narratives.
- Use the story board template / canvas provided and start drawing.

Title: _____		

STORY BOARDING CANVAS

BEGINNING		MIDDLE		END
The Persona	The Setting	The Problems	The Solutions	The Resolutions

**EVOLVE
PHASE**

STRATEGIC REQUIREMENT TEMPLATE

Strategic Requirements	The Big Idea or the Idea Concept (Main Solution to be delivered)		
Key Solution Components of the Big Idea			
Capabilities Required to Deliver this Solution Component			
Current Organizational Assets & capabilities to be Leveraged			
Development Strategy to develop this capability (if needed)			
Requirements and cost to develop (high / med / low)			
External Sources of Expertise (potential partnership)			

EVOLVING THE PROCESS FOR DELIVERY

Key Solution Component	Workflow / Process Needed to Implement the Solution					
(Input Your Solution Component 1)	Process1 (Header)	Process2 (Header)	Process3 (Header)	Process4 (Header)	Process5 (Header)	Process6 (Header)
	Process1(De- scription)	Process 2 (Description)	Process 3 (Description)	Process 4 (Description)	Process 5 (Description)	Process 6 (Description)
(Input Your Solution Component 2)						
(Input Your Solution Component 3)						
(Input Your Solution Component 4)						

IMPACT EVALUATION INDICATORS

Criteria	Indicators & Measurement	Stakeholders
Social Value Creation	1.... 2....	1.... 2....
Stakeholder Satisfaction	1.... 2....	1.... 2....
Solution Sustainability	1.... 2....	1.... 2....
Solution Scalability	1.... 2....	1.... 2....

ACTION PLANNING TO ADVANCE THE DESIGN CHALLENGE PROJECT

Idea What idea for implementation	Objectives Why is this idea important? Values and benefits	Responsibility Who will lead this?	Implementation How will this be Implemented?	Resources What capability and resources are needed?	Completion When will this be completed?

IDENTIFYING QUICK WIN

What is this Quick Win (1) about?	
What are the success indicator(s)? How would it (these) be measured?	
What are the resources / staff trainings needed?	
Who will lead this Quick Win implementation?	
What are the key steps needed to implement this Quick Win? What is the timeline till completion?	
When will be the status or progress update?	
When will this be completed?	
How would the Success be communicated?	

CONCEPT SYNTHESIS

Design Challenge	How Might We...		Solution Concept	
Persona:				Value Propositions to Organizations/Agency:
Deep Needs:			Value Propositions to Target Users:	
Gains:			User Need(Problem) Solvers:	
Pains:		Gain Creators:	Pain Relievers:	

M-A-R-S FRAMEWORK

<p>Use the MARS framework to understand the people's behavior in the face of the change and innovation</p> <p>Motivation</p> <p>It is about the Why / the Will to change</p>					
		Ability	Role	Systems	
		It is about the Tools and Skills	It is about defining Roles/To Rs	It is about the Support system (Resources)	
<p>Engage team in conversation to connect and to empathize. Listen to welcome the truth and to gain trust</p>	Think				
	Feel				
	Do				

WHAT IS OUR CHANGE MANAGEMENT PLAN?

Vision (Reasons)for change	Staff Engagement	Communicate vision for change	Implementation Plan	Empower people for change	Create Quick Wins

