### Key Quotes
Quotations you found out from design research: observation, interviews, Open-ended survey responses.

- e.g., "I tend to not use technology when I workout because it doesn't feel natural. I have to input information and then it spits out numbers at the end of the day, not what I associate with working out like feeling good and that sort of stuff."

### Core Needs
User’s desires. Representative latent, unmet-user needs interpreted from key quotes in the previous step.

- e.g., User Needs to feel in control of their own actions and not feel like they are being told what to do, even if it is for their betterment.

### Design Insights
Considering your business, actionable design insights to guide the design of your product/service driven by core needs in the previous stage.

- e.g., Empowered-Recommendation
  The recommendation given by device should be things that allow user to do something with the data acquired. Not tell them what to do but rather give options that allow the user to make their own choice.
### Vision Statement

One-liner statement that describes the clear mid to long-term goal of your business that's specific enough, including direction, objective of your product/service as well as how, what.

*e.g.* creating an environment that can improve a user's experience in a work environment by responding to a user's cognitive and emotional states.

### 3 Phases of Your Product/Service Development

Describe them as a form of one of product, service, prototype, and/or experience.

<table>
<thead>
<tr>
<th>Phase 1 (Current)</th>
<th>Phase 2 (Near-term)</th>
<th>Phase 3 (Long-term)</th>
</tr>
</thead>
<tbody>
<tr>
<td>e.g., Improved circadian rhythm</td>
<td>e.g., Improved focus through ownership of stress.</td>
<td>e.g., Increased Ownership of Daily Life</td>
</tr>
</tbody>
</table>

[http://best.berkeley.edu/best-research/design-roadmap/](http://best.berkeley.edu/best-research/design-roadmap/)

Created by Design Roadmapping Research Team, BEST Lab, UC Berkeley

Version 1.0, (Last updated Sep. 2015)