

iExperience

METHOD KIT

Jane Overgaard Brink Olsen
Kjersti Barstad Strand

Aalborg University
Product report
MSc4 - ID6
May 2014

Project theme: **USER EXPERIENCE AND IBEACONS**

Project period: 03.02.2014-28.05.2014

Project team: MSc4-ID6

Industrial Design

Department of Architecture, Design and Media Technology

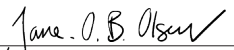
Aalborg University

Supervisor: Christian Tollestrup

Technical supervisor: Poul Henning Kyvsgård Hansen

Number of pages: 40

Number of reports: 7



Jare Overgaard Brink Olsen



Kjersti Barstad Strand

Preface

This method kit is addressed to the application development company Huge Lawn. It is designed by two Industrial Designers as a part of their Master Thesis in Industrial Design, Aalborg University 2014.

It is designed for internal use at Huge Lawn, focusing on incorporating a user and context oriented project approach. The method kit consists of two process suggestions, these will be elaborated in chapter one. All design team related activities incorporated in these processes are elaborated in chapter two. Here references are made to the process report, for examples.

- Enjoy!

Jane and Kjersti

FIRST -	Processes	
	Process approaches	4
	Project processes	6
	Specification driven process	8
	Design driven process	12
SECOND -	Tools and methods	
	Kick off agenda	18
	Pro-active sales suggestions	19
	Desktop research	20
	Observation	22
	Ideation	24
	Interview	28
	Analysis	32
	Testing	34
	Iteration	36
THIRD -	Reference overview	38

PROJECT PROCESS APPROACHES

During the development of the Master thesis project it was discovered that the design team and Huge Lawn have different process approaches.

The design team has worked with a design thinking approach, containing the core elements Technology, Business and Human.

The design team strive for a holistic approach when working with the design thinking model, with main competencies within the human element.

Huge Lawns key competencies are within technology. Business is important in relation to themselves and their liquidity The human element primary contain client requirements.

In the attempt to combine the two different approaches resulted in two new process suggestions.

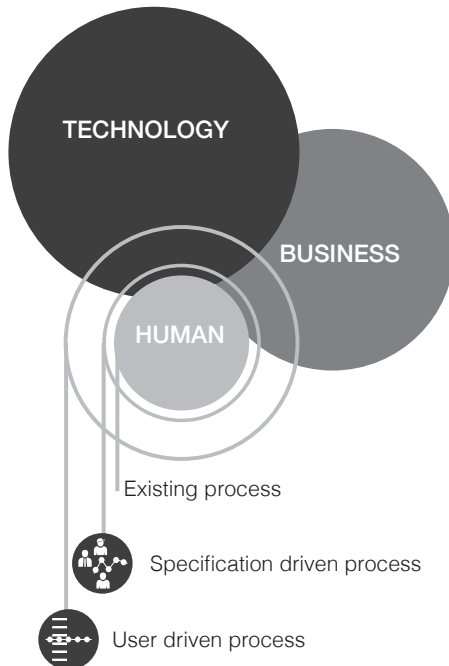
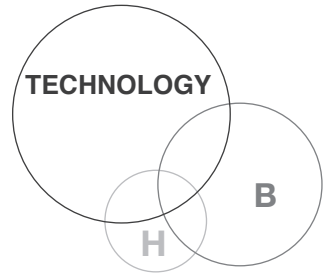
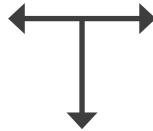
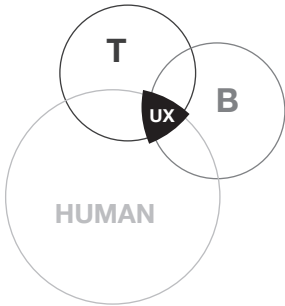


fig. 1 Combining processes

PROJECT PROCESS

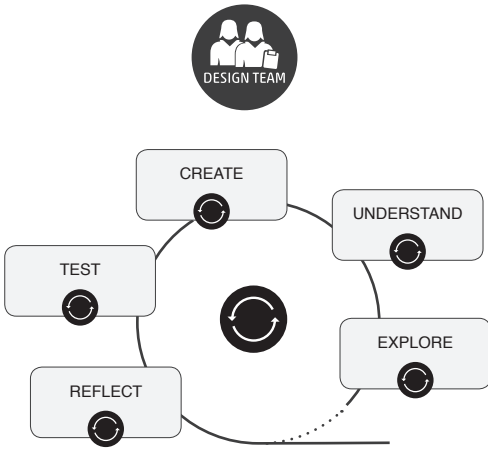


fig. 2 Design team process

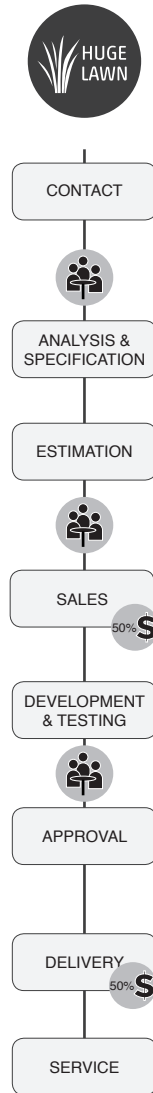


fig. 3 Huge Lawn process

CONCEPT SUGGESTIONS

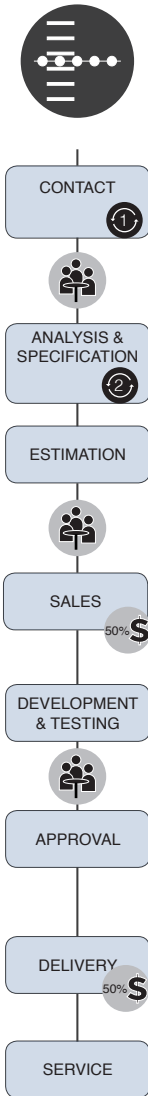


fig. 4 Specification driven process

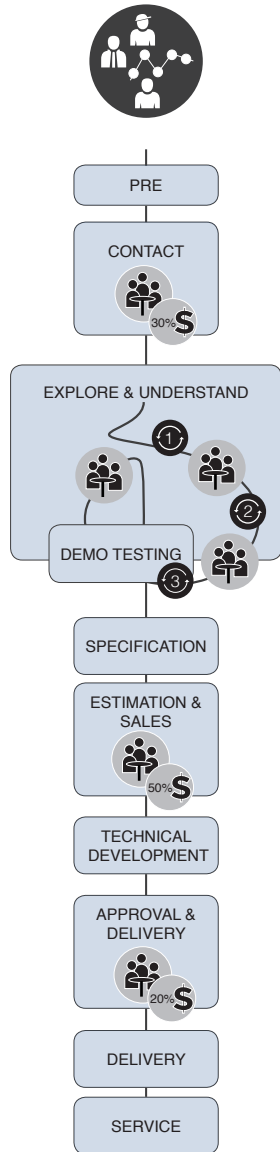


fig. 5 User driven process



SPECIFICATION DRIVEN PROCESS

This process focus on applying as few activities as possible, for adding end user values to Huge Lawns existing process.

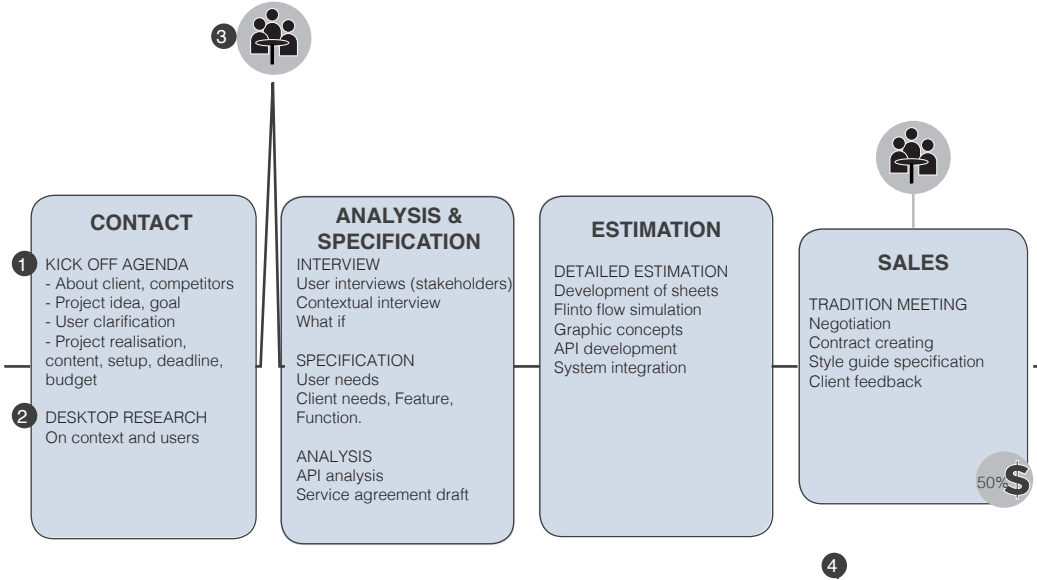


Fig. 6 Specification driven process elaboration

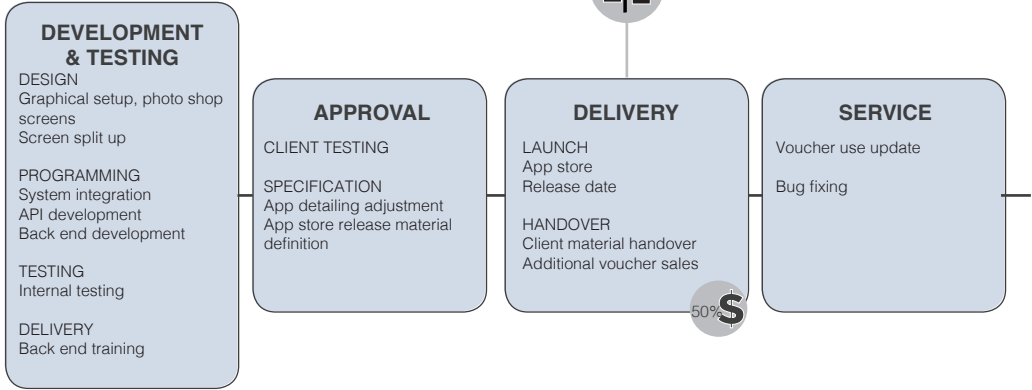
1 Based on Huge Lawns existing kick off document, we will design a kick off agenda, that can provide initial user insight.

2 Doing a quick desktop research on clients and the clients customers can be helpful to collect initial end user insight.

3 First client meeting.

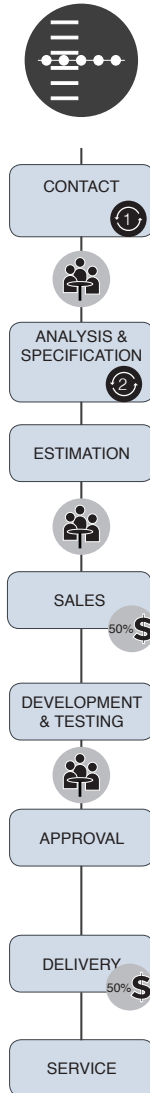
- Using the kick off agenda to gain user insight.
- Ask clients how they imagine their own users journey or behaviour based on their idea.
- Ask questions that relates to the clients end users and context.

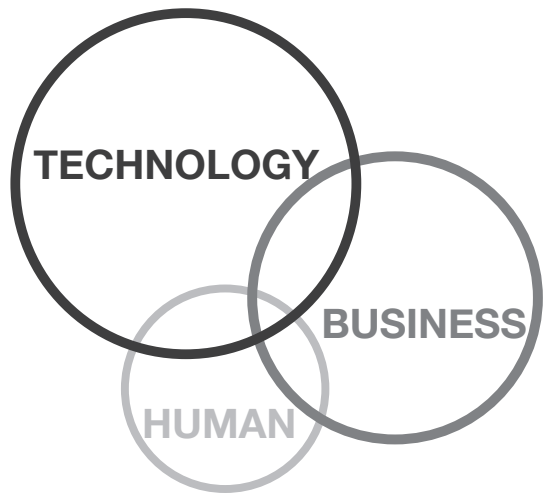
4 From this point the process continues as in the existing process.





SPECIFICATION DRIVEN PROCESS





ACTION AND EFFORT

- Implementing the kickoff agenda to clarify user perspective, target and behavior.
- Quick desktop research on client context and customers.
- Interviews at meetings focusing on additional user perspective, target group, behavior and context understanding.
- Definition of user needs and values.

RESULT

- Accomplishing the effort will add user needs and values as a part of the specification.

DILEMMA

- It is very project dependent how much this low amount of efforts will provide value.



USER DRIVEN PROCESS

This concept focus on making the user an equal priority with client demands and technical solutions. The payment structure is changed and suggestions on constructing strategic arguments are incorporated. The illustration elaborates the overall composition.

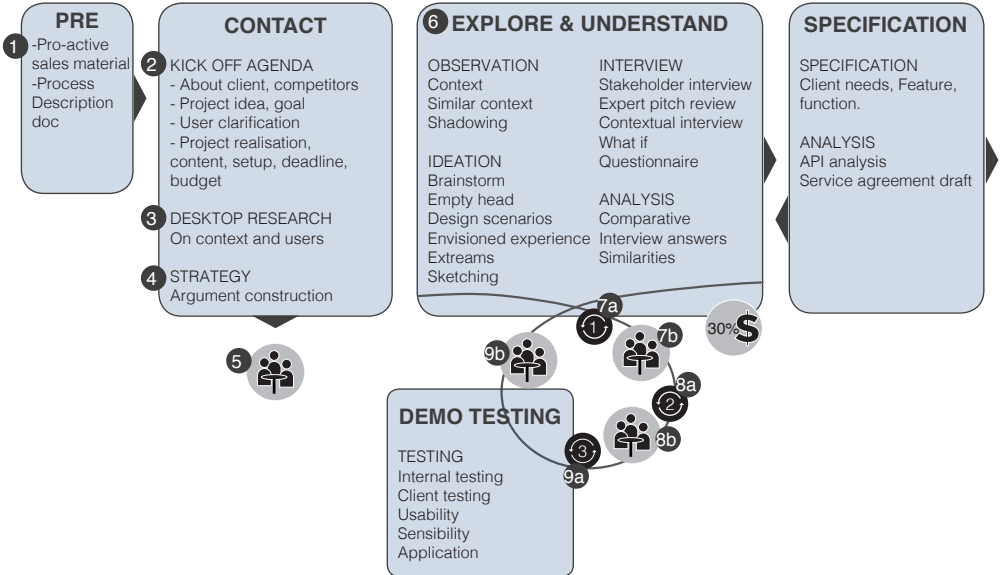


Fig. 7 User driven process elaboration

- 1** Use pro-active sales suggestion list.
- 2** The kick off agenda can provide initial user and context insight.
- 3** A quick desktop research on clients and client customers for collecting initial end user insight.
- 4** Make a process strategy and a meeting strategy based on information from activity 1+2. Build arguments for selling important user oriented activities.
- 5** The first meeting revolves

around matching of expectations. Use kick off agenda to control output and clarify missing information.

Most important output is;

- Matching of expectation
- Clarification of missing information.
- Permission to visit and talk to users in the context.
- Idea clarification. Focus is put on usage and not technical details.

6 This phase consists of three main iterations, triggered by a client meeting.

Iterations:

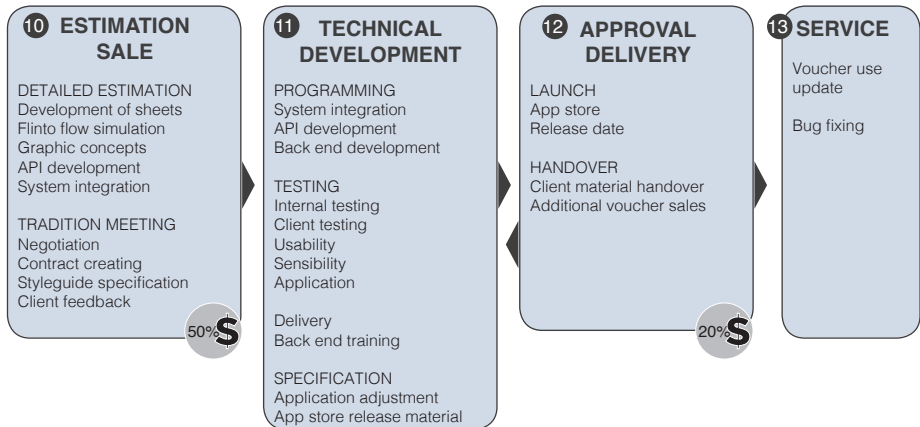
- 1 - Context and user clarification
- 2 - Specifying usage and do technical analysis
- 3 - Testing technical features, flow, functions on users.

7a First iteration focuses on context and user clarification in connection to client idea and wishes. Features, functions, and design criteria sets the basic for developing three different application concepts. The concepts is presented on client meeting number two.

7b Meeting 2: Specify application features, functions and design in connection to usage and not technical details.

Most important output;

- One concept for further development. (The concept can be one of concepts presented or a combination of elements from the concepts into a new one)



9a Now focus is put on specifying the design usage. Simultaneous analysis on technical magnitude is conducted to clarify what is technical possible. This should provide three variations focusing on different flows and technical solutions to be presented on client meeting 3.

9b Meeting 3: Choosing flow and technical solution.
Most important output;
• One concept specified to be able to build a demo application.

9a Focus is put on programming the demo application, and iterations revolves around test-

ing on users, technical features, flow and functions. The client test the application as well. When all tests are conducted. Client meeting four is planned.

9b Meeting four: Here focus is out in final details within the application, which sets the basic for the final estimation and sales.

10 The detailed estimation will be easier and faster to make, the risk for errors is lower. Most of the earlier technical development can be reused. The graphical material is nearly finished at this point.

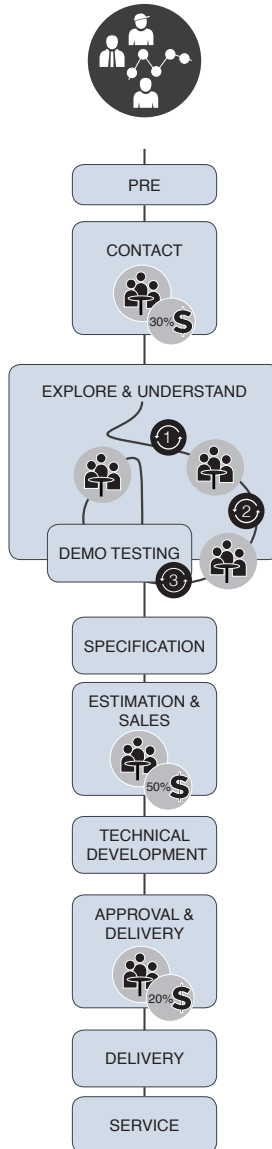
11 The technical development revolves around producing what is defined in the estimate. The need for testing is minimal, since this was executed earlier in the process. The back end is filled in by the client simultaneously. The client test the final application before approval and delivery.

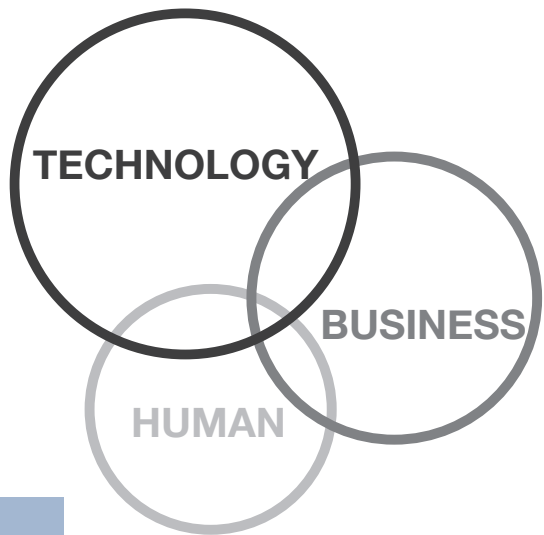
12 This works more or less like current process.

13 This works more or less like the current process. But this process build on additional arguments, in connection to their current after sales strategy.



USER DRIVEN PROCESS





ACTION AND EFFORT

- Implementing the kick off agenda to clarify user perspective, target and behaviour.
- Quick desktop research on client context and customers.
- Interviews at meetings focusing on additional user perspective, target group, behaviour and context understanding
- Definition of user needs.

The following are additional for this process;

- Preparing strategic arguments from first client meeting.
- More strategy and planning incorporation
- Strategy implementation in the company

The Explore and understand" phase requires an effort in relation to acquire competences these are the possibilities.

- Internal training of employees, in method kit use.
- Outsource assignment to collaboration agreements within the network.
- Hire an industrial designer.

RESULT

- User driven development.
- More co-creation with clients.
- Security in payment structure
- Satisfied clients
- Transparent process
- Ability to tailor process based on type of clients.

DILEMMA

- More expensive applications so there is a risk for losing clients.
- A challenge in selling exploration activities.

TOOLS AND METHODS

Kick off agenda	18
Pro-active sales suggestions	19
Desktop research	20
Observation	22
Ideation	24
Interview	28
Analysis	32
Testing	34
Iteration	36
Literature and references	38



KICK OFF AGENDA

The intention behind this kick off agenda is that it should function as a check list during the first client meeting. The elements is a mix of current focus areas as well as additional elements. The additional elements focus on clarifying initial user and context insight to the projects. The bullet points shall be seen as overall suggestions, since they would have to be tailored and specified for each client.

ABOUT CLIENT

- » Contact person name and position
- » Contact information

ABOUT THE ORGANIZATION

- » Name
- » About and aim
- » Project/service offers
- » Market and competitors

PROJECT IDEA

- » Briefly project idea description
- » Project goal and success criteria

STAKEHOLDERS

- » Which internal parties will take part in the project development?
- » Who will be affected internal when the project is realised?
- » Does the idea require external involvement, who?

END USERS AND CONTEXT

- » Who are your target group? (Age, Gender)
- » Who are your typical end user?
- » At whom are you aiming your idea?

- » Are they coming to you by need or interest?
- » In which context will they use your idea? (Home, at work, in a store)
- » How will they use it? (As a part of a service, or product, by themselves or alone or with others)
- » Thoughts in connection to usability and features

DESIGN

- » Thoughts in connection to visuals
- » Do you have some examples to refer to?
- » What do you like dislike/ like?

PROJECT REALIZATION

- » Budget
- » Content material - Does it already exist in digital form or must it be made from scratch?

TECHNICAL SETUP

- » Function, Features and Flow
- » System integration
- » Etc.

OTHERS

- » Project specific circumstances



PRO-ACTIVE SALES SUGGESTIONS

The methods elaborated here can be used for inspiration in relation to pro-active sales.

KICK OFF AGENDA

The kick off agenda element “End user and context” can serve as a guide to what to pay attention to in general.

OBSERVATION

These activities can contribute to a change in the unconsciously mindset. Being at work or not, ideas can turn up. Paying attention and being reflective in general when acting as end user in any situation during everyday life can add inputs to possible future projects.

DESKTOP RESEARCH

When having ideas, a quick and dirty desktop research on possible clients and related solutions can be helpful in clarifying the idea reality.

INTERVIEW

If an idea have reality potential, a pitch can be helpful to specify before contacting a possible client. Overview material can support the pitch.

INFO OVERVIEW

To support the pitch, preparing overview material can be a helpful tool for persuasion. Providing a potential client with visual ideas makes the ideas easier to understand.

REFERENCE LIBRARY

In general constructing a reference library, showing examples of applications designed to different industries can function as reference material during meeting and when conducting pro-active sales.



DESKTOP RESEARCH

Desktop research is a great initial activity for clarifying the basic circumstances that revolves around a project idea. It is conducted by searching on the internet.

PROCESS AND STAGE



CONTACT



PRE

CONTACT

EXPLORE & UNDERSTAND

CLIENT UNDERSTANDING

Initial client understanding can be achieved by entering a desktop research on the client.

HOW TO

If the client have a web page information can quickly be gathered. Also Google and LinkedIn can reveal additional client understanding. Data that is essential to look for is noted under output. For inspiration see examples

OUTPUT

- » Existing service concept
- » Organisation structure
- » History
- » Mission/Vision

OUTPUT EXAMPLES



p. 30 - Stakeholder map
p. 43 - Sunsets identity

CONTEXT UNDERSTANDING

Understanding the context achieved by entering a desktop research.

HOW TO

Use the internet to locate client competitors. Focus is to clarify circumstances in connection to the clients market position.

OUTPUT

- » Industry market
- » Industry size
- » Industry competition

OUTPUT EXAMPLES



[A0] Restaurant types and supermarket types



p. 69 - Museums facts

END USER UNDERSTANDING

Circumstances in connection to understand end users can be revealed by entering a desktop research.

HOW TO

Use the internet and concentrate on social media, blogs Google etc. Here comments and valuable information is often found.

OUTPUT

- » User comments
- » User segments
- » User experience

OUTPUT EXAMPLES



p. 23 - Facebook comments



p. 69 - User comments



OBSERVATION

Observation is an important and effective tool. It revolves around getting as much information as possible by getting out in the field. It can be conducted differently, but the common key approach is to be open minded and as unobtrusive as possible.

PROCESS AND STAGE



PRE

CONTACT

EXPLORE & UNDERSTAND

TECHNICAL DEVELOPMENT

SHADOWING

Experience the field (service, context) by putting yourself in the role of a user.

HOW TO

Visit the project context and try out circumstances as acting as the end user. See output examples for inspiration.

OUTPUT

- » User journey clarification
- » Deep user understanding

OUTPUT EXAMPLES



[A0] Context observations
p. 28 - Segment observation



p. 71-74 Context visit

CONTEXT

Field visit focusing on clarifying the context.

HOW TO

When visiting a project context, observation is a great way to spot findings. This activity can be conducted simultaneously with shadowing. See output examples for inspiration.

OUTPUT

- » Context clarification
- » Context Findings
- » Deep context understanding

OUTPUT EXAMPLES



[A0] Context observations
p.20 - Test panel visit



p. 71-74 Context visit

SIMILAR CONTEXTS

Visit similar contexts for gaining observation perspective.

HOW TO

Find client competitors that provides similar services or products. Visit them and observe what works and what does not, this often adds a perspective to projects.

OUTPUT

- » Context perspective
- » Context findings

OUTPUT EXAMPLES



[A0] Inspirational input - Victors Madhus



p. 71-74 Context visit



IDEATION

Ideation is crucial to be able to find solution to problems, criteria and findings from earlier activities. This activity is often used in different phases in the process and have different focuses each time, depending on project and project requirements. Requirements means all relevant circumstances in connection to stakeholders, business and technology.

PROCESS AND STAGE



ANALYSIS AND SPECIFICATION



CONTACT

EXPLORE & UNDERSTAND

TECHNICAL DEVELOPMENT

BRAINSTORM

Brainstorm is useful for initial ideation. Sometimes it is useful to conduct more brainstorms in the same iteration with different focuses.

HOW TO

Find pen and paper. Define a focus and note all ideas in relation to the focus. Repeat multiple times to have more focuses interplaying. After brainstorming grouping of related ideas can be a helpful sorting tool. Grouping focus is very project dependent and can differ from concrete circumstances to level of realisation.

OUTPUT

» Clarification of possibilities

OUTPUT EXAMPLES



p. 68 - Context choice brainstorm

EMPTY HEAD

An empty head ideation is useful to conduct continuously during project development. It can be effective to conduct before brainstorming, for clearing heads. One of the advantages of this activity is the ability to stay focused and not get disturbed by continually appearing ideas.

HOW TO

Every time spontaneous ideas occur, note them for later use. Implement a way to collect and storage these idea. This can be done differently, for example by having a document or notebook for this specific purpose. It is recommended to use a notice board, this puts focus on the ideas and hereby the risk of forgetting the ideas is reduced.

OUTPUT

- » A pile of ideas

OUTPUT EXAMPLES



p. 19 - Empty head



p. 71-74 Context visit - ideas

DESIGN SCENARIOS

Design scenarios is a useful way to clarify opportunities within a project. It is a effective tool to move from overall ideas (from brainstorm and empty head) to more concrete examples.

HOW TO

Start imagine circumstances in relation to the idea. Then try to put together some examples that clients can relate to. For inspiration see examples.

OUTPUT

- » Storyboards
- » Sketches
- » Illustrations

OUTPUT EXAMPLES



[A0] Design scenarios



ENVISIONED EXPERIENCE

This type of ideation is useful for understanding how users will behave in a context. It can be conducted both for clarifying existing experiences and new experiences.

HOW TO

Use imagination, experience and logical assumptions to make notes and envision experience. See examples for inspiration.

OUTPUT

- » Textual description
- » Storyboards
- » Sketches
- » Illustrations

OUTPUT EXAMPLES



[A0] Envisioned experience

EXTREMES

This type of ideation increases the possibility for thinking out of the box. Making ideas focused on extremes in connection to external areas of the project elements can provide crazy ideas which possible can lead to innovation.

HOW TO

Choose different elements and use imagination to think out of the box. No ideas are stupid and it is crucial that all come to life. They can be build upon during the session and give inspiration to related ideas. This ideation type requires team effort to provide valuable output.

OUTPUT

- » Crazy ideas
- » Solution Innovation potential
- » Solution inspiration
- » New point of views.

OUTPUT EXAMPLES



p. 32-34 - Extreme case

SKETCHING

Sketching ideas often reveals new ideas. It is a tool, that entail ideas going from overall to specific solution proposals.

HOW TO

Choose ideas from earlier activities. Use them as base for making sketches. Sketches can either be made by hand or on a computer. During sketching new specific ideas often comes to life, this is turning the original ideas into direct solutions.

OUTPUT

- » Storyboards
- » Sketches
- » Illustrations
- » Wire frames

OUTPUT EXAMPLES



p. 19 - Empty head
p. 41 - Wire frame sketching



p. 80 - Ideation and wire frame sketching



p. 89 - Ideation workshop



INTERVIEW

Conducting interviews is great tool to understand project circumstances and it can entail different point of views to the project from different stakeholders.

PROCESS AND STAGE



CONTACT
ANALYSIS & SPECIFICATION
APPROVAL



PRE
CONTACT
EXPLORE & UNDERSTAND
SPECIFICATION
TECHNICAL DEVELOPMENT
APPROVAL & DELIVERY
SERVICE

STAKEHOLDER INTERVIEW

Important user insight can be collected by conducting stakeholder interviews. This can either support, reject or add to observations.

HOW TO

Prepare relevant question in connection to the project, compile them under headlines or subjects. When conducting the interview, be as open minded as possible. Try not to influence the answer in advance. Listen and build new questions in connection to answers. Get deeper insight by using why, how, and “what do you think about it”?

OUTPUT

- » Deep user insight
- » Clarification of problems, challenges, needs, wishes, dreams, decries,
- » Unobservable circumstances

OUTPUT EXAMPLES



[A0] Employee interview



p.74 - Employee interview



p. 86 Dream scenario

EXPERT PITCH REVIEW

Pitching ideas or elements of ideas to experts is valuable for collecting insight to details.

HOW TO

Define the key elements within the idea, only focus on elements in connection to what will be reviewed in connection to the specific expert. When doing the pitch make it as short, clear and precise as possible.

OUTPUT

- » Detailed expert review
- » Concrete statements

OUTPUT EXAMPLES



[A0] Contact establishment



p.74 - Employee interview (what if)



p.93 Expert review

CONTEXTUAL INTERVIEWS

In this type of interview is as the title refers to conducted in the context. It works well when the interviewee feels comfortable in his/her natural environment. The interview can often be supported by additional information since the interviewee are able to show elements in connection to the questioned.

HOW TO

The same applies here as written under stakeholder interview. The differences lays in the interview conduction context.

OUTPUT

- » Context specific user insight
- » Understanding clarification

OUTPUT EXAMPLES



p.74 - Employee interview



WHAT IF...

The what if technique can be used for getting feedback from non experts. It revolves around asking hypothetical questions.

HOW TO

Use imagination and formulate hypothetical questions in advance. The interviewee have to use their imagination to answer the questions. Based on answers, formulate additional questions in action for diving deeper into the response.

OUTPUT

- » Overall idea feedback
- » Hypothetical clarification of problematic, challenges, needs, wishes, dreams, decries,
- » Hypothetical feedback on unobservable circumstances

OUTPUT EXAMPLES



p.74 - Employee interview (what if)

QUESTIONNAIRE

This is not the most preferable way to gain insight. But if interviews cannot be established, this activity can be used.

HOW TO

It is important when constructing the questions that the same focus applies as written under "stakeholder interview". It is more attractive to get qualitative answers from few users in stead of quantitative answers from lots of users because the insight goal revolves around soft human values.

OUTPUT

- » Overall idea feedback
- » Hypothetical clarification of problematic, challenges, needs, wishes, dreams, decries,
- » Hypothetical feedback on unobservable circumstances

OUTPUT EXAMPLES



[A0] Test panel



ANALYSIS

Analysis revolves around gathering data, get an overview and specifying circumstances that will play a role in the project, such as; focus, criteria, needs etc. Analysis can also be used as a research tool for exploring inspiration.

PROCESS AND STAGE



CONTACT
ANALYSIS & SPECIFICATION



PRE
CONTACT
EXPLORE & UNDERSTAND
SPECIFICATION
TECHNICAL DEVELOPMENT
APPROVAL & DELIVERY

COMPARATIVE

This type of analysis revolves around comparison. Data is gathered to a level that makes it possible to conduct a comparative analysis.

HOW TO

Gather data by dividing it into some overall focus areas or headlines. Then add bullet points or visuals to the headlines for overview and afterwards start comparing.

OUTPUT

- » Overview
- » Ability to enter qualified elimination.

OUTPUT EXAMPLES



p. 15 Choosing case 2



p. 71-74 Context visit



p. 65 - Project approach differences
p. 82 - Design team process composition.
p. 88 - Comparative process analysis

INTERVIEW ANSWERS

No matter which type of interview is conducted, answers are entering analysis for clarifying findings.

HOW TO

It is conducted by gathering data in related circumstances. These can then be structured, specified and transformed into focus areas for the project development. This activity is very project dependent and its recommended to view examples for inspiration on "how to".

OUTPUT

- » Deep user insight
- » Clarification of problematic, challenges, needs, wishes, dreams, decries,
- » Unobservable circumstances

OUTPUT EXAMPLES



p. 24-25 Emotion and expectation map



p. 73 User experience and emotions



p.93 Expert review

SIMILARITIES

This type of analysis is closely related to exploratory research. It revolves around gathering data that have a relation to the project idea.

HOW TO

First exploration is conducted for example by doing a quick desktop research, then findings are analysed and transformed into inspirational guidelines. This activity is very project dependent and its recommended to view examples for inspiration on "how to".

OUTPUT

- » Idea perspective
- » Inspirational guidelines

OUTPUT EXAMPLES



p. 60-61 - Market screening
p. 39-40 - App analysis



TESTING

Testing activities are ideal to conduct throughout the project. By conducting tests, different unexpected circumstances can be detected and rectified before a project solution is launched. Testing does not have to be comprehensive. Conducting “quick and dirty tests” as early in the process as possible often reveals errors, mistakes, that would not else have been detected. Testing is also useful as an idea validation tool. It is recommend to combine testing activities with observation activities. When conduction tests early in the process it is important to define a focus, testing elements of a solution as a starting point can contribute to fewer errors when testing the complete solution.

PROCESS AND STAGE



ANALYSIS & SPECIFICATION
DEVELOPMENT & TESTING



PRE
CONTACT
EXPLORE & UNDERSTAND
TECHNICAL DEVELOPMENT
APPROVAL & DELIVERY

USABILITY

This type of test revolves around testing on users. Preferable the end user, but external persons can act as test persons if the end user is not available. Both existing circumstances and new developed products/solutions can be essential to test.

HOW TO

First specify what you want to test, then find out who should be the test person, set a date meet the person and observe during the test. It is important not to interrupt. Only answer if the test person ask clarifying questions. If possible testing in the aimed context is preferable.

OUTPUT

- » Clarification of unexpected circumstance
- » Solution validation
- » Clarification of mistakes, errors ect.
- » Clarification of expectations and experience

OUTPUT EXAMPLES



p. 41 - Wire frame sketching
p.20 - Test panel visit
p. 45 - App testing

SENSIBILITY

Testing sensibility is important if a project revolves around aggressive marketing or implementing of ibeacons. If end users feels violated, there is a risk for bad reputation and for users deleting the application. Therefore sensibility testing is crucial.

HOW TO

Specify situations you want to test. Gather realistic material before setting up the test. A simulation of reality can provide insight as well if real material is not available. Contact a test persons, preferable the end user or a representative for an end user. It is important to conduct the test in the aimed context. If physical changes need to be done before the testing, make sure that it is done before the test person arrives. The test person should be as unaffected as possible both before, during and after the test. It is recommend to observe the test person during the test focusing on how the test person behave and to interview the test person afterwards.

OUTPUT

- » Understanding of sensibility in connection to different users in a specific context.
- » Clarification of user value criteria

OUTPUT EXAMPLES



p.77-78 sensibility testing

APPLICATION

Application testing is also preferable to conduct as early as possible. Features, flows and design can be divided and tested individually in early stages, before testing the complete application or a demo application.

HOW TO

The same circumstances as described under “usability” applies here.

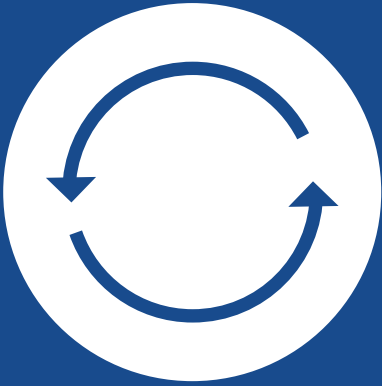
OUTPUT

- » Clarification of unexpected circumstance.
- » Solution validation
- » Clarification of mistakes, errors ect.
- » Clarification of expectation and experience

OUTPUT EXAMPLES



p. 41 - Wire frame sketching
p. 45 - App testing



ITERATION

Beyond conducting the different activities there are a few other activities that surrounds them. These revolves around planning, elimination, specification and information overview. They play a big role in an iterative processes and are conducted along with the different activities. They are not easily specified because they are very project dependent, and plays a role in every phase of both processes. This page refers to examples for inspiration where they have been conducted.

PLANNING

- » Planning sessions 1 p.76
- » Planning sessions 2 p.70
- » Planning sessions 3 p.75

ELIMINATION

- » Elimination p.11-12
- » Comparative analysis p.13-15 + p.88
- » Costs p. 56
- » Case 3 conditions p.67
- » Design brief p. 31

SPECIFICATION

- » User segments p. 28
- » Business criteria p. 29
- » Test panel results p. 22-25
- » Emotional keywords p. 25
- » Touch point criteria p. 26
- » Design brief p. 30-31 + 79
- » Behaviour model p. v37
- » App analysis p. 39-40
- » App testing p. 45
- » Roll out plan p. 54-55
- » Benefits for Sunset p. 58
- » Project approaches p. 65
- » Case 3 Conditions p.67
- » Context visit p.71-74

INFORMATION OVERVIEW

- » Touch point flow p.13-14
- » Service touch points p.16
- » Touch points and interaction p. 17
- » Project solution overview p.18
- » Emotion and expectation map p. 24
- » Stakeholder map p. 30
- » New touch points p. 38
- » Sunsets identity p.43
- » Styling p.44
- » Final concept p.47
- » Flows p.48
- » Signal flow p.51
- » Signal touch area p.53
- » Scalability p.59
- » Process overview p.64, 81, 83, 85, 90-92
- » Looking back illustration p.63
- » Research question p.66
- » Brainstorm case 3 p.68
- » Push test content and result p.76-78
- » Process composition p.82, 88
- » Expert review illustration p. 93

REFERENCES OVERVIEW

FIGURES

- fig. 1 Combining processes p.5
- fig. 2 Design team process p.6
- fig. 3 Huge Lawn process p.6
- fig. 4 Specification driven process p.7,10
- fig. 5 User driven process p.7,14

- Fig. 6 Specification driven process elaboration p. 8-9
- Fig. 7 User driven process elaboration p.12-13



DESKTOP RESEARCH



- p. 30 - Stakeholder map
- p. 43 - Sunsets identity
- [A0] - Restaurant types and supermarket types
- p. 23 - Facebook comments



- p. 69 - Museums facts
- p. 69 - User comments



OBSERVATION



- [A0] - Context observations
- [A0] - Inspirational input - Victors Madhus
- p. 28 - Segment observation
- p.20 - Test panel visit



- p. 71-74 Context visit



IDEATION



[A0] Design scenarios
 [A0] Envisioned experience
 p. 19 - Empty head
 p. 32-34 - Extreme case
 p. 41 - Wire frame sketching



p. 68 - Context choice brainstorm
 p. 71-74 Context visit - ideas
 p. 80 - Ideation and wire frame sketching



p. 89 - Ideation workshop



ANALYSIS



p. 15 Choosing case 2
 p. 24-25 Emotion and expectation map
 p. 60-61 - Market screening
 p. 39-40 - App analysis



p. 71-74 Context visit
 p. 73 User experience and emotions



p. 65 - Project approach differences
 p. 82 - Design team process composition.
 p. 88 - Comparative process analysis
 p.93 - Expert review



IDEATION



[A0] Employee interview
 [A0] Contact establishment
 [A0] Test panel



p.74 - Employee interview
 p.74 - Employee interview (what if)



p. 86 Dream scenario
 p.93 Expert review



TESTING



p. 41 - Wire frame sketching
 p.20 - Test panel visit
 p. 45 - App testing
 p. 41 - Wire frame sketching
 p. 45 - App testing



p.77-78 sensibility testing

