

Table Of Contents

| | |
|----------------------------------|----|
| Foreword | 7 |
| Introduction | 8 |
| Methods | 16 |
| · 5 Whys | 18 |
| · A/B Testing | 20 |
| · Affinity Diagramming | 22 |
| · Autobiographical Diaries | 24 |
| · Bodystorming | 26 |
| · Brainwriting 6-3-5 | 28 |
| · Business Model Canvas | 30 |
| · Business Model Experimentation | 32 |
| · Card Sorting | 34 |
| · Cartographic Mapping | 36 |
| · Channel Mapping | 38 |
| · Co-Design Workshops | 40 |
| · Competitor Analysis | 42 |
| · Contextual Observation | 44 |
| · Cultural Probes | 46 |
| · Decision Matrices | 48 |
| · Design by Metaphor | 50 |
| · Design Critique | 52 |
| · Direct Experience Storyboards | 54 |
| · Empathic Modelling | 56 |
| · Experience Prototyping | 58 |

| | |
|------------------------------|-----|
| • Experience Sampling | 60 |
| • Extreme Characters | 62 |
| • Focus Groups | 64 |
| • Forced Associations | 66 |
| • Future Workshops | 68 |
| • Group Passing | 70 |
| • Hero Stories | 72 |
| • Heuristic Evaluation | 74 |
| • Interaction Relabelling | 76 |
| • Interviews | 78 |
| • KJ Brainstorming | 80 |
| • Laddering | 82 |
| • Low-Fidelity Prototyping | 84 |
| • Mapping Space | 86 |
| • Mindmapping (WWWWWH) | 88 |
| • Mockups | 90 |
| • Moodboards | 92 |
| • Online Ethnography | 94 |
| • Perceptual Maps | 96 |
| • Persona-Based Walkthroughs | 98 |
| • Personas | 100 |
| • Questionnaires | 102 |
| • Reframing | 104 |
| • Research Visualisation | 106 |
| • Role-Playing | 108 |
| • Scenarios | 110 |

| | |
|-------------------------------|-----|
| • Science Fiction Prototyping | 112 |
| • Service Blueprints | 114 |
| • Sketching | 116 |
| • Sketchnoting | 118 |
| • Storyboarding | 120 |
| • Thematic Analysis | 122 |
| • Think-Aloud Protocol | 124 |
| • Usability Testing | 126 |
| • User Journey Mapping | 128 |
| • User Profiles | 130 |
| • Value Proposition Canvas | 132 |
| • Video Prototyping | 134 |
| • Wireframing | 136 |

Design Briefs 138

| | |
|---------------------------|-----|
| Autonomous Vehicles | 140 |
| Designing Space Travel | 141 |
| Museum Visitor Experience | 142 |
| Supermarket of the Future | 143 |

Case Studies 144

Templates 163

Design Team 196

| | |
|--------------------|-----|
| Authors | 198 |
| Other Contributors | 203 |

Glossary 204

Credits, Image Sources and References 206