

METHOD KIT

Inspired by our daily work, our Method Kit compiles a collection of the best theoretical frameworks, practical tools and hands-on tips to successfully apply Design Thinking to your creative process.

It provides a step-by-step guide to uncap a team's or company's creative potential, put users at the heart of the design process, and help to find unconventional answers to innovation challenges.

Besides an introduction poster with theoretical inputs, the box contains 33 method cards following the four stages of the DT process (Empathize, Define, Ideate, Test). Each card incorporates a brief description and requirements for the presented method and provides a list of benefits both for you and your organization.

Some of the presented methods include:

- Stakeholder mapping
- In-depth interviewing
- Persona framing
- Problem definition
- Customer journey mapping
- Brainstorming
- Idea clustering, evaluation and selection
- Rapid prototyping
- User testing
- Capturing and integrating feedback
- Project roadmapping

Price per Kit: 49 CHF (excl. shipping cost)

Example cards:

ASSUMPTION MAPPING

Resources

- whiteboard
- post-its
- markers

Benefits:

- Reveals
- Identifies
- Provides

At the start of an innovation project, it's very important to identify all relevant factors that are considered as being certain (true without doubt). These assumptions are crucial and have to be verified throughout the process. For success, we make use of our assumptions and the high-impact activities to make it.

DESIRABILITY The human side

FEASIBILITY The technical side

VIABILITY The business side

ASSUMPTION MAPPING

PERSONA

Resources

- template or blank paper
- markers
- mood visuals from magazines, or newspapers

Benefits:

- Encourages
- Builds empathy
- Defines roles
- Facilitates

Personas are human-based models, synthesized from multiple customers into a single well-defined, evidence-based character that is representative of a group or category of users who share common attributes.

→ Compared to segmentation they are human habits, that live

To build Personas research and then build dis

Name and Sketch	Facts and Demographics
Needs and Behaviors	Goals and Aspirations

PERSONA

BUILDING ON EACH OTHER

Resources

- template (2 by 8 table) or post-it's
- markers

Benefits:

- Inspires
- Expands
- Leverages

By building on the ideas of your teammates, you can leverage on your combined creativity, thus collectively generating new ideas that might not have been spawned in an individual brainstorming. To do so, you can use the six-calling

which all ideas are new ideas and everyone participates new ideas in full way. Tip: Do not cancel

STEP 1 → STEP 2 → STEP 3 → STEP 4 → STEP 5

BUILDING ON EACH OTHER

WIREFRAME

Resources

- paper or template
- colored pens

Benefits:

- Refines
- Encourages
- Tests layout
- Manages

A Wireframe is a low fidelity representation of an application design. It clearly displays a representation of every important aspect of the final solution. Specifically, it should include the main groups of content which's layout visualizations

The Wireframe is directly determining implementation to be used

WIREFRAME

Order your Method Kit via hello@sparkworks.ch