

已知/未知

主題

已知

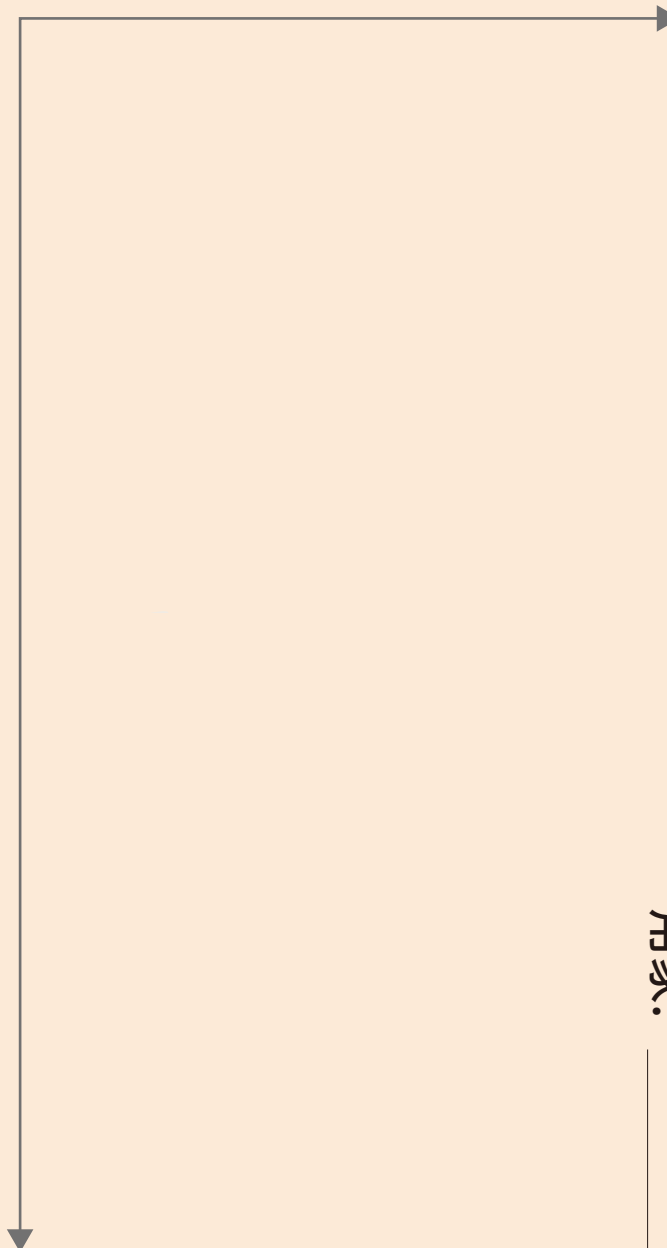
未知

用家旅程圖

機會

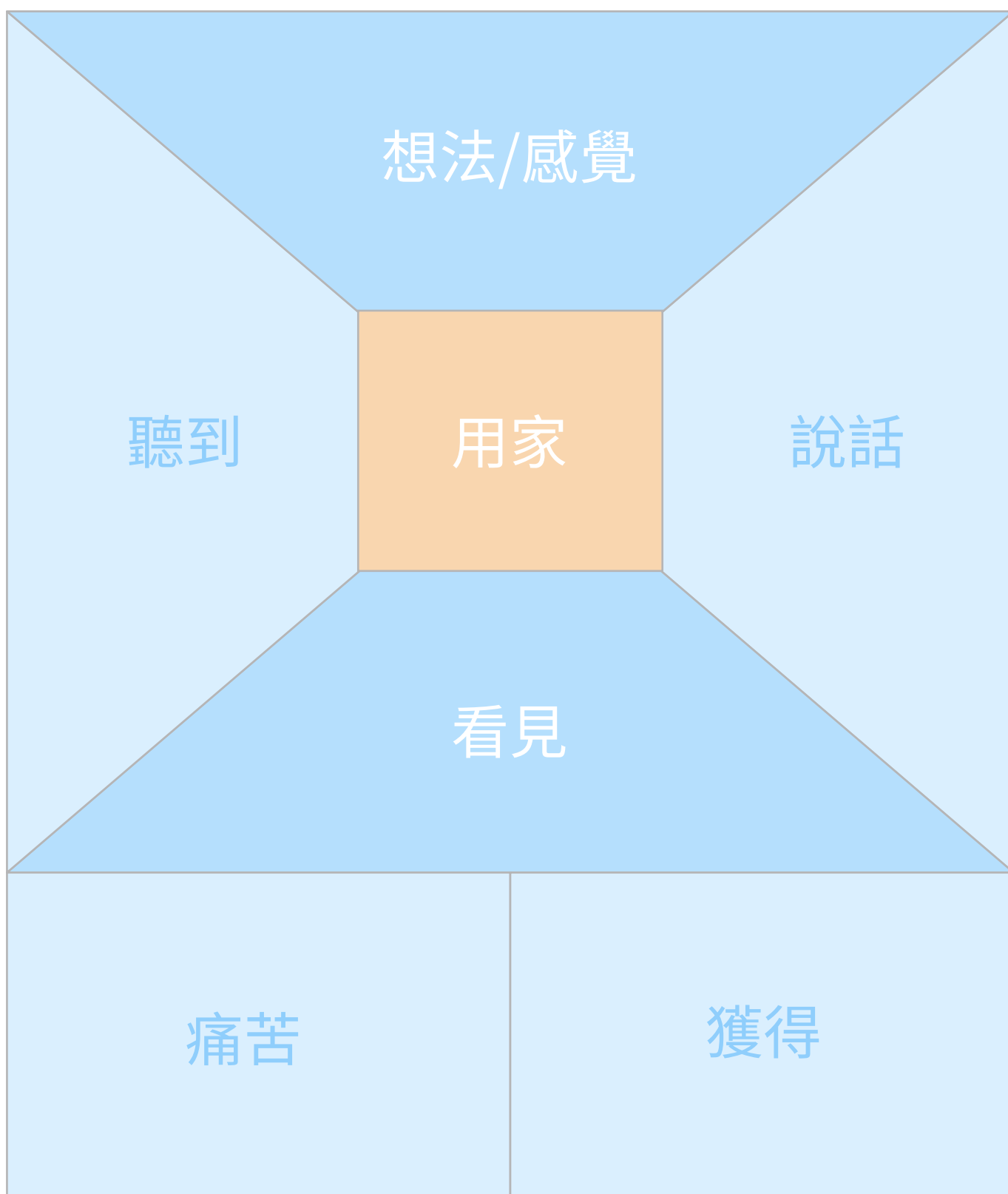
痛點

事情/
心情

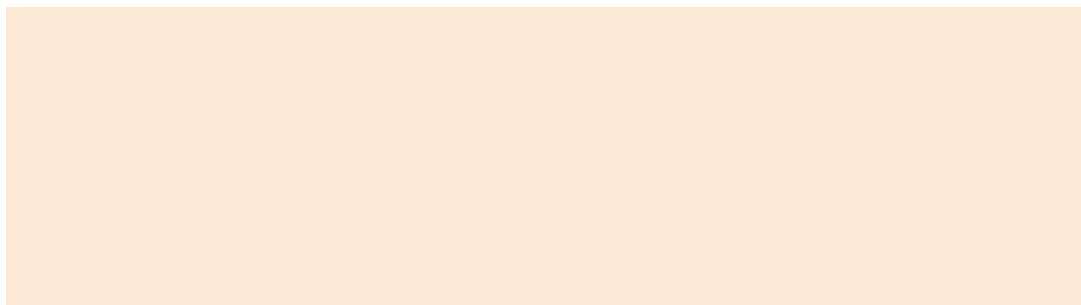


用家: _____

同理心地圖



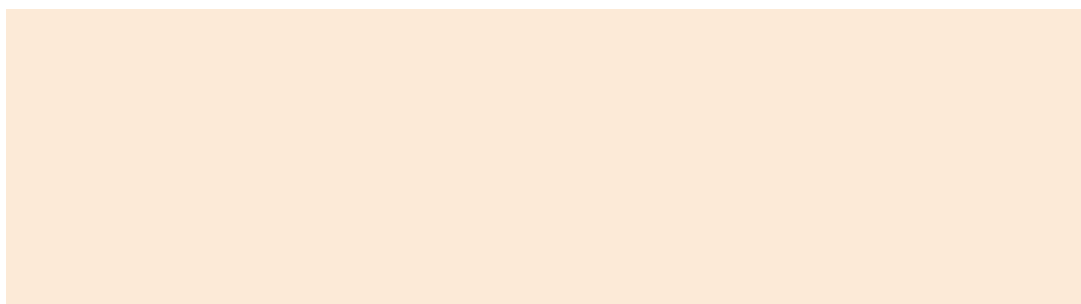
AEIOU



Activity
活動



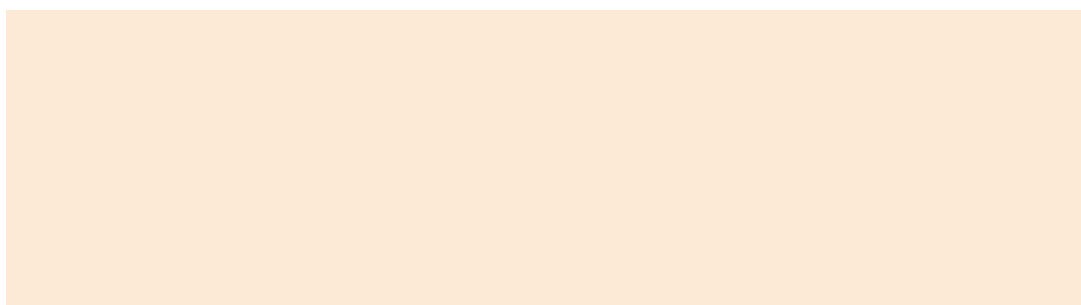
Environment
環境



Interaction
互動

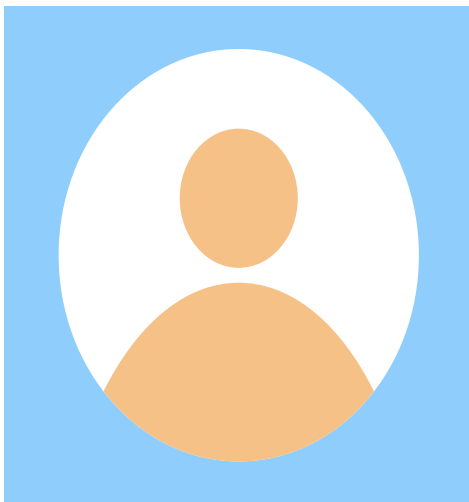


Objects
物件



User
用家

Persona



語錄

Blank space for writing a quote.

日常習慣

Blank space for writing daily habits.

姓名:

性別:

年齡:

職業:

性格:

目標/動力來源

Blank space for writing goals or sources of motivation.

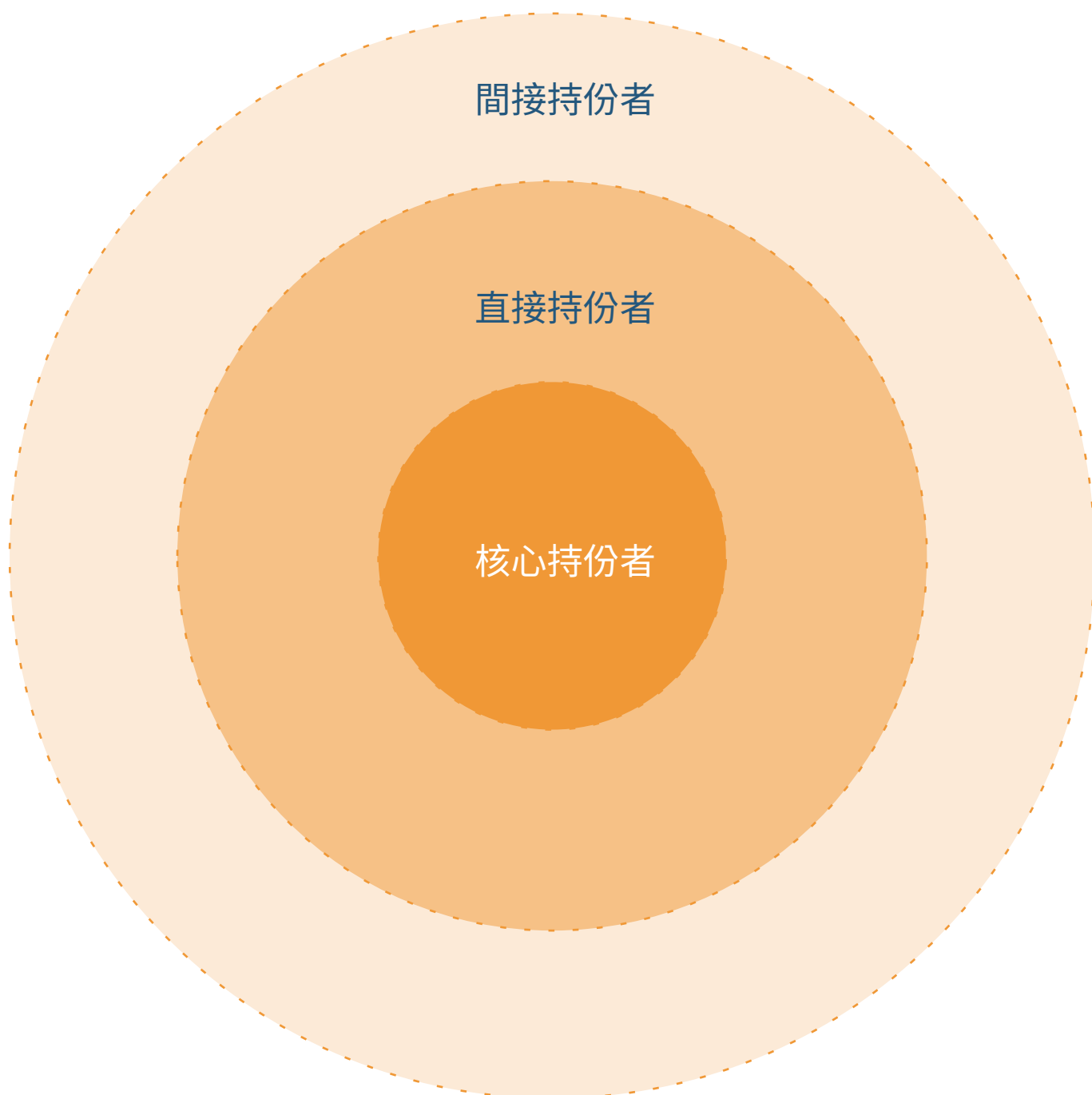
感到受挫的事

Blank space for writing things that cause frustration.

持份者地圖 1



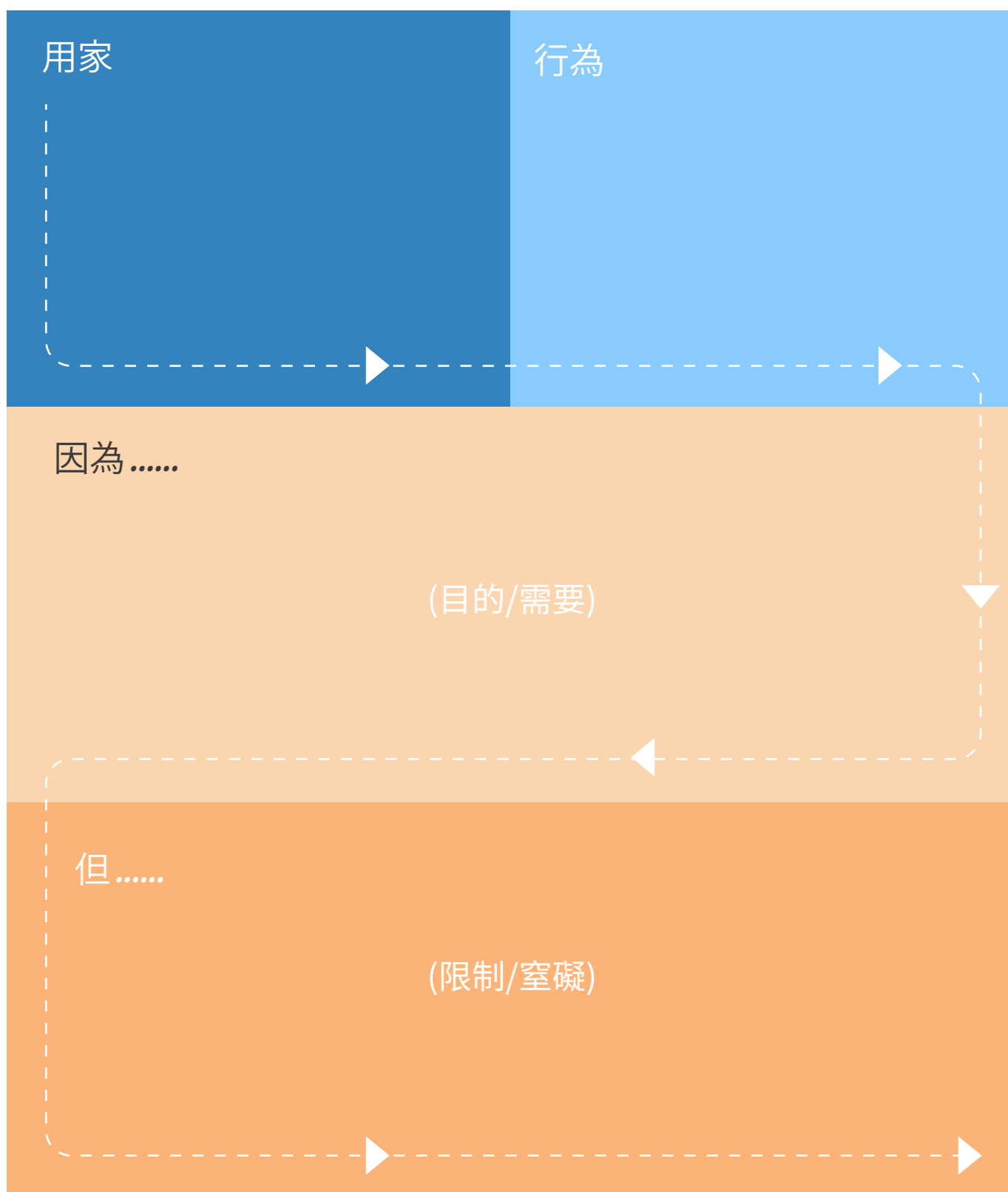
持份者地圖 2



Storytelling

			用家
			說什麼/做什麼
			重視的價值

洞見框架



How Might We (HMW)

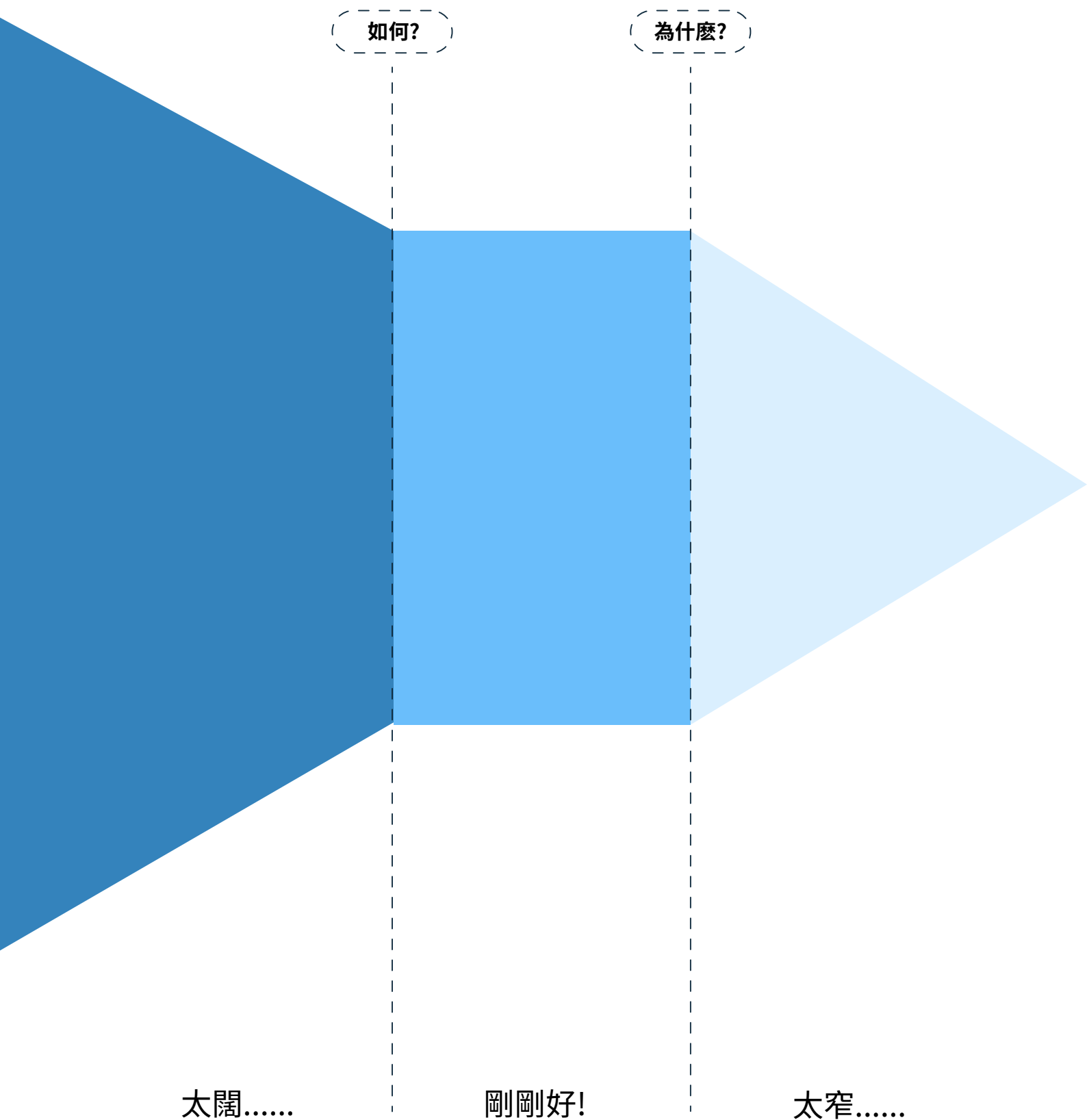
洞見

How Might We (HMW)

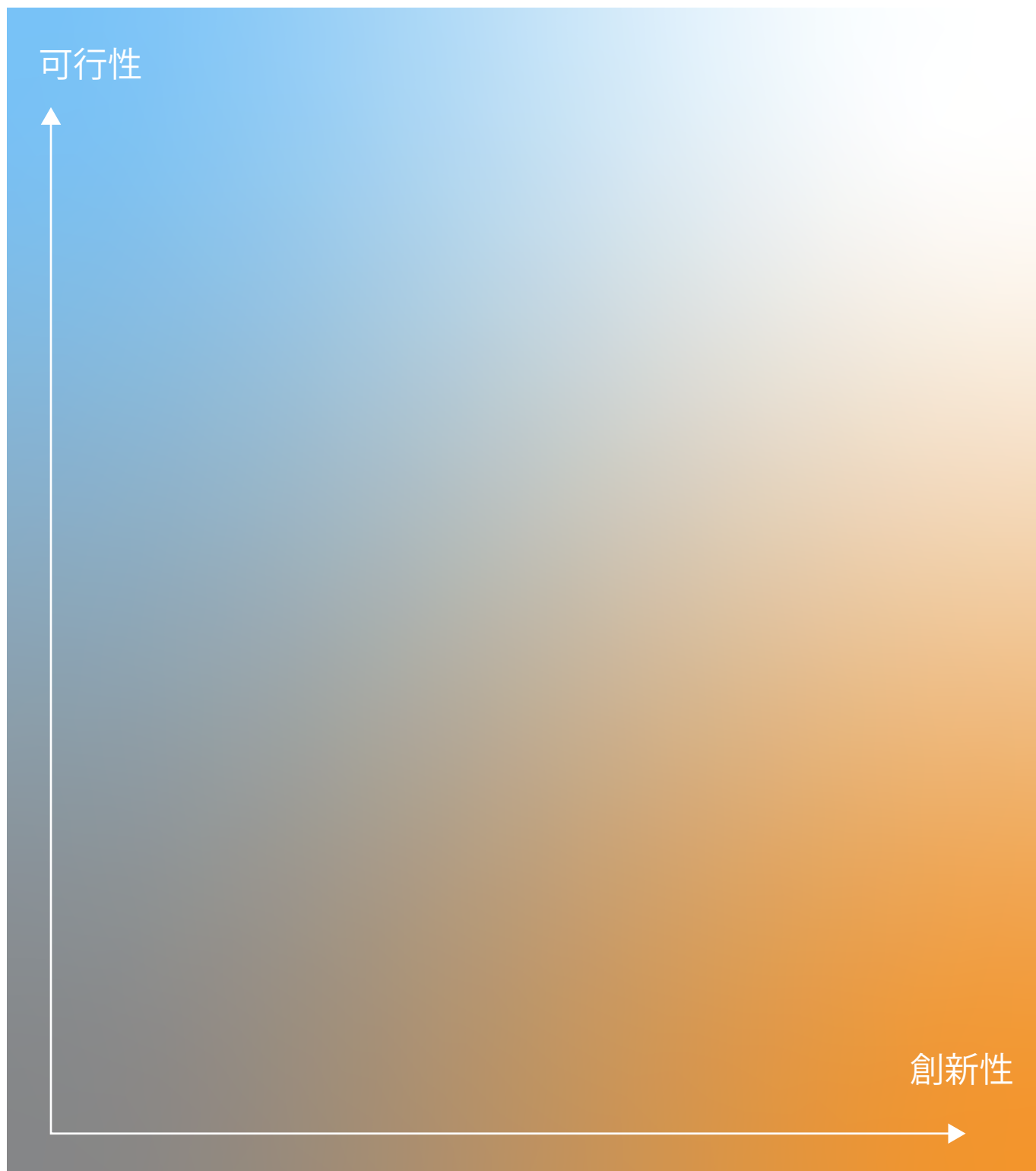
HMW 重寫 #1

HMW 重寫 #2

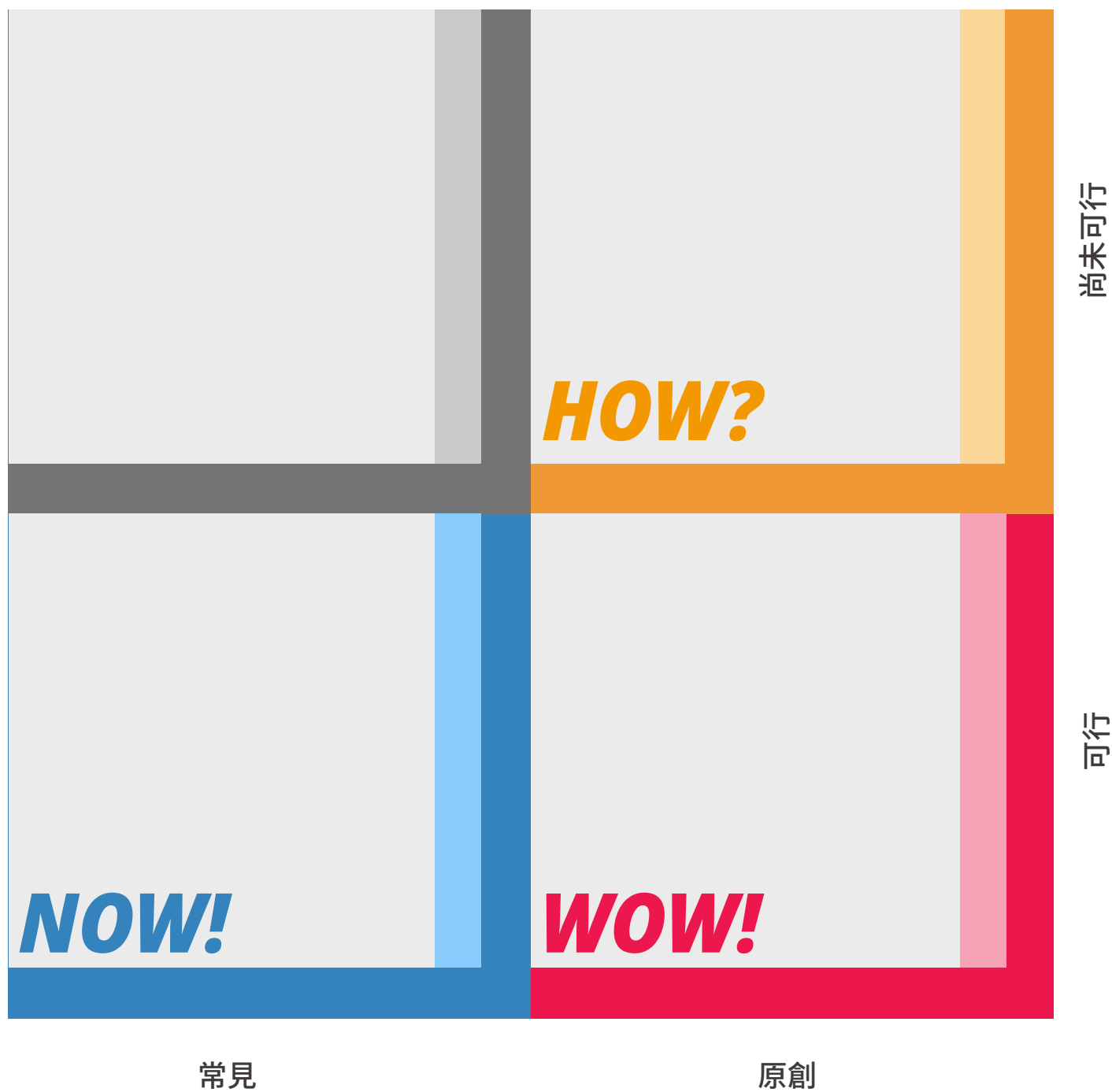
HMW 漏斗



可行性測試



COCD 盒子



項目概念畫報

項目名稱	口號	
優點		
STORYBOARD		

↓

MVP 設計規劃

	日期	
	假設	建立
	設計原型	
	成功指標	量度
	用家反應	
	新方向/觀點	學習

改變理論框架

