

This project consists of 3 Parts:

Part 1. Customer Profile - Due March 18, 2022

Part 2. Value Proposition Map - Due March 25, 2022

Part 3. Design - Visual Prototyping - Due April 1, 2022

Part 1. - Customer Profile – See Part1-Example.pdf

Due March 18, 2022

INTRODUCTION

The Customer (Segment) Profile describes a specific customer segment in a more structured and detailed way. It breaks the customer down into jobs, pains, and gains.

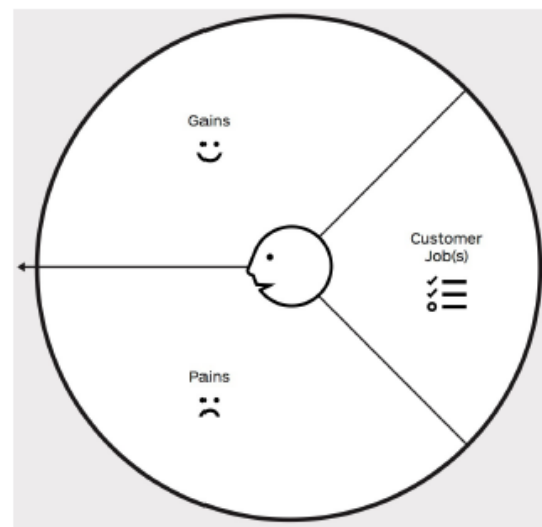
Customer Jobs describe what customers are trying to get done in their work and in their lives, as expressed *in their own words*. What you think of as important from your perspective might not be a job customers are actually trying to get done.

Pains describe bad outcomes, risks, and obstacles related to customer jobs.

Gains describe the outcomes customers want to achieve or the concrete benefits they are seeking.

The goal of describing a specific customer profile is to come up with a product or service solution that will address the tasks customers are trying to perform, the problems they are trying to solve, or the needs they are trying to satisfy.

After you described the customer profile, and found out everything you needed to know about those customers, you need to define the customer persona or archetype.



WHAT IS A PERSONA?

When we say "persona", designers generally mean some methodological descendant of the work of Alan Cooper's 1999 book, "The Inmates are Running the Asylum." The gist of Cooper's argument is fairly straightforward: There will be far greater success in design work that meets the goals of one specific person, instead of trying to design for the various needs of many. It may seem counterintuitive to design for just one person, whether hypothetical or not.

First, personas introduce teams to hypothetical users who have names, personal traits, and habits that in a relatively short time become believable constructs for honing design specifications. Second, personas are stand-ins with archetypal characteristics that represent a much larger group of users. Third, personas give design teams a strong sense of what users' goals are and what are the design needs to fulfill them. Here is a brief summary:

- Personas are hypothetical archetypes, or "stand-ins" for actual users that drive the decision making for interface design projects.
- Personas are not real people, but they represent real people throughout the design process.
- Personas are not "made up"; they are discovered as a by-product of the investigative process of understanding the customer profile.
- Although personas are imaginary, they are defined with significant rigor and precision.
- Names and personal details are made up for personas to make them more realistic.
- Personas are defined by their goals.
- Value designs are built to satisfy personas' needs and goals.

Part 1 - Instructions

As stated, it is assumed that personas are much more effective if they start with a single, actual person as the model.

1. **Prepare for the assignment by considering an experience** you (or others) have as a user of a current IT product, service, or system. The experience must be complex enough to generate pains and gains.
2. Although we are starting with the customer profile, there is an expected design solution to consider later. The more salient the experience, the better.
3. **Set the scene.** Where did the experience take place? What is the **context** (e.g., hospital, classroom, work, vacation)?
4. What goal is/are the customer(s) trying to accomplish?
5. **Create a customer profile** (jobs, pains and gains). The customer can be about: **(1)** you as the main customer segment, **(2)** someone you know who you interview, or **(3)** more than one person in your department, unit, household who you can interview.
6. From the customer profile, **write at least one persona** to provide the design team a good mental model of the customers you got to know.

References:

Tutorial by Alex Cowan on “Personas” at <http://www.alexandercowan.com/tutorial-personas-problem-scenarios-user-stories/>

Part 2 – Value Proposition Map – Due March 25, 2022

INTRODUCTION

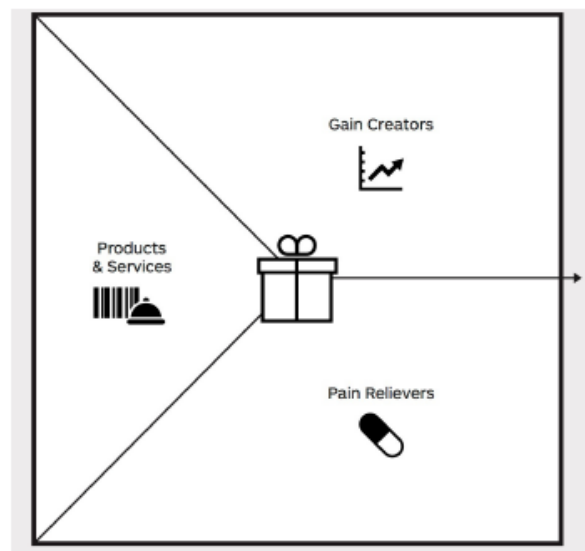
Now that you sketched out a profile of your Customer Persona (in Assignment 2), this project addresses the Value Proposition. The Value (Proposition) Map describes the features of a specific value proposition in a more structured and detailed way. It breaks your value proposition down into products and services, pain relievers, and gain creators.

Products and Services is simply a list of all the various types of products and services that create value in relationship to a specific customer segment and their jobs, pains and gains. Products and services may either be *tangible* (e.g. manufactured goods, face-to-face (e.g., customer service), *digital/virtual* (e.g. downloads, online recommendations), *intangible* (e.g. copyrights, quality assurance), or *financial* (e.g. investment funds, financing services).

Then you rank all products and services according to their importance to your customer. **Are they essential or nice to have?**

Pain Relievers describe how exactly your products and services alleviate specific customer pains. How do they eliminate or reduce negative emotions, undesired costs and situations, and risks your customer experiences or could experience before, during, and after getting the job done? (See appendix for pain reliever trigger questions.)

Gain Creators describe how your products and services create customer gains. They explicitly outline how you intend to produce outcomes and benefits that your



customer expects, desires, or would be surprised by (e.g., social gains, positive emotions, cost savings). (See appendix for gain creator trigger questions.)

FROM PERSONAS TO VALUE PROPOSITIONS


In the Alex Cowan link (see references), he shows a process map of how Personas lead to Value Propositions. A certain PERSONA exists... and they have certain PROBLEMS (jobs, pains and gains)... where they're currently using certain ALTERNATIVES... and you have a VALUE PROPOSITION that's better enough than the alternatives to cause the persona to act (purchase, use, etc.). Examples are provided in the link below.





GETTING STARTED


There are number of ways to assess your value proposition. The process of coming up with a value proposition to the personas you created in Assignment 1, requires some assessment ideas, as well as brainstorming. There are a number of prototyping techniques. One such technique in the book is “Ad-Libs” which is offered to help you shape alternative directions for your value proposition. They can force you to pinpoint how you are going to create value. Consider (prototype) 3-5 different directions by filling in the blanks below. You can also consider the questions that are posed in the reading. Here is an Ad-Lib example using the “business book reader” in the previous reading:


Our *book* **help(s)** *business professionals* **who want to** *improve or build a business* **by** *avoiding making stuff nobody wants* **and** *creating clear indicators to measure progress.*

Our _____
 Products and Services

help(s) _____
 Customer Segment

who want to _____
 jobs to be done

by _____
 verb (e.g., reducing, avoiding)

and _____
 and a customer pain

(unlike _____
 competing value proposition

)

Part 2 – Instructions

As stated above, you want to move from the Customer Profile (Personas) to a Value Proposition. For this project, break down your value proposition into products and services, pain relievers, and gain creators.

1. **Consider the products and services** that will best address what you learned from your customer profile? These are best guesses for possible products and services, not necessarily the only solutions.
2. **Create a value (proposition) map** using the suggested resources provided in this document as well as the references below. In addition to products and services, be sure to address pain relievers and gain creators.

References:

- “Value Proposition and Minimal Viable Product” — <https://youtu.be/iYoavv4uM60>
- “Value Proposition: Pain Killers Ranking — <https://youtu.be/4JOXTcll7Yc>
- “Value Proposition Gain Creators Ranking — <https://youtu.be/1iURG9VOz8k>

Part 3 – Design – Visual Prototyping – Due April 1, 2022

Project #1 was about the customer profile and persona, and Project #2 was about the products and services that best address (“fit”) the jobs, pains and gains in the customer profile, and from the persona. For this Design Project #3, the goal is to create a visual service design or lo-fidelity prototype to capture the products or services you considered earlier. It is a way to **show** how your ideas might best be conveyed to the “customers” early to get feedback from them about your ideas for a solution.

Prototyping Resources and Service Design Tools:

A website of prototyping software <http://uxdesignweekly.com/ux-resources/prototyping-tools> . You’ll have to look around a bit. Good ones are *Marvel*, *Proto.IO* , and *Azure*.

There are many design tools on the web; this link provides a good starting point: <http://servicedesigntools.org/repository>. For each design tool you consider, there may be examples (or links) associated with that tool that may provide you with useful information. It's really up to you which tool you choose to use, but it needs to show in some detail how the system interacts with the user (persona). Here are some tools, but there are many others:

- A **[Service blueprint](#)** is an operational tool that displays the front-end (customer perspective) and back-end of the system, including pain points and solutions to solve them.
- **[Storyboard](#)** - The storyboard is a tool derived from the cinematographic tradition; it is the representation of use cases through a series of drawings or pictures, put together in a narrative sequence. (There are more links and template at the end of this document from Alex Cowan)
- **[Wizard of Oz](#)** - is a technique derived from the information technology that is used in order to test a product or a service in a detailed way by observing the interaction of a potential user with the object without revealing the evaluator's presence.
- **[Rough prototyping](#)** - is a quick method to build prototypes using all the objects and materials available in that specific moment and location.
- **[Experience prototype](#)** - is a simulation of the service experience that foresees some of its performances through the use of the specific physical touch points involved.
- **[Service prototype](#)** - is a tool for testing the service by observing the interaction of the user with a prototype of the service put in the place, situation and condition where the service will actually exist.

Service Blueprint: <https://servicedesigntools.org/tools/service-blueprint>

Storyboard: <https://servicedesigntools.org/tools/user-scenarios>

Wizard of Oz: <https://servicedesigntools.org/tools/service-prototype>

Rough Prototyping: <https://servicedesigntools.org/tools/rough-prototyping>

Experience Prototype: <https://servicedesigntools.org/tools/experience-prototypes>

Service Prototype: <https://servicedesigntools.org/tools/service-prototype>

Part 3 – Instructions

After reviewing the links above, create a low-fidelity prototype or service design diagram **that best addresses** the customer experience and value proposition from the first two parts. As the video and other resources point out, the main goal is to address the needs of the customers/end-users/business employees, etc. However you do this is up to you.

QUESTIONS TO CONSIDER

Upon completion of your prototype or service design tool, consider these two charts to help you answer these questions (*no need to fill out all rows; you can also answer the questions using any format you like*).

1. What insights did you gain from completing the design/prototype?
2. What are the key takeaways from the design experience?
3. What aspects of the product or service delivery process are not well understood, where gaps still exist, or where fail-points or concerns are not resolved?
4. What are the potential improvement actions you could recommend in order to create a better product or service going forward?

Insights	Details

Key Gaps	Potential Improvement Actions

Resources:

<https://www.alexandercowan.com/storyboarding-tutorial/>

<https://www.storyboardthat.com/>

<https://servicedesigntools.org/tools>