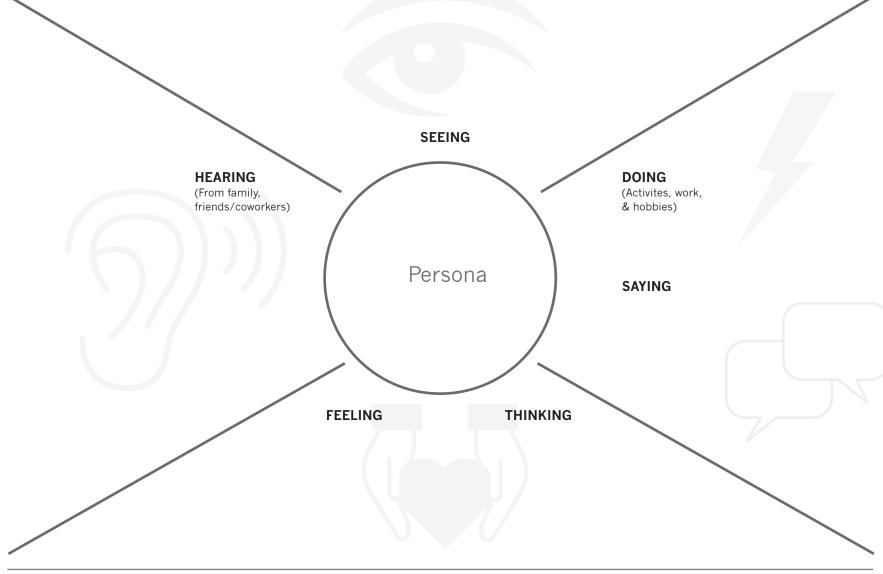
INTERVIEW TECHNIQUE / FORMAT

1. Ask about user's best experience when they were							
NOTES	(example: traveling or using app XYZ)						
2. User's worst experience when they were using the sanotes	ame service/company as above.						

3. Read your notes above and transfer relevant info (behaviors, painpoints, goals) to the Persona worksheet (next page 4).

PERSONA #	Name	Age	Gender	
	(Short personality based Archetype description or "Tagline")			
Persona	Favorite Apps (Competitors?)			
	(Ex: Mac, Windows, Android, iPhone. Devices Desktop or Laptop or Tablet.)			
	Income \$			
BEHAVIORS (Ex: Likes to Jog)	PAINS / PROBLEMS (Ex: Shoes hurt feet)	1	S (Ex: Find shoes that don't hurt feet)	
1.)	1.)	1.)		
2.)	2.)	2.)		
3.)	3.)	3.)		
	PRO.	JECT		

EXPERIENCES IN DAILY LIFE (Copy from Persona)



PAINS (Review, copy and revise if needed from Personas)

GAINS

BUSINESS CANVAS STEP 1 (Think, collaborate, and write down)

A. PROBLEMS Describe top 3 "problems"/pains of customers 1.)		C. UNIQUE VALUE PROPOSITION Single, clear, compelling message stating why you are different and worth buying. 1.)
3.)		3.)
D. CHANNELS Paths to customers ("distribution") 1.)	E. COST STRUCTURE What are your expenses? Web hosting, designers, and developers resources etc.	F. REVENUE STREAMS Revenue Model, Margins
3.)		
G. SOLUTIONS	H. UNFAIR ADVANTAGE Can't be easily	I. KEY METRICS How do you measure
Top 3 "Features"	bought or copied aka "Secret Sauce"	success? Visitors, Revenue, Users over X amount of time.

BUSINESS CANVAS STEP 2 (Transfer and confirm from Step 1)

PROBLEMS	SOLUTIONS	UNIQUE VALU PROPOSITION	IE I	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
	KEY METRICS			CHANNELS	
COST STRUCTURE			REVENUE S	TREAMS	

USER STORY#

As a user I want to

OVFRALL I (as a archetype group: Example: "Soccer Mom" or parent with a child playing soccer want to be able to Ex: get soccer game schedules quickly (Note: Keep these as short as possible) because Ex: I want to save time and not forget to take my kids to a game. (Reason/rationale) BREAK DOWN THE ACTUAL STEPS IN THE TASKS REQUIRED. Example Overall task: Example of how it would break down: "As a user I want to create a new account." 1. As a user I want to type in 3. As a user I want to re-enter my password to verify it. a new username. 2. As a user I want to enter 4. As a user I want to submit this information and create an account. a password. BREAKDOWN (SEE EXAMPLES ABOVE) As a user I want to As a user I want to

As a user I want to

As a user I want to

As a user I want to

...

TIME LINE Get your website or app launched (+ Resources)! (*INCLUDED IN THIS KIT) Some tasks maynot be alwaysin linear top to bottom format. Not all teams will use every method below. **ITERATE CONCEPTUALIZE/DESIGN** TEST/ANALYZE **LAUNCH** RESEARCH/PLAN MILESTONE #1 MILESTONE #2 MILESTONE #3 MILESTONE #4 **COMPLETION** COMPLETION COMPLETION COMPLETION DATE DATE DATE DATE HEAT MAPS (e.g. Crazy Egg) CUSTOMER INTERVIEWS WIREFRAME/STORYBOARDS ANALYTICS PERSONAS* QA TEAM TESTING A/B SPLIT TESTS CONTENT STRATEGY (e.g. Optimizely) EMPATHY MAPS* **INFORMATION** BETA TEST GROUP ARCHITECTURE (from SEO (e.g. Moz.org) JOURNEY MAP* EXTERNAL TESTING Card Sorting tests) (e.g. UserTesting.com) ADWORDS USER STORIES PROTOTYPE SOCIAL MEDIA BUSINESS CANVAS* (e.g. Invision, Axure, UX Pin, Adobe XD) LIVE CHAT BUSINESS REQUIREMENTS DOC. USUAL DESIGN SUPPORT PORTAL CARD SORTING (FAQS, KB - e.g. IDENTIFY "MVP" (Minimum Viable Product) SITEMAP ZenDesk, Uservoice) RE/FRAME aka OSBORN* CREATE SPRINTS

(Prioritize Features/Roadmap)

CODE/DEVELOP/DEPLOY

NOTES

SCHEDULE TIMELINE*

SETUP DROPBOX

SETUP BASECAMP/TRELLO