Design Roadmapping Worksheet (1/2)

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 on choice

Key Quotes	Core Needs	Design Insights
1.	1.	1.
2.	2.	2.
3.	3.	3.
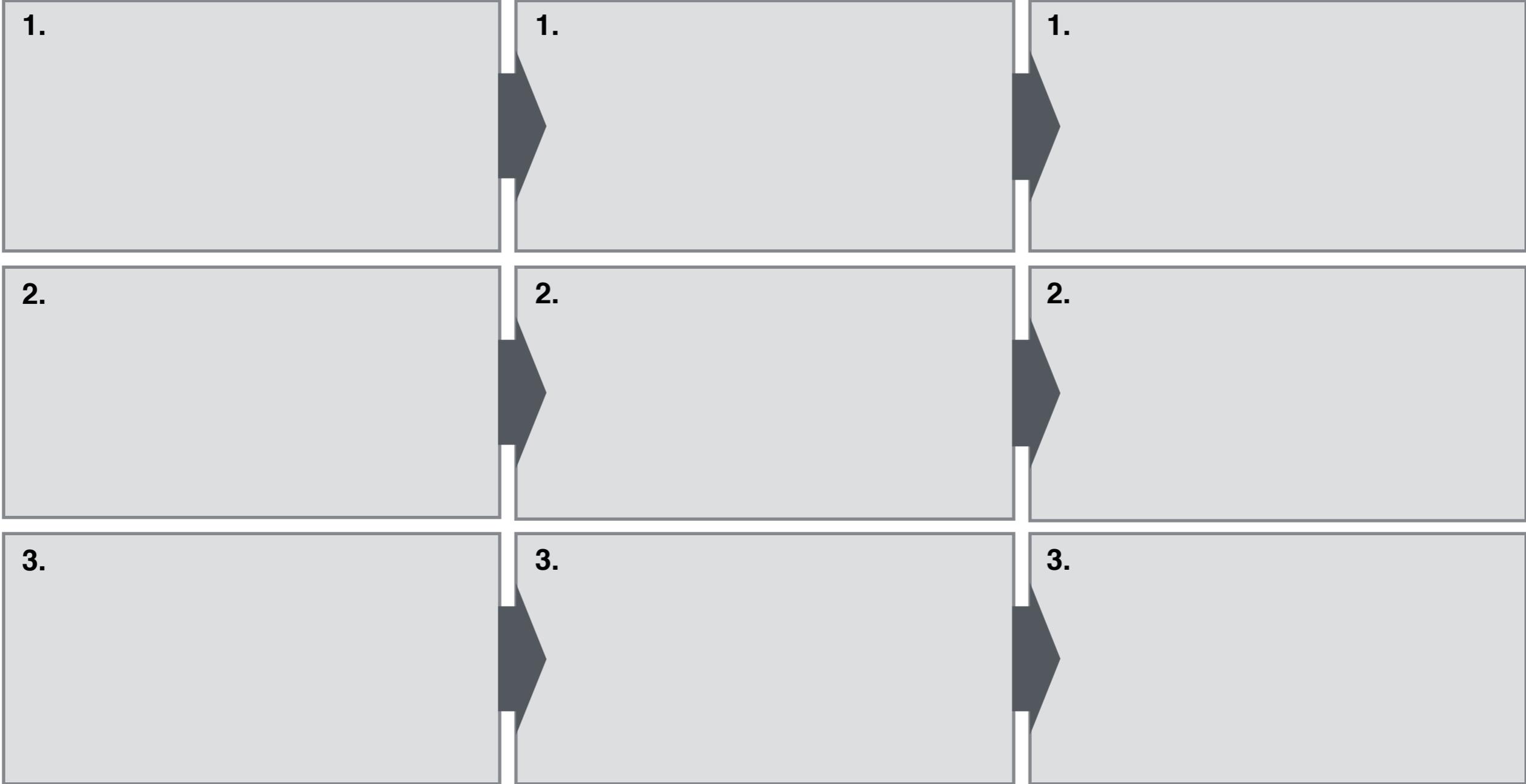
Design Roadmapping Worksheet (2/2)

Vision Statement

One-liner statement that does describe the clear mid to long-term goal of your business that 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.

Phase 3 (Long-term)

e.g., Increased Ownership of Daily Life

Phase 2 (Near-term)

e.g., Improved focus through ownership of stress.

Phase 1 (Current)

e.g., Improved circadian rhythm

http://best.berkeley.edu/best-research/design-roadmap/