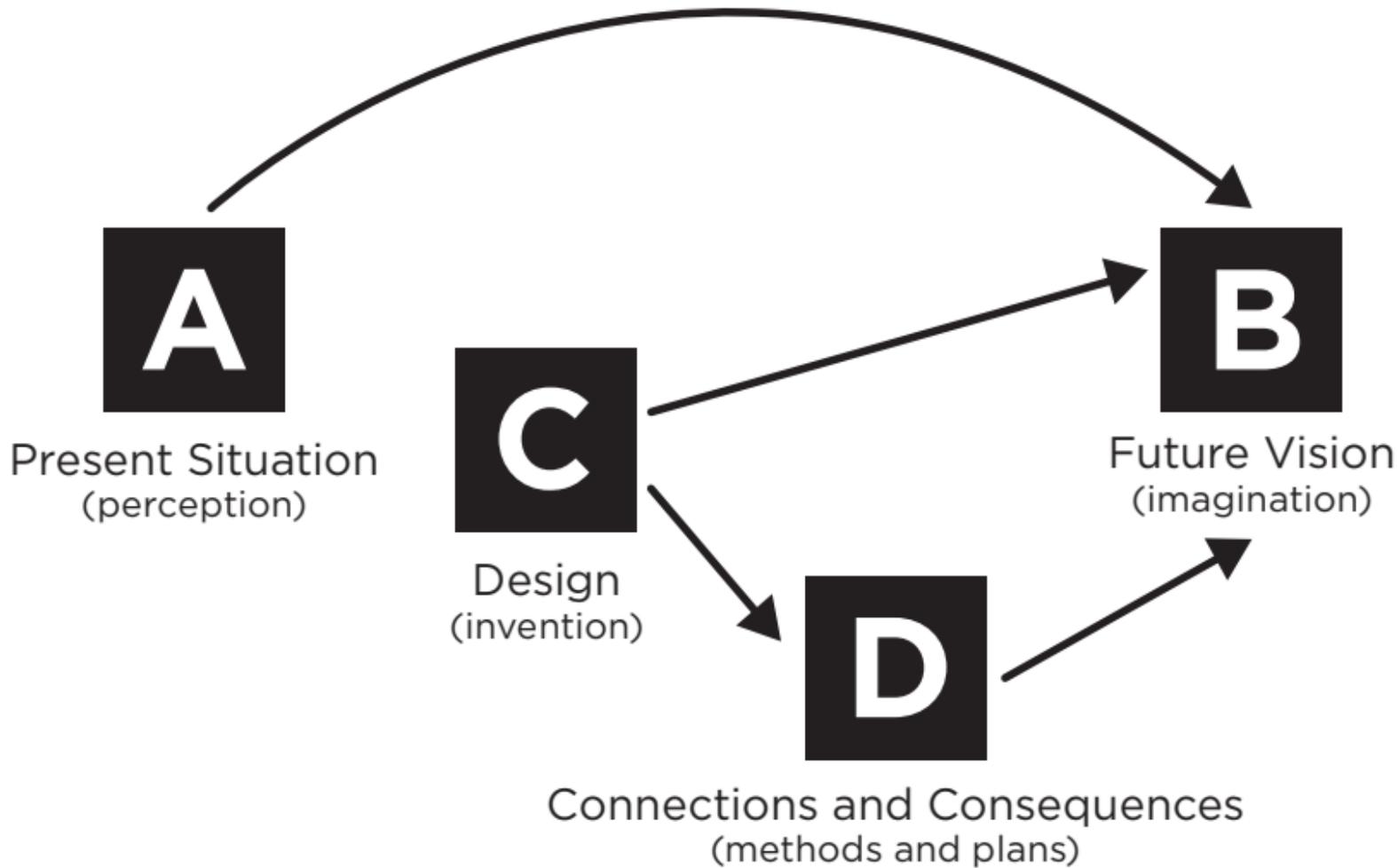


The process examines four basic questions, which correspond to the four stages of design thinking:

1. *What is?*
2. *What if?*
3. *What wows?*
4. *What works?*



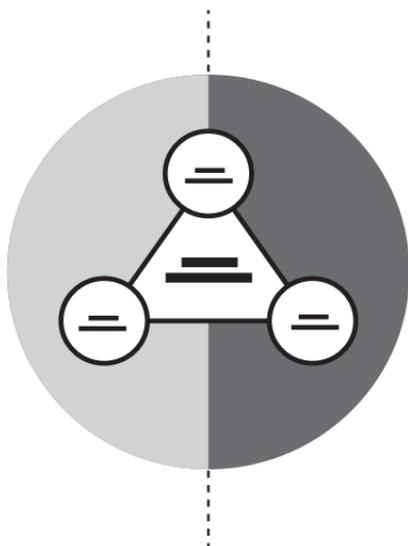
# Building Our Future

## OPPORTUNITIES POSTER

### system in focus



### operating environment



Ask tech  
support



Multiple  
apps



Hardcopy  
sources



Ask fellow  
rep



# 7 Distinct Personas and What Motivates Them

## **Aware and Achieving**

- fresh, diverse, content
- new challenges, self-assigned goals (more rigorous)
- options to coach others

## **Me-Time Impoverished**

- social outlet
- guilt free
- valuable use of time
- provide benefits for dependents

## **Validation Seeker**

- numbers, metrics
- standards for personal comparison
- reason for challenges

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## **Enlightened and Discovering**

- knowledge and inspiration
- not interested in points (intrinsically motivated)
- challenges they don't do already

## **Idle**

- challenges must be fail-proof
- extrinsic motivation to return
- do with partner or group

## **Excuse Maker**

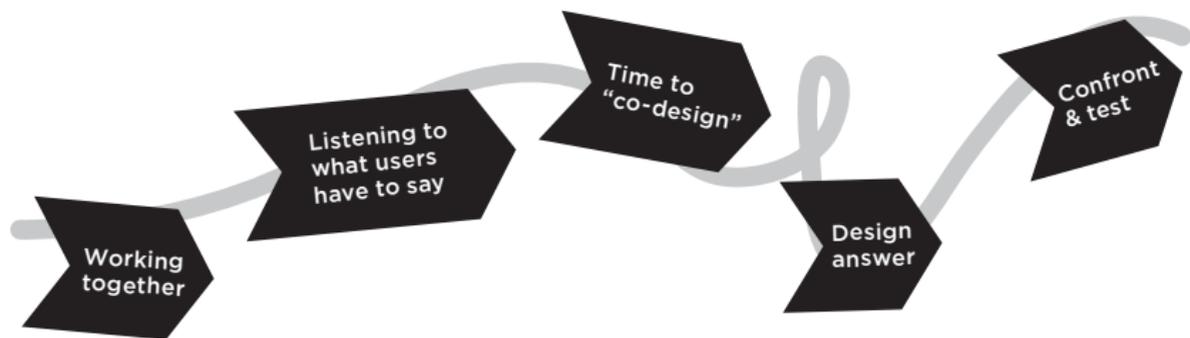
- anonymity and privacy—to eliminate shame
- social groups based on same life situation
- light-hearted approach

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## **Enabled**

- goals are “wants”
- fast results
- ability to have a personal coach or sponsor keep tabs on them

Designers' skills	User-oriented design model Ethnographic design	Managing creativity T.Amabile model	Semiotics Peirce's model	"Designence" <sup>™</sup> design value measurement
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The saga Choosing a logo	Ethnologists' interviews The wheel of fortune & creating personas FiDJI game	Results of creative workshop 1 Translating scenarios into 44 ideas Thematization of the 44 ideas Result of creative workshop 2	Feedback from interviews by designer Decision committee Creative paths not selected The demonstrator's scenario The story board MY PIG	Questionnaire Survey results Return on experience Communication strategy
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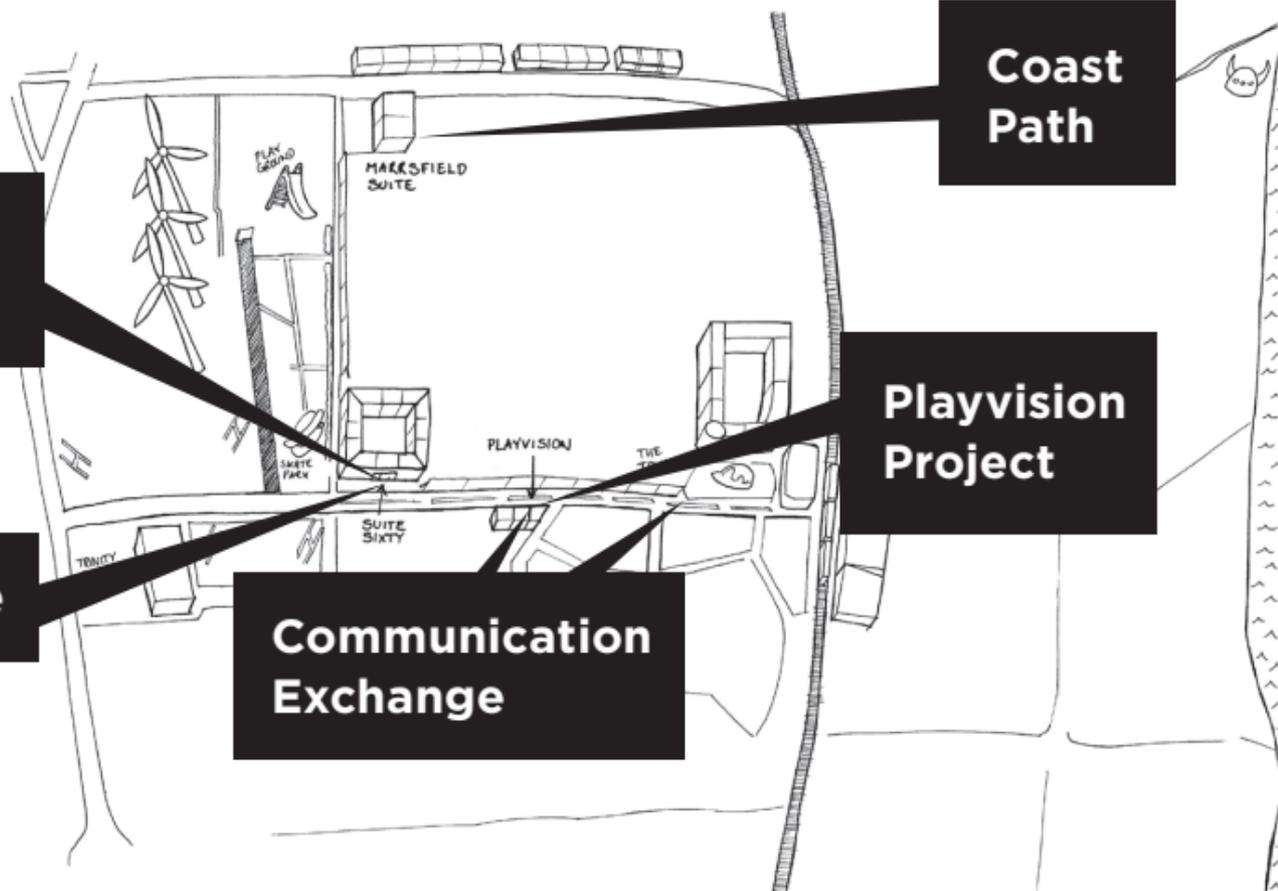
**Coast Path**

**Grow Local**

**Playvision Project**

**Hothouse**

**Communication Exchange**

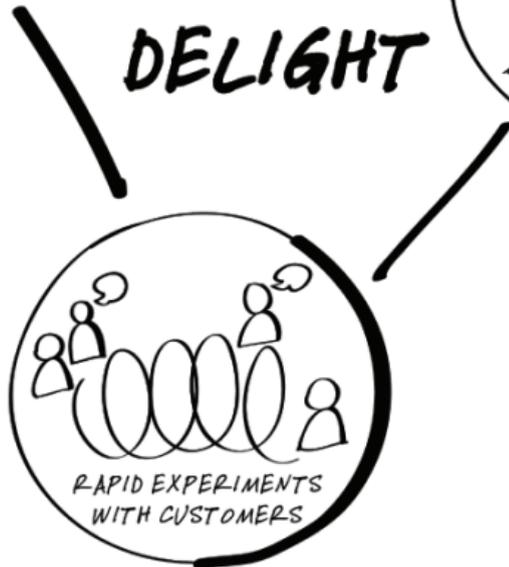




DEEP CUSTOMER  
EMPATHY



GO BROAD TO  
GO NARROW



**DELIGHT**



RAPID EXPERIMENTS  
WITH CUSTOMERS

CHANGES IN  
"HARD"  
MEASURABLE OUTCOMES

MEASURABLE CHANGES  
IN PERCEPTION

CHANGES IN  
THE CONVERSATION

CHANGES IN  
HOW PEOPLE  
THINK