

GOAL OF YOUR PERSONA:

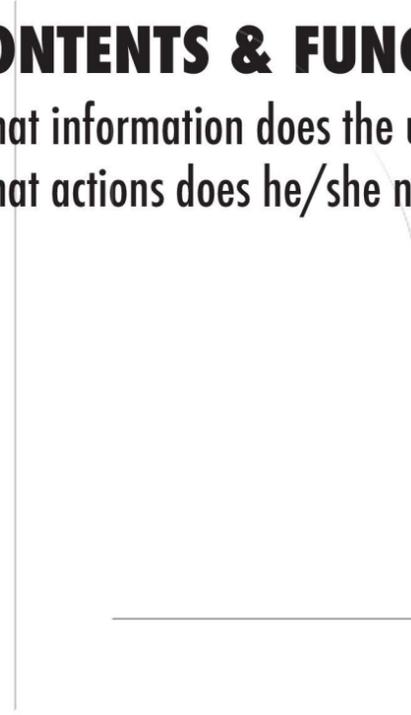
CONTEXT

- Situation of Use
- Who is involved?
- Frequency/ Duration of Use
- Ecosystem of related products



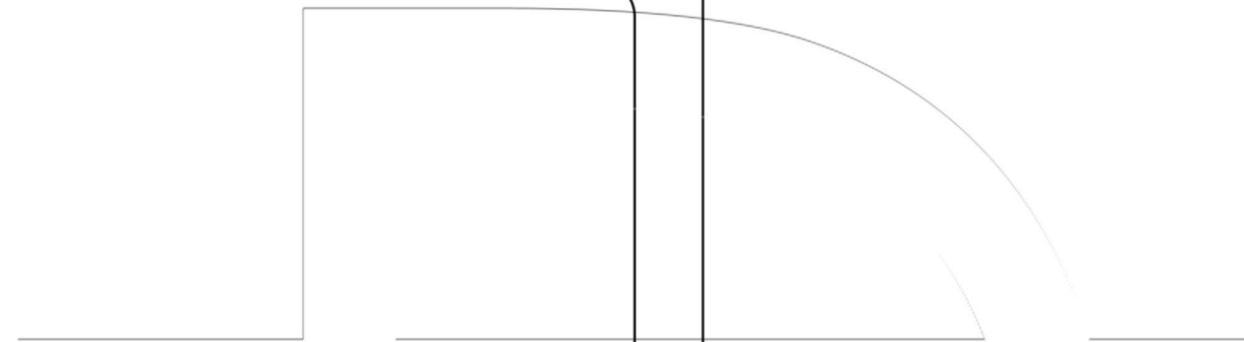
CONTENTS & FUNCTIONS

- What information does the user need to see?
- What actions does he/she need?



DESIGN CRITERIA

Qualities & principles that our design should be based on



SERVICE DESIGN LAB