

These method cards and techniques have been derived and compiled from various sources.

## **COLLAGE**

**Participants compose and paste together combinations of words, images, icons, or symbols, to explore and convey associations, feelings, and illicit memories, ideas or/and visions.**

**HOW: Provide participants with a range of different images to choose from. A mixture of literal and metaphorical images open to interpretation work best.**

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Immerse

Generate

Converge

## **MAPPING**

**Participants explore, identify and convey connections, relationships, patterns and priorities by composing elements on a page.**

**HOW: Provide prompts such as icons, words, buttons, string or random triggers and a basic template that indicates how connections might be arranged, for example Bulls Eye (target), Matrix, Timeline or Journey.**

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## **PERSONAS**

**Participants immerse in and explore the perspective of a particular person (user type) by visually representing aspects of the personas life. This can help validate user data as well as focus participants.**

**HOW: Provide simple information and characteristics in text format and allow participants to bring the person to life visually through text, images, icons etc. Templates can include basic body shapes or Facebook profiles for example.**

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## **ROLE PLAY**

**Participants explore an existing or future experience or scenario by acting it out, with or without props.**

**HOW: Participants may act out their own scenario or explore a concept developed earlier. This can be done rapidly in a few minutes to quickly bring something to life, or more indepth to really explore detail. The technique can be enhanced by having a director who “pauses” the role play and asks questions to delve deeper into the experience.**

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## PAPER PROTOTYPING

Participants use sketching, pen and paper or icons and cut outs to give form to different ideas for feedback, testing and iteration. .

**HOW:** Participants arrange or re-arrange elements on a page or develop initial sketches themselves. Sketches should be done quickly and then shared and tested and the strongest combined. Testing can be done with different personas or scenarios and perspectives being applied to the prototypes.

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## INSPIRATION CARDS

Participants use combinations of cards as triggers or inspiration for creating new concepts and scenarios. Cards may represent domain types, user types, technology types, feelings, touchpoints etc.

**HOW:** Participants combine different cards together to generate ideas, cards maybe created prior or by participants. Cards can also be used more informally as prompts or inspirations to describe a story or experience.

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## WORD GAMES

Participants generate words/responses/ideas individually or in groups and capture them on post it notes. May be word association or in response to particular categories. These words can then become base elements for other activities.

**EXAMPLE:** A word race between two teams to see who can generate the most words relating to a particular topic.

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## SCENARIOS

Participants create and depict a specific experience of use, with specific actors. Can be current or future scenarios, and acted out with/out props, sketched on storyboards or using images and text.

**HOW:** Using a storyboard template ask participants to create a scenario by deciding: who is in it, what triggers the interaction, what happens and the outcome. Participants may also build on an existing service by filling in gaps in a scenario.

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## MAGIC THING

Participants explore a potential concept, idea, action or experience through objects imbued with magic powers. The object may already exist e.g a polystyrene prototype of a 'communication tool' or be created by participants.

**HOW:** Participants are given or select a random prop or question and use this as springboard to create or come up with any kind of fantastical scenario.

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## BACKCASTING

Participants explore possible futures and steps to getting there by working backwards from a scenario or range of scenarios.

**HOW:** Participants create or are given a future scenario to work back from. Participants identify events and enablers required to make the event happen. Icons and artefacts can be used to prompt and identify different types of events or enablers.

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## 3D WALKTHROUGH

Participants describe their experiences of current situations and environments (e.g an office space, local park or hospital ward) and explore/mock up possible futures/alternatives by manipulating 3d Models and props e.g., lego, desktop prototype.

**HOW:** Provide participants with a simple template (e.g., map or line on a table top) and visual triggers or icons that can be arranged to represent different interactions, feelings and touchpoints.

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## PLAYFUL TRIGGERS

Participants use playful objects (lego, feathers, maps) to visualise experiences and concepts. The objects take on meanings given to them by participants and depending on the context. Sets up a shared space for exploration and negotiation.

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## EXPERIENCE BOARDS

Participants choose from a range of different images (or word/image combinations) to help describe their experience of a journey, space or service. They can be used to explore a current experience or future possible experiences and touchpoints.

**HOW:** Select 10-15 images that are high contrast and easily differentiated. Images can be fixed to a board with velcro or magnets for selection and re-use. Can be used in intercepts and interviews.

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## MOBILE DIARIES

Participants record daily events and feelings using their phone and other digital tools. Can include snapshots of different places as well as video tours.

**HOW:** Use a digital platform for supporting and collecting diary entries. Provide participants with activities and instructions for between 3-10 days. Interact with participants and feed back on entries to learn more about different aspects.

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## JOURNEY MAP

Users create a visual journey of their experience over time using visual prompts and emoticons. The journey can describe what happened, event triggers, how the person felt and why.

**HOW:** Provide participants with a basic template that indicates time in some way. Provide simple icons and other triggers (e.g., questions) that help participants to show and describe the journey as well as their emotions.

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## LETTERS

Participants write a letter describing how they felt about an experience, service or product. It could be a break up letter, or a 'how I wish you could be different' letter.

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## CARD SORTING

Different concepts are printed onto cards Participants can choose the cards that have the most significance to them and discuss them, or create new cards to fill gaps that are missing. Participants can also sort these into different categories, or create their own categories.

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## IMPACT/EFFORT MATRIX

Participants sort and compare concepts or items by ranking them terms of effort on one axis and impact along the other axis.

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## USER STORIES

User stories are created, sorted and/or prioritised by participants against different criteria. Users stories may be given different rankings for example, effort, user need, or technical viability.

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## AFFINITY MAPPING

Participants physically organise and group items into different categories. These may be named and potentially prioritised.

**HOW:** Using post it notes or other moveable items participants work together to cluster similar items. Items can be coded and resorted in different ways.

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