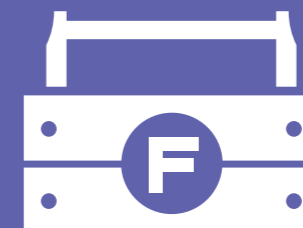


FRAMING SESSION TEMPLATES

FINNISH
VERSION
AVAILABLE!





STAKEHOLDER PROFILE TEMPLATE

STAKEHOLDER DESCRIPTION

Include only relevant characteristics. These could be for example

- demographics, e.g. gender, age, education, status, occupation, ethnicity, etc.
- personality traits or preferences, e.g. extrovert, honest, creative, etc.
- situational or contextual characteristics, e.g. being in a hurry, valuing freedom, being a newcomer, struggling with work-life balance, etc

ISSUE

In a nutshell, describe the issue from the stakeholder's perspective.

CORE NEEDS

Include only needs (or goals) relevant to the issue.

1

2

3

QUOTE

Revealing quote, e.g. from a user interview.

CORE FRUSTRATIONS

Include only frustrations relevant to the issue.

1

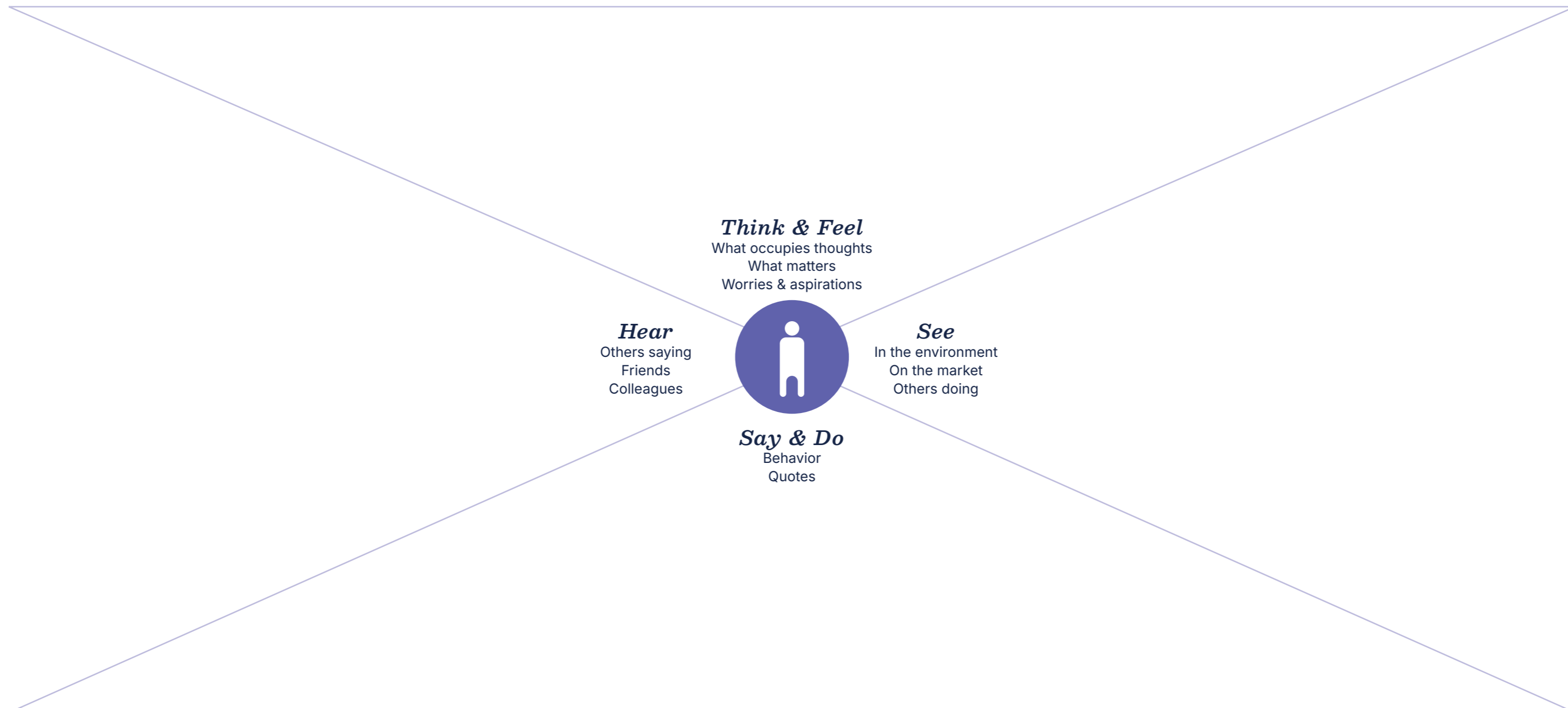
2

3



CUSTOMER: _____

TEAM NAME: _____



Think & Feel
What occupies thoughts
What matters
Worries & aspirations

Hear
Others saying
Friends
Colleagues



See
In the environment
On the market
Others doing

Say & Do
Behavior
Quotes

Pains
Fears, anxieties
Frustrations
Obstacles

Gains
Wants/needs
Measures of success
Hopes and dream



POINT-OF-VIEW STATEMENTS TEMPLATE

Strive for specificity and vividness!

1

_____ WANTS TO
[specific stakeholder segment]

_____ BECAUSE
[need expressed by the stakeholder]

_____ BUT
[motivation expressed by the stakeholder]

_____ .
[barrier expressed by the stakeholder]

2

_____ WANTS TO
[specific stakeholder segment]

_____ BECAUSE
[need expressed by the stakeholder]

_____ BUT
[motivation expressed by the stakeholder]

_____ .
[barrier expressed by the stakeholder]

3

_____ WANTS TO
[specific stakeholder segment]

_____ BECAUSE
[need expressed by the stakeholder]

_____ BUT
[motivation expressed by the stakeholder]

_____ .
[barrier expressed by the stakeholder]

4

_____ WANTS TO
[specific stakeholder segment]

_____ BECAUSE
[need expressed by the stakeholder]

_____ BUT
[motivation expressed by the stakeholder]

_____ .
[barrier expressed by the stakeholder]

5

_____ WANTS TO
[specific stakeholder segment]

_____ BECAUSE
[need expressed by the stakeholder]

_____ BUT
[motivation expressed by the stakeholder]

_____ .
[barrier expressed by the stakeholder]

6

_____ WANTS TO
[specific stakeholder segment]

_____ BECAUSE
[need expressed by the stakeholder]

_____ BUT
[motivation expressed by the stakeholder]

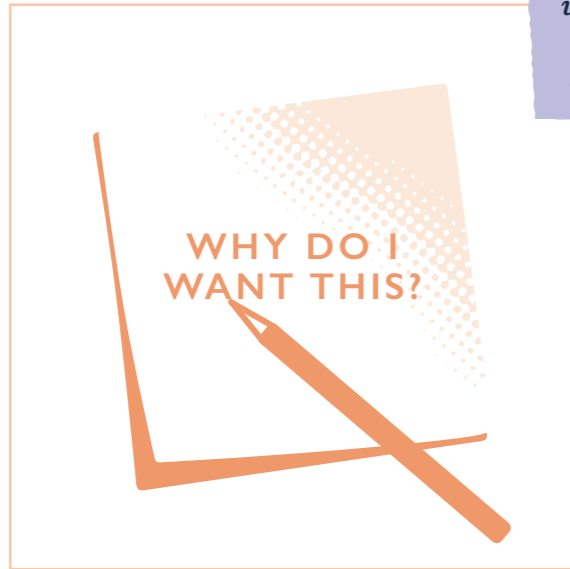
_____ .
[barrier expressed by the stakeholder]



FIVE WHYS TEMPLATE

COMPELLING INSIGHT:

I want to...



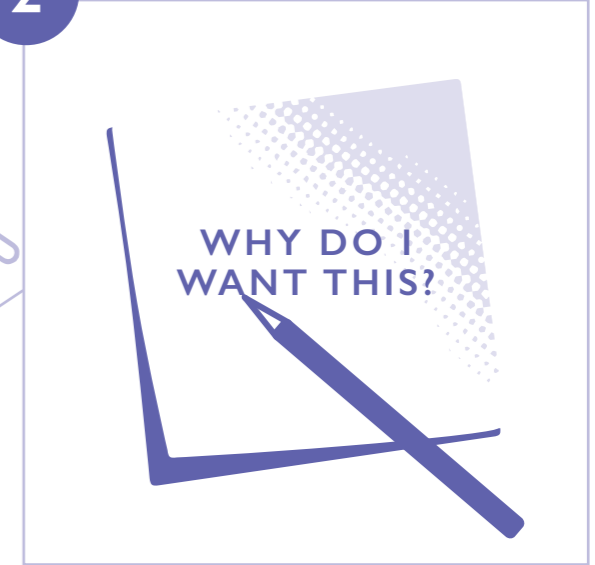
Write an underlying need on a post-it!



1 because...



2 because...



4 because...



4 because...



5 because...



INSTRUCTIONS

Choose an insight that sparks your curiosity. Put yourself in the shoes of the stakeholder for this entire exercise. Write your insight on a sticky note as "I want [expressed motivation]". Read the motivation and ask yourself, "Why do I want this?". Write your response on a new sticky note. Read this response, ask yourself, "Why do I want this?", and write it on a separate sticky note. Ask "Why" five times.

Note that another underlying motivation could replace every response to "Why do I want this?". Ideally, these responses are informed by user data, but sometimes, you might need to make some assumptions. If you get stuck and can't imagine an underlying motivation, return to an earlier response and change it.



DEVELOPMENT QUESTIONS TEMPLATE

HOW MIGHT WE [what: goal]
 SO THAT [who: stakeholder]
 CAN [why: underlying need] ?

HOW MIGHT WE _____
 SO THAT _____
 CAN _____ ?

HOW MIGHT WE _____
 SO THAT _____
 CAN _____ ?

HOW MIGHT WE _____
 SO THAT _____
 CAN _____ ?

HOW MIGHT WE _____
 SO THAT _____
 CAN _____ ?

HOW MIGHT WE _____
 SO THAT _____
 CAN _____ ?

HOW MIGHT WE _____
 SO THAT _____
 CAN _____ ?

“HOW MIGHT WE”?

What solution options we can think of depends on how we understand the problem or task at hand. A frame guides what we notice, what we see as relevant to the challenge and what is background noise. Framing your goal with a “how might we” question helps to explicate your understanding of the issue.

Play around with multiple frames, trying out different what, who and why options. Have everyone in your team write a few alternative ones, and discuss your different versions.

TIP!

You can construct the questions also from bottom to top, starting from a user research insight you felt was compelling and working your way up.