

DEVELOP A GOOD PROBLEM STATEMENT

Focus on specific needs.

MUST be meaningful and actionable

THE DESIGN CHALLENGE

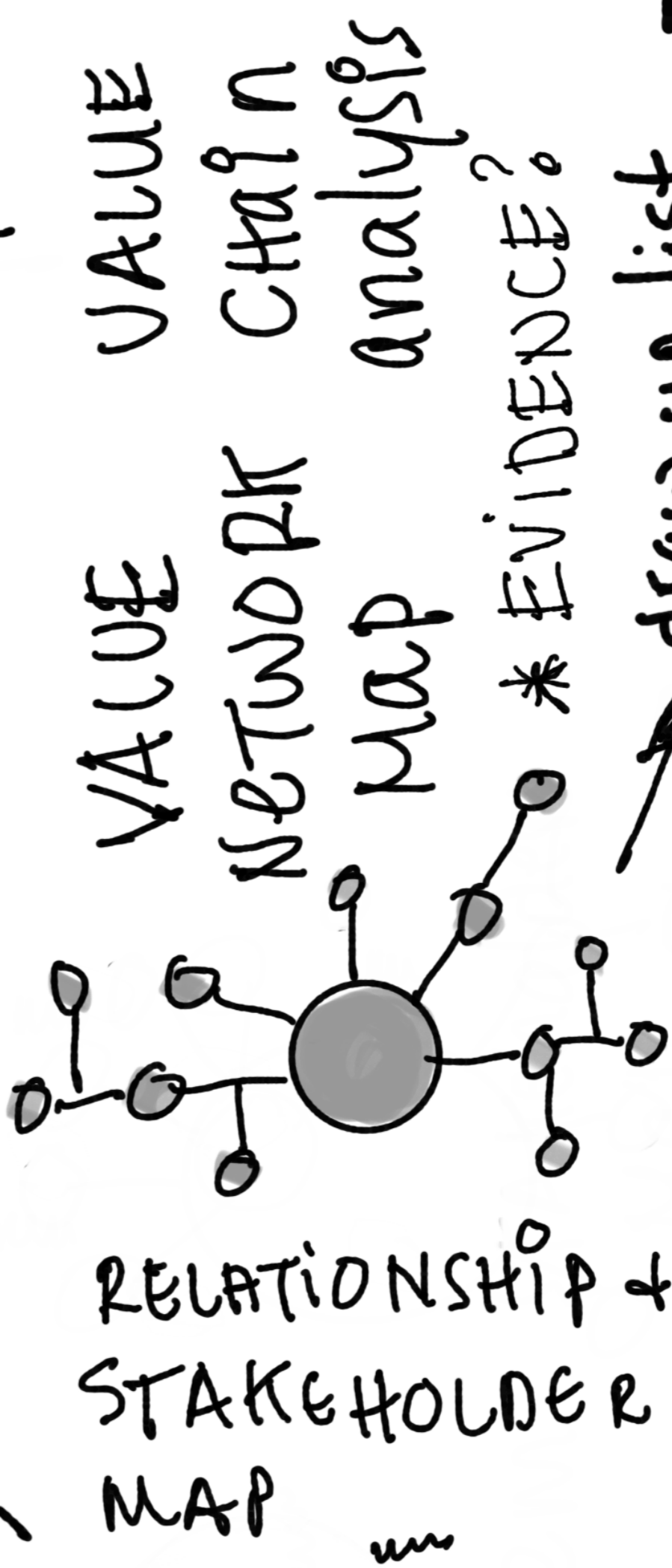
CHALLENGES / GOALS / OPPORTUNITIES

FRAME THE PROBLEM — HUMAN CENTERED

UNPACK & SYNTHESIZE YOUR EMPATHY FINDINGS

CONSIDER USER

INSIGHTS and Needs.



- interests & motivations
- consider relationships

REFRAME THE PROBLEM

FOCUS

NEED TO DEFINE THE ISSUE

ESTABLISH A POV articulate the problem

THINK ABOUT THE PROBLEM

STATEMENT

AFFINITY DIAGRAM

USE POST-IT NOTES (capture / group / label)

GENERATE, ORGANISE & CONSOLIDATE.

You may need to consider

Service Design

improve systems and processes to meet user needs.

Develop a user experience map

Create a SERVICE BLUEPRINT.

HOLISTIC APPROACH: Pre Service

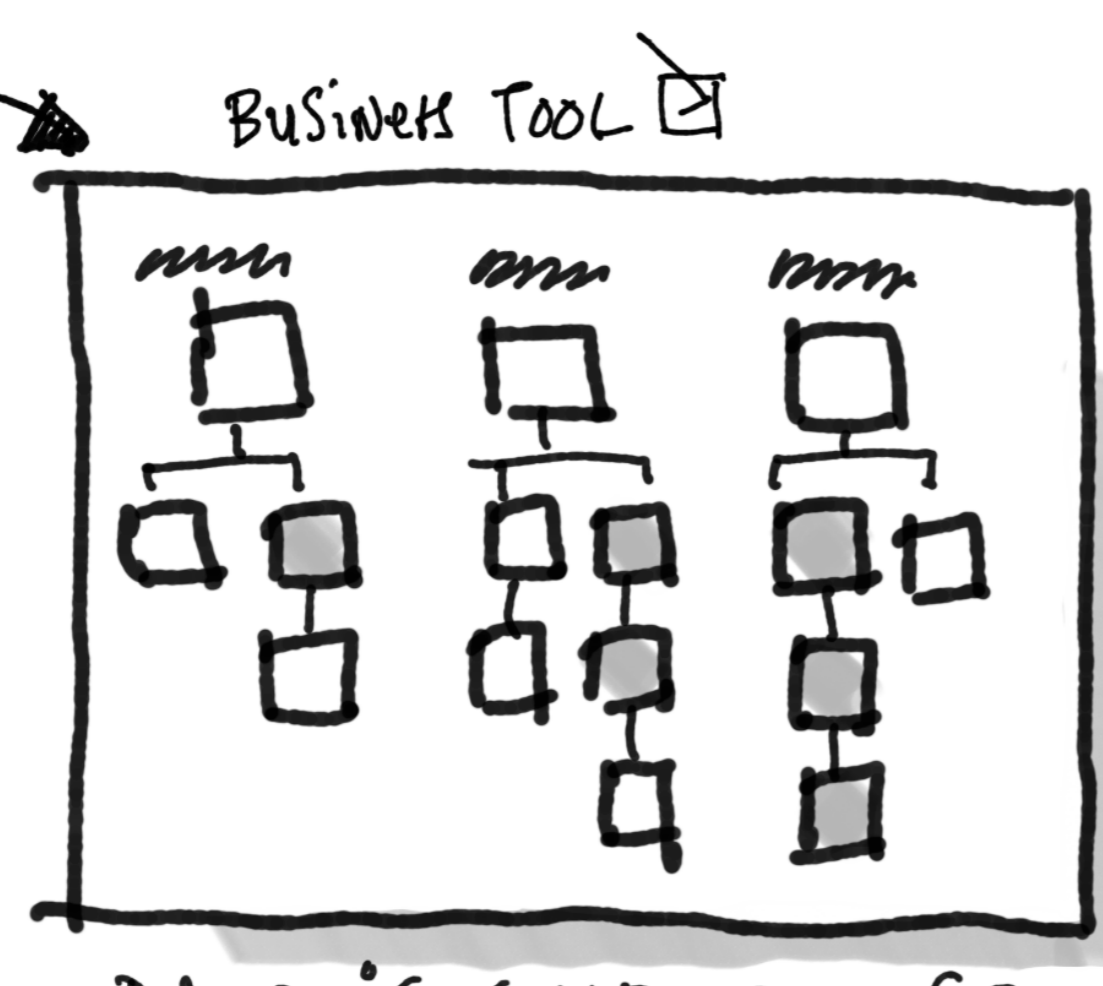
UNIQUE VISION

EMOTIONS of user @ various points

along the journey 😊 😐 😞

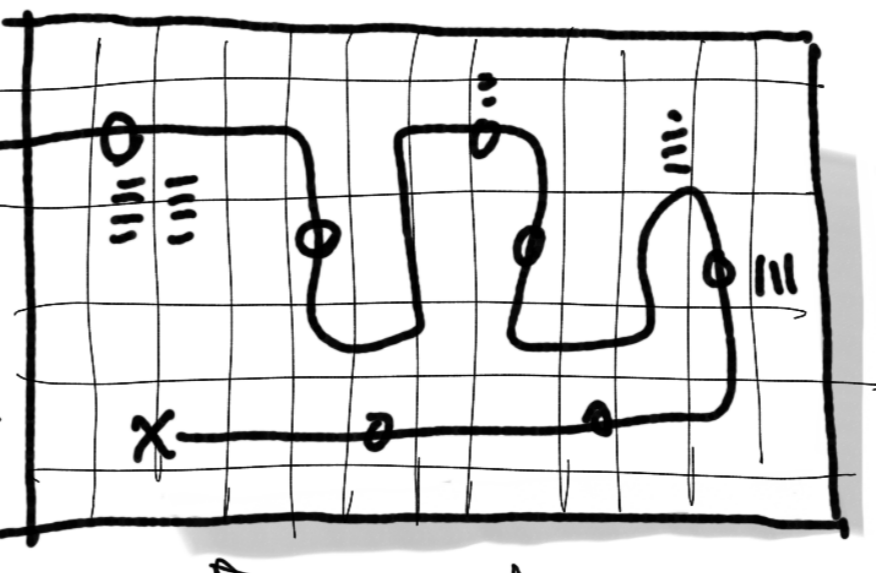
Prepare for the ideation phase.

* ACCORDING TO AFFINITY AND SIMILARITY.



DATA IS COLLECTED, GROUPED AND CATEGORISED INTO NATURAL OCCURRING PATTERNS + THEMES.

* Capture detailed information about the user / service journey your customer takes.



OBSERVE / INTERVIEW / PERSONAS / STAKEHOLDERS

BUSINESS TOOL

YOU COULD WORKSHOP THIS. ECOSYSTEM