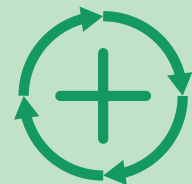
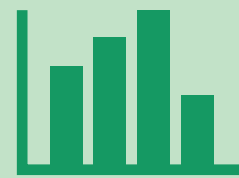
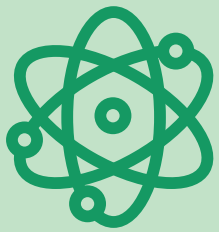
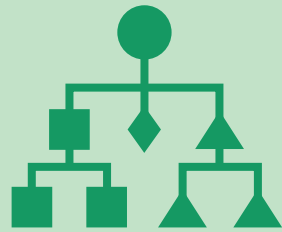
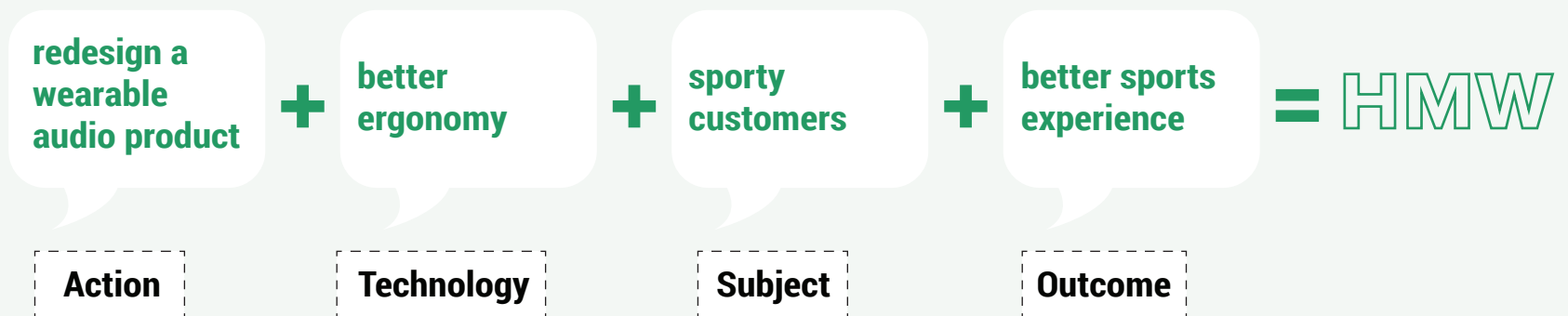


TOOL KIT



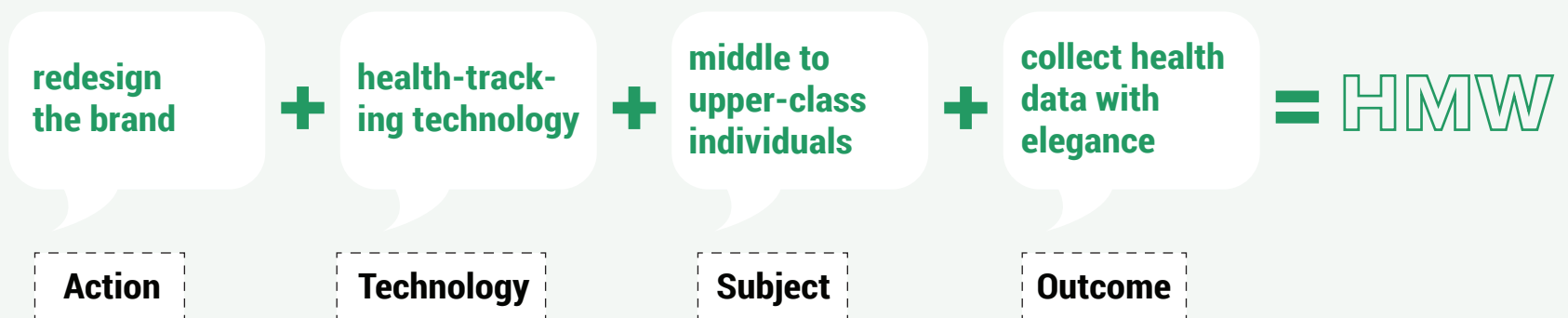
Example 1

How might we redesign a wearable audio product with better ergonomomy for sporty customers so that better sports experience can be provided?

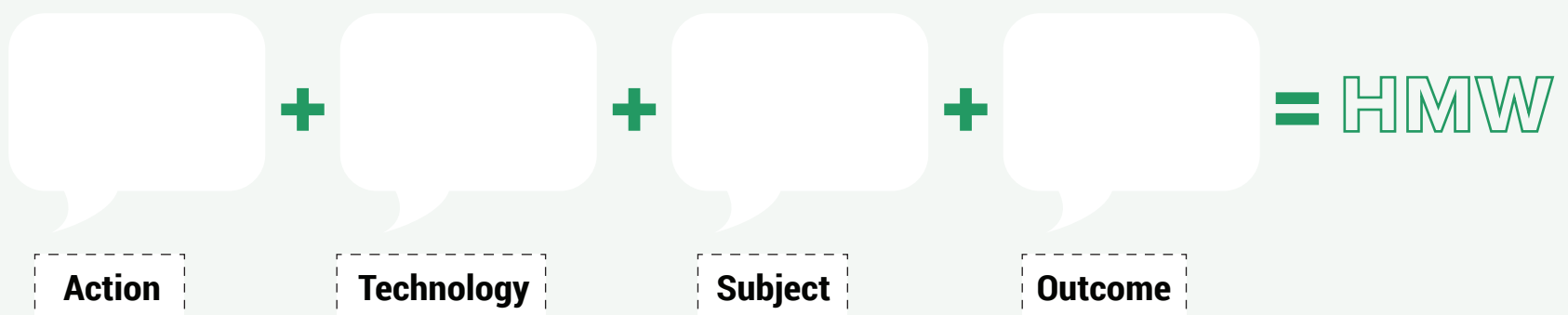


Example 2

How might we redesign the brand of our classic watch product with health-tracking technology for middle to upper-class individuals with health concerns so that people can collect health data with elegance ?



Your HMW 



Draw your persona here



1 Pains

Fears, frustration and anxieties

2 Gains

Wants, needs, hopes and dreams

About this persona
Name?
Background?

3 Jobs to be done

What are they trying to do and why is it important for them?

4 Reality

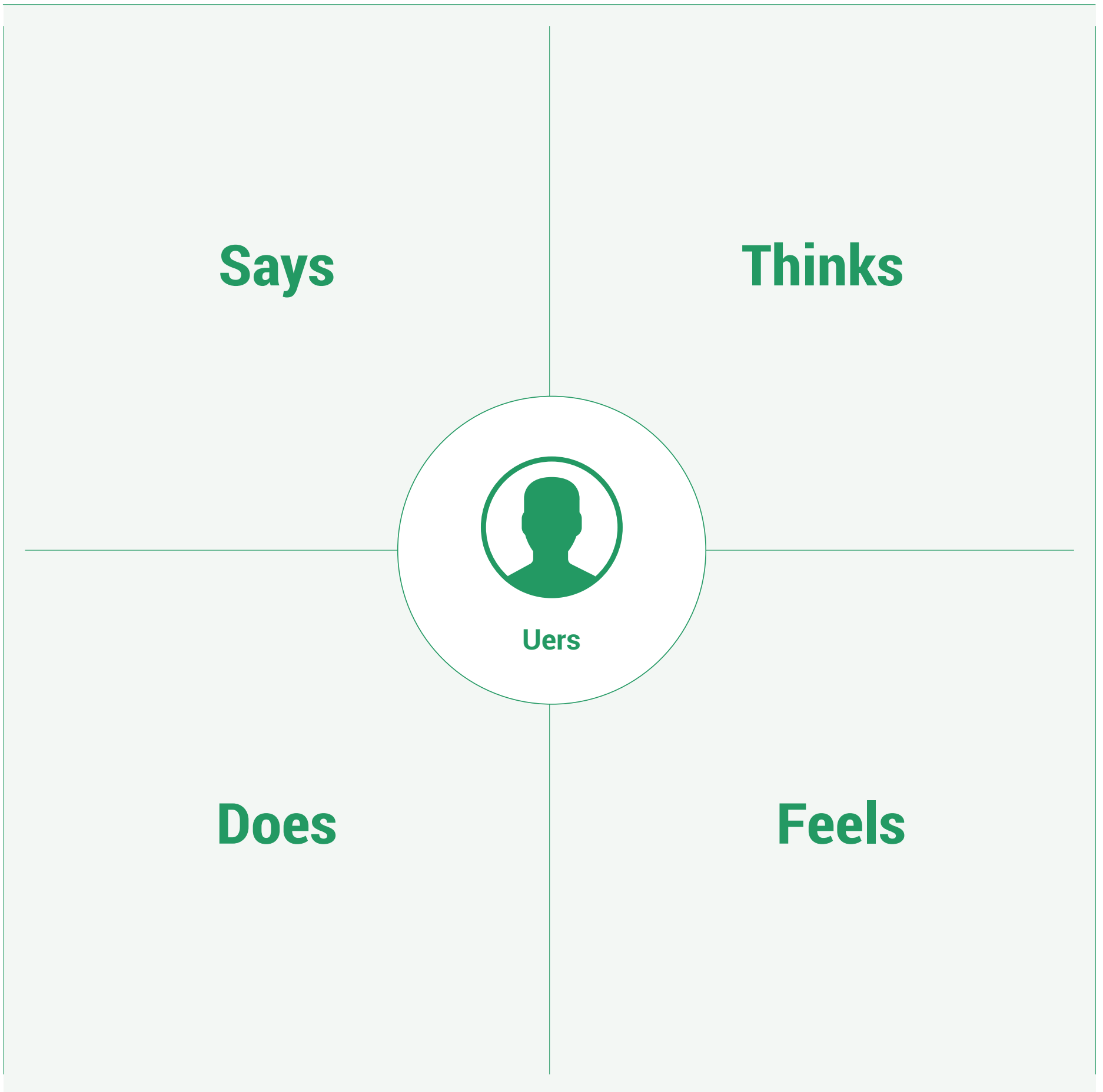
How do they achieve those goals today? Any barriers in their way?

5 Stories and observations

Write down quotes or observations that best describe their experience

6 Context

Are there other factors that we should take in consideration?



D User Journey Map



PERSONA NAME

Short description of this persona

Importance to Customer



Typical Journey



Alternate Journey



STAGE 1

STAGE 2

STAGE 3

STAGE 4

Needs & Expectations

Touch points



Voice Of Customer

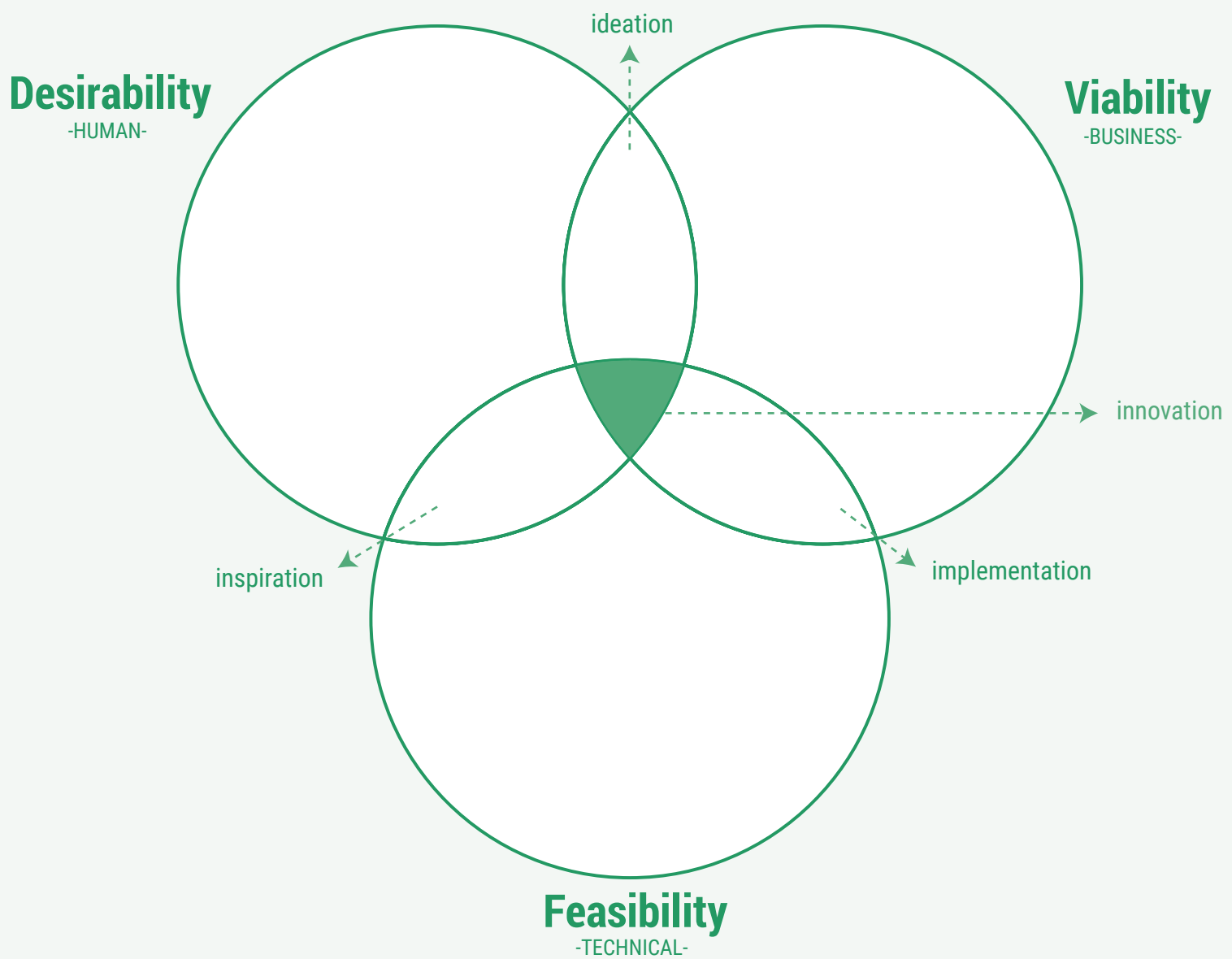
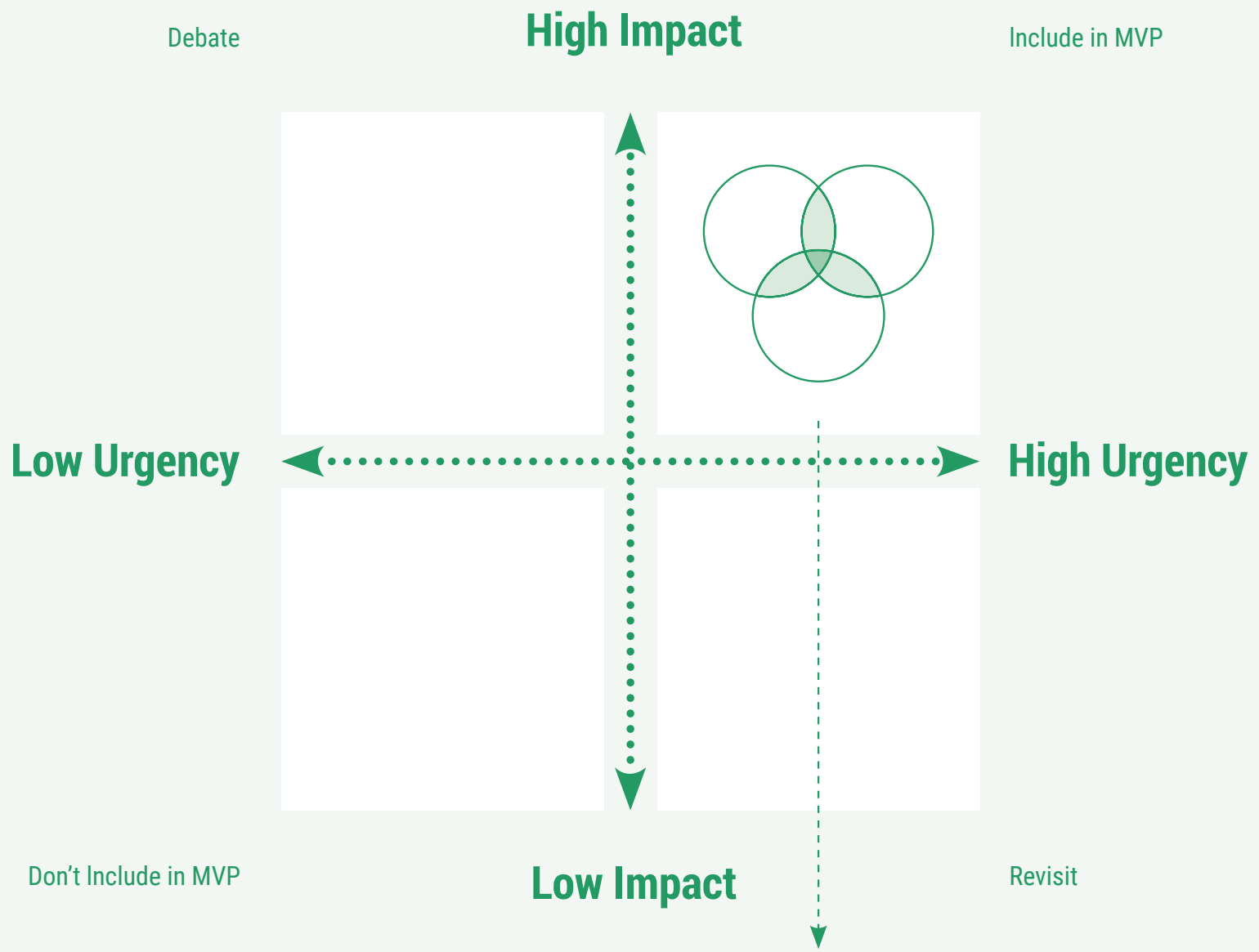
E Interview and Questionnaires (dos and don'ts; triangulation)

Dos ✓

- Use open-ended questions to get lengthy and descriptive answers rather than close-ended questions
- Use terms that participants can understand, given their knowledge, language skills, cultural background, age, gender, etc. Be mindful of the social or cultural contexts of your questions.
- Keep the questions as short and specific as possible.
- Do pilot test your questionnaire

Don'ts ✗

- Avoid leading questions
- Avoid asking two-in-one questions, such as, "Do you travel by car and by bike?"
- Avoid phrasing questions as negatives (e.g., "How don't you like to get to work?").
- Avoid questions with a strong positive or negative association.



THE "WHAT"

THE "HOW"

Content

+ Stakeholders

Engagement

1 Identify the core message (new)

2 Develop 5 expressions

3 Communicate with whom

4 Introduce at a point [when/which phase]

5 Expand the communication



Metaphors




Stories

Mantras + Catchphrases

Contrast

Artifact + Images

Company		HMV (Tool A - research result)	
Personas (Tool B - research result)	Empathy Map (Tool C - research result)	Stakeholder Map *	
User Journey Map (Tool D - research result)	Interview and Questionnaires (Tool E - research result)		
MVP (Tool F - research result)	Implementation Plan (Tool G - research result)		
Controlled Variables	Objectives	Uncontrolled Variabables	
	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">Desired State/Outcome</div> <div style="text-align: center;">  <p>Gap</p> </div> <div style="border: 1px solid black; padding: 5px;">Current State</div>		

*  core stakeholder  internal / direct stakeholder  external / indirect stakeholder