

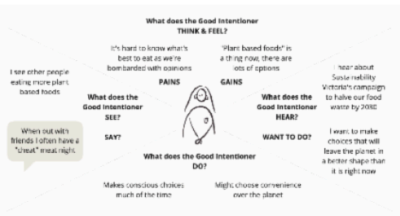
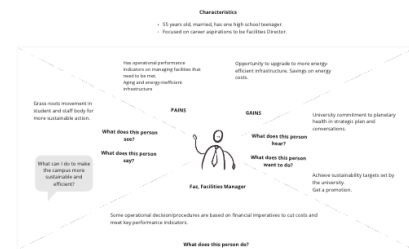
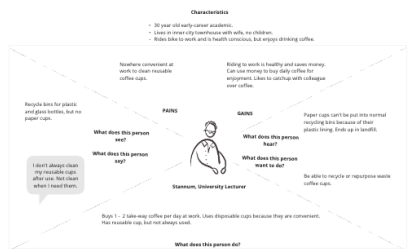
1. THE CHALLENGE

Describe
challenge here

2. RESOURCES + STAKEHOLDERS

EXAMPLE STAKEHOLDERS

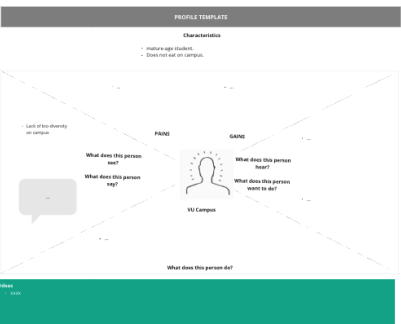
What are the goals, needs and motivations of the stakeholders you're designing for? Create an empathy map using interviews and observational data - see can help out too, as it's a challenge to complete this research in a lockdown!



RESOURCES



MAKE YOUR OWN STAKEHOLDER PROFILES



3. DESKTOP RESEARCH & INSPIRATION

Challenge areas

🌱 Activity: Collect + present something you've seen that inspires you

This inspiration can also be from a different industry.

Record it in the format provided

2) Copy/paste this template to record your inspiration

Inspo name

Why it inspired
Research topic
Assumptions

Why it inspired
Research topic
Assumptions

Why it inspired
Research topic
Assumptions

Link

4. RESEARCH PLAN

Learning objectives

Write down what you want to investigate

Hypotheses

List ideas you think might work and assumptions you'd like to test

Methods

List how you'll learn more. It could be from:

- surveys
- interviews (online or face to face)
- observations
- desktop research
- helpdesk logs

Plan

When and how will you conduct your research?

Will you create an interview guide or a survey?

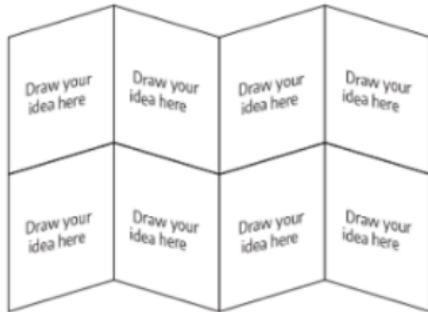
How will you record what you learn?

5. PROTOTYPE

IDEATION TOOLS

For quantity: Crazy 8s

The aim is to generate as many ideas as possible within a short timeframe, focusing on quantity of ideas not quality. Grab an A3 piece of paper and fold it 3 times to copy this framework:



For more depth: Idea Ts

The Idea T is a simple template to get your idea onto paper. It can help you think through the details of your idea, and make your idea clear to your team. Grab an A4 piece of paper and copy this framework:

Name your idea	
Draw your idea	Describe your idea (bullet points)



Do I really have to draw? Give it a try! You don't need to be an artist, in fact, stick figures, simple shapes, labels and arrows are often all you need.

Create a prototype you can test as:

- a drawing or concept on paper
- a physical mockup using materials like cardboard boxes
- a storyboard

Take a photo and put it here

6. TESTING

WEEK 2: GATHERING FEEDBACK

This simple canvas is a useful framework to guide and capture rapid feedback.

When giving feedback, be specific – if you don’t like something, what is it you don’t like?

When receiving feedback, try to understand and learn, rather than defending your original idea - the goal is to iterate and improve based on feedback.

What was great?	Areas to improve
Questions	Ideas



WEEK 3: CONCEPT STORYBOARD

Intro to concept storyboard and how to use the template...

<div></div> <div>Who: _____ Problem: _____ _____</div>	<div></div> <div>Solution: _____ Main touchpoint: _____ _____</div>	<div></div> <div>How does the user start interacting? _____ _____</div>
<div></div> <div>How does it solve their problem? _____</div>	<div></div> <div>What is the happy result? _____</div>	

7. WHAT WE LEARNT
GREAT

XXX		

AREAS TO IMPROVE

XXX		

SO WHAT - THEME 1

XXX		

Synthesis

XXX		

QUESTIONS

XXX		

SO WHAT - THEME 2

XXX		

8. OUTCOMES AND NEXT STEPS