

DUX

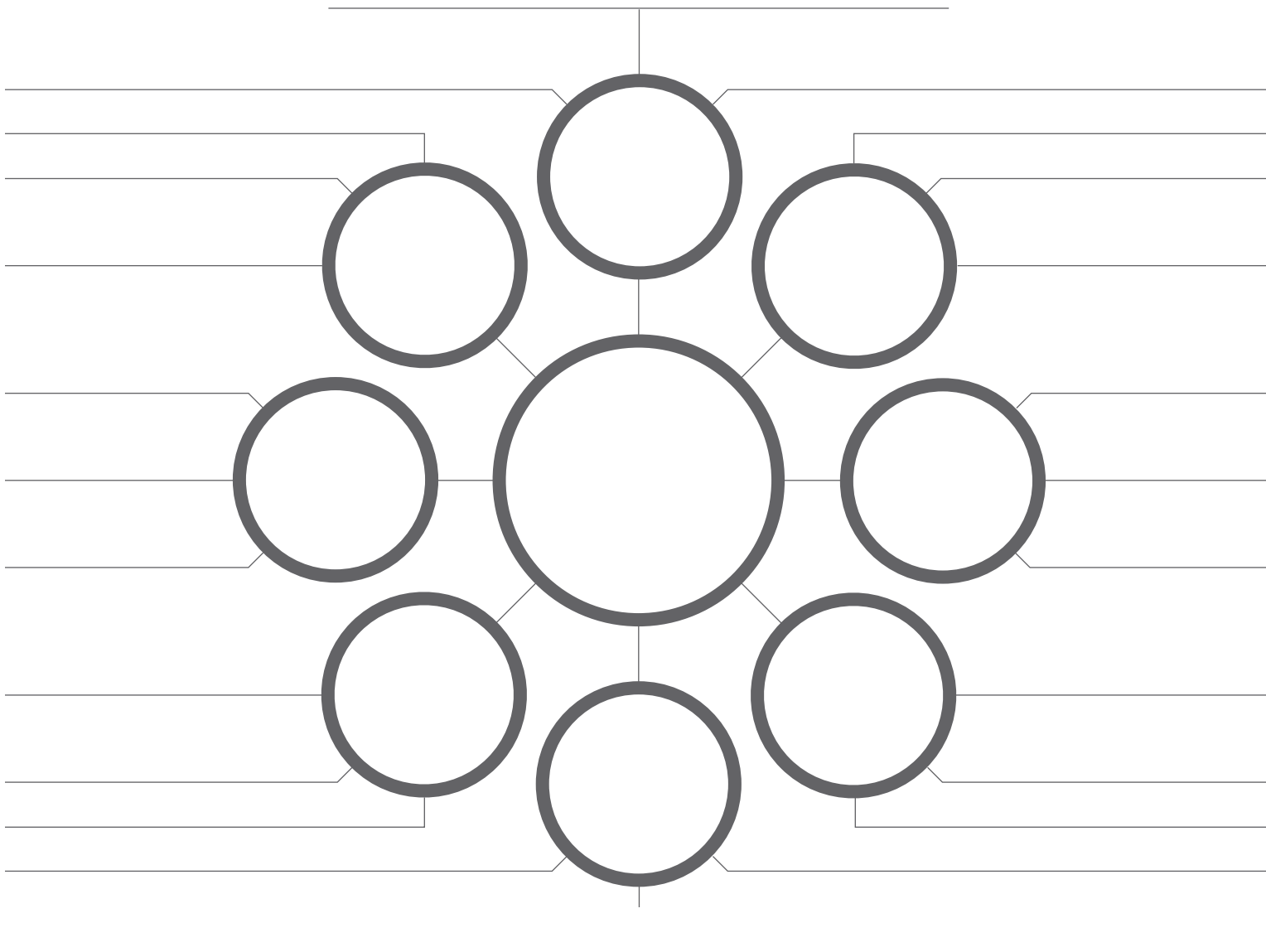
PLAYBOOK

A Series of Problem Solving Exercises For Collaboration

This playbook was created to assist brainstorming, ideation, and collaboration when designing for user experience. Many of these exercises originate from other sources known and unknown. Therefore, the purpose is to aggregate these ideas in one place as useful templates and memorization. Please share as you like.

-- from your friends at Viget

IDEA MAP



GOOD FOR

- Creative

GOOD WHEN you need to come up with concepts that go beyond the first things to come to mind.

TRY TO start with a word, phrase or idea. Spoke out from the center to get from firstness to secondness to thirdness. Then try to connect different ideas to create new concepts and ideas.

SOURCE: There is dispute over the origins of "mind mapping". The term "Mind Maps" is a registered trademark of the The Buzan Organization which is why we've chosen not to use it here.

PRIORITY PLOT



GOOD FOR

- UX
- Development

GOOD WHEN you need to make tough choices about what prioritizing and scheduling features.

TRY TO place features with the appropriate quadrants according to importance and feasibility. High importance / high feasibility will be the features you'll want to prioritize.

SOURCE: Our source, GoodKickoffMeetings.com, credits Henning Fischer and Adaptive Path for a Priority & Feasibility Plot.

AUDIENCE QUADRANT (Q.U.E.E.N.)

QUESTIONS

EMOTIONS

AUDIENCE

EXPECTATIONS

NEEDS

GOOD FOR

- UX

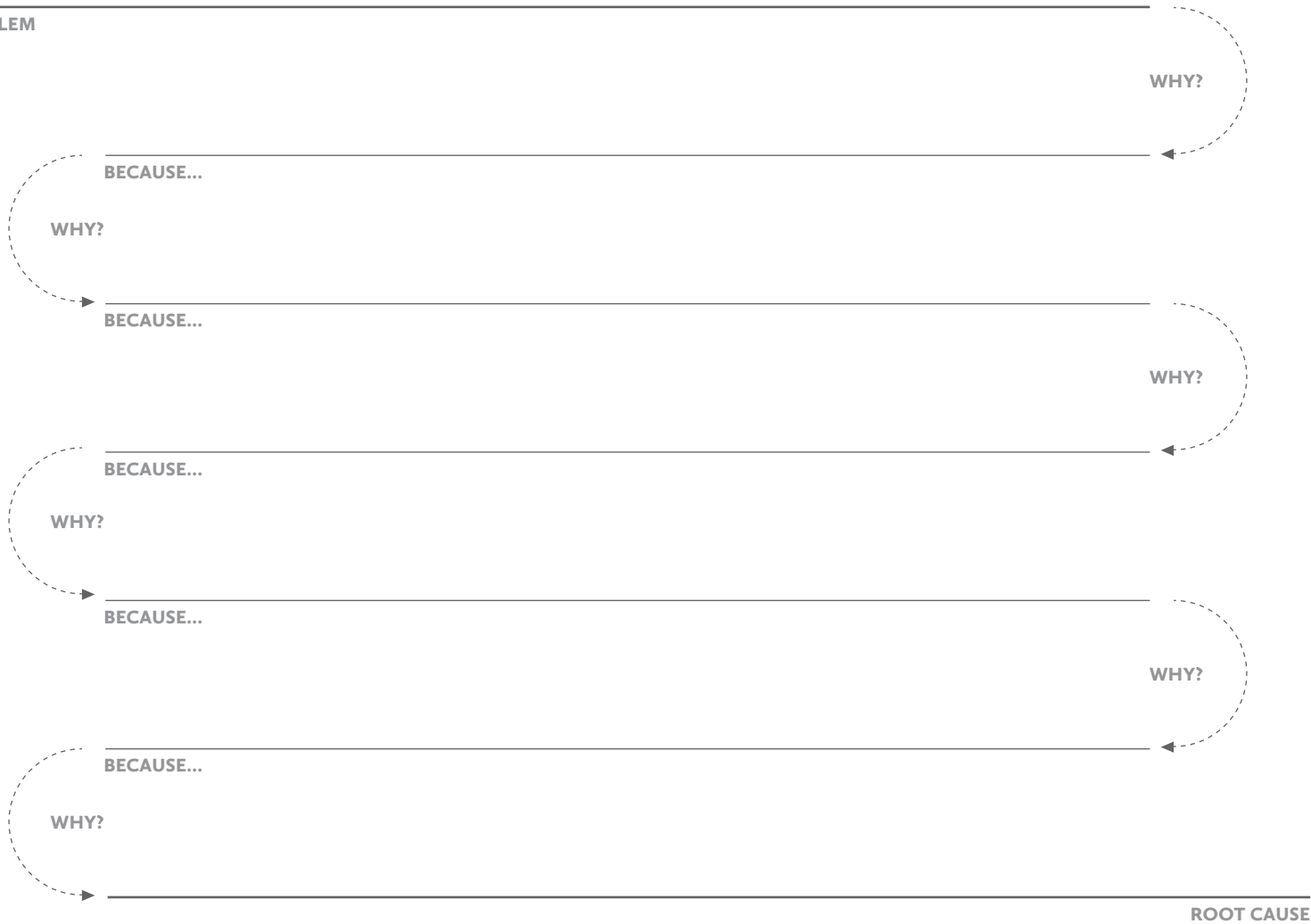
GOOD WHEN you are trying to determine the needs of the audience you are designing for.

TRY TO pick a audience group or multiple groups and write down their QUestions, Emotions, Expectations, and Needs in each quadrant.

SOURCE: To the best of our knowledge the Audience Quadrant is a home grown exercise by Brian Talbot and Viget Labs.

SUCCESSIVE WHYS

PROBLEM



GOOD FOR

- UX
- Development

GOOD WHEN trying to get to the root of a problem.

TRY TO start with a problem. Keep asking “why” to every answer until a root cause can be determined.

SOURCE: “Successive Whys” is derivative of the “5 Whys” method. Wikipedia credits Sakichi Toyoda with the technique which was used by Toyota Motor Corporation within their manufacturing methodologies.

SUCCESSIVE HOWS

PROBLEM

HOW?

INITIAL SOLUTION

HOW?

INITIAL SOLUTION

HOW?

INITIAL SOLUTION

HOW?

INITIAL SOLUTION

HOW?

INITIAL SOLUTION

HOW?

FINAL SOLUTION

GOOD FOR

- UX
- Development

GOOD WHEN trying to figure out how you are ultimately going to solve a problem.

TRY TO start with a problem. Keep asking “how” to every answer until a final solution can be determined.

SOURCE: “Successive Hows” is a derivation of the “Successive Whys” method. To our knowledge this is a Viget Labs home grown solution by Kevin Vigneault.

TIMED SKETCHES

GOOD FOR

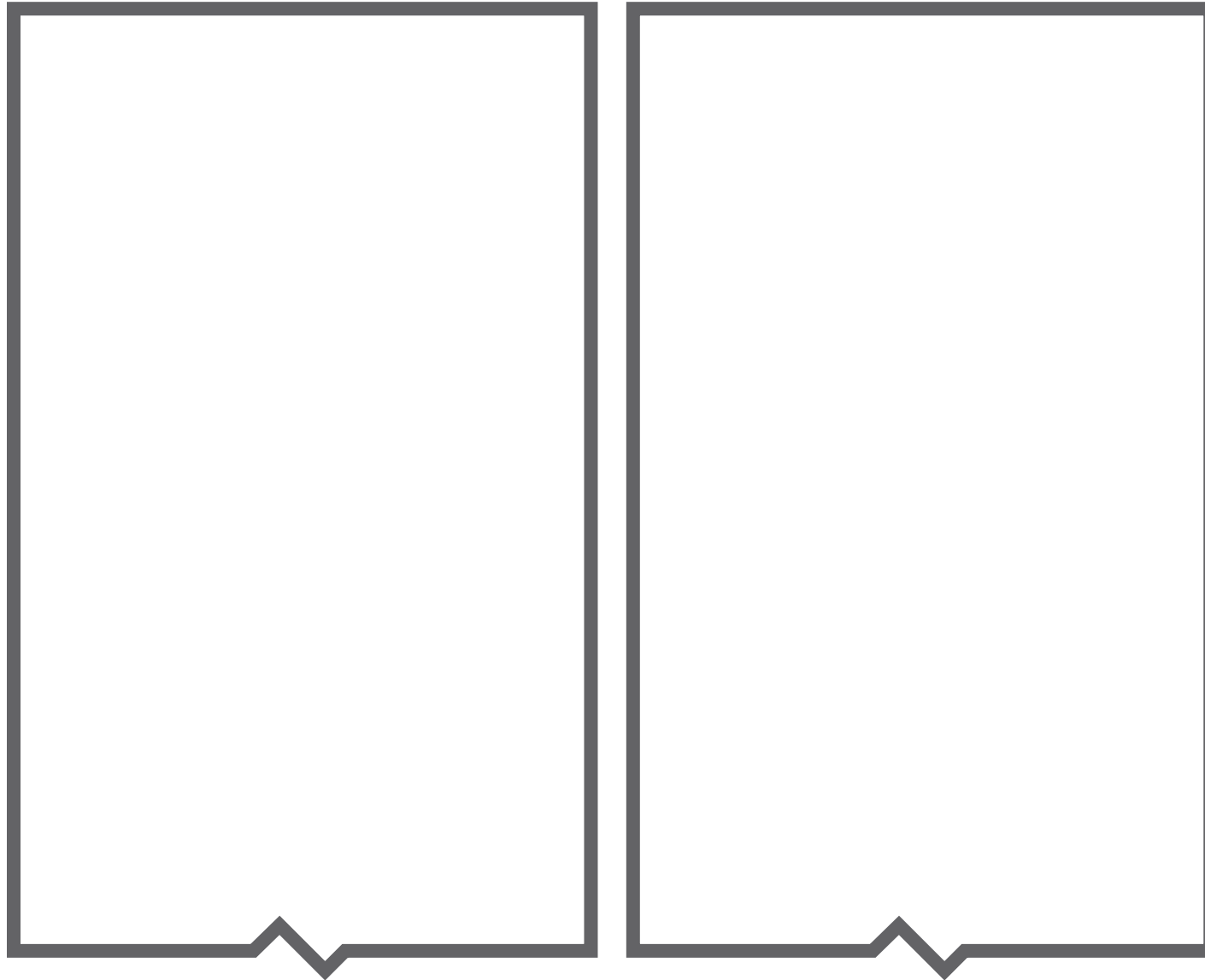
- UX
- UI

GOOD WHEN you need a visual to respond to no matter how rough.

TRY TO have everyone sketch out their idea(s) about how something should look or work. Time box it to prevent focusing on too many details.

SOURCE: We're not sure where we first heard of timed sketching. As far as we know cavemen first developed this technique.

TIMED SKETCHES



GOOD FOR

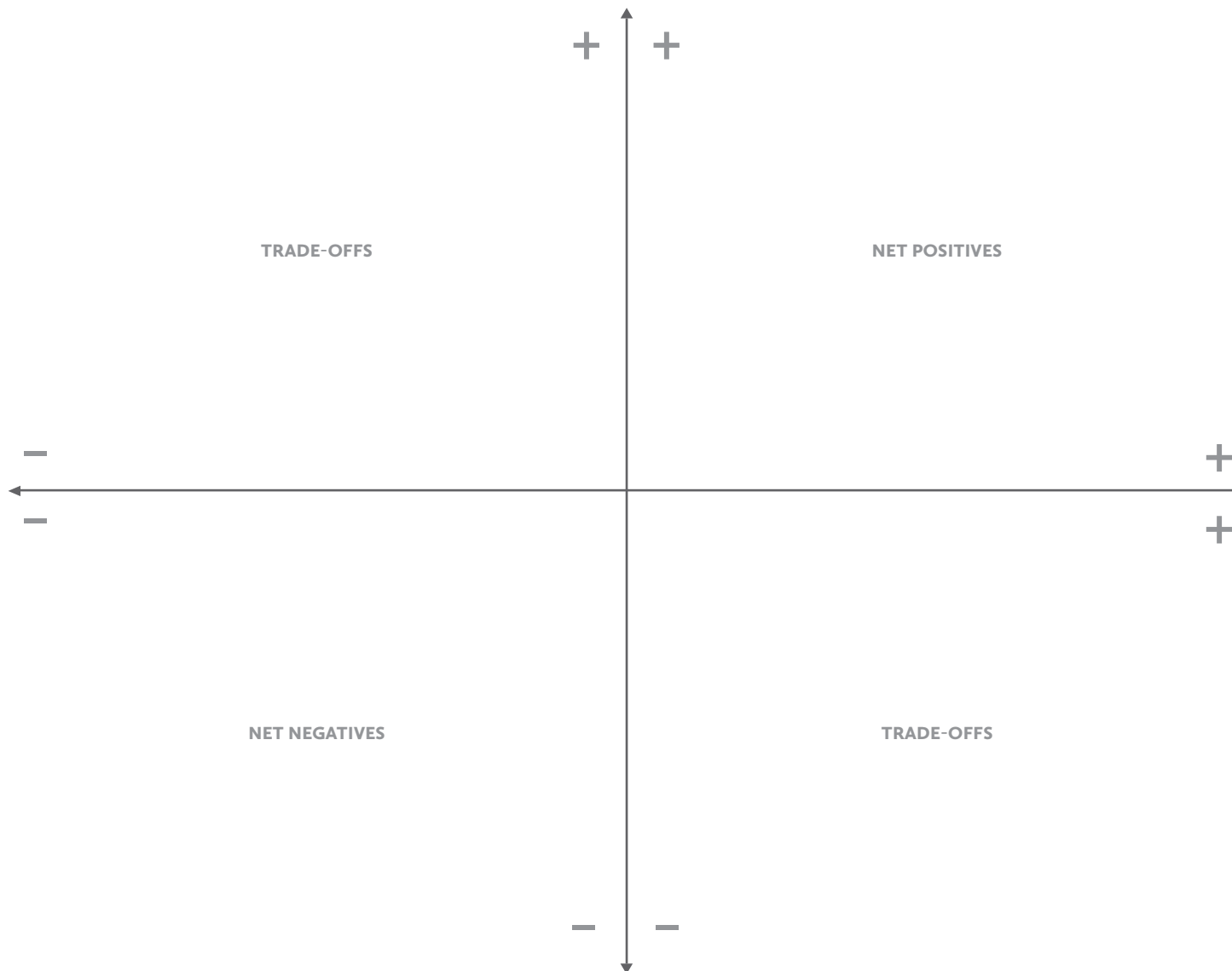
- UX
- UI

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TRADE-OFFS: POSITIVES & NEGATIVES



GOOD FOR

- UX
- Development

GOOD WHEN you need to illustrate benefits and consequences of decisions when aligned with certain goals.

TRY TO determine two strategic groups (ex. business goals vs. user goals) and then weigh the positives and negatives of the goals. Place the goals in their appropriate quadrant.

SOURCE: Kevin Vigneault and Viget Labs

LOVE & HATE

LOVE

HATE

GOOD FOR

- UX
- Development

GOOD FOR polarizing the issues for revamps. Use as a means of figuring out what needs fixing.

TRY TO write things that you love and things that you hate onto stickie notes and paste them on one side or another. Take it a step further by placing items on a scale.

SOURCE: We first saw this technique used by Lee Costic.

THE DINNER PARTY

VEGETABLES
(NEEDS)

MEAT
(WANTS)

DESSERT
(NICE-TO-HAVES)

GOOD FOR

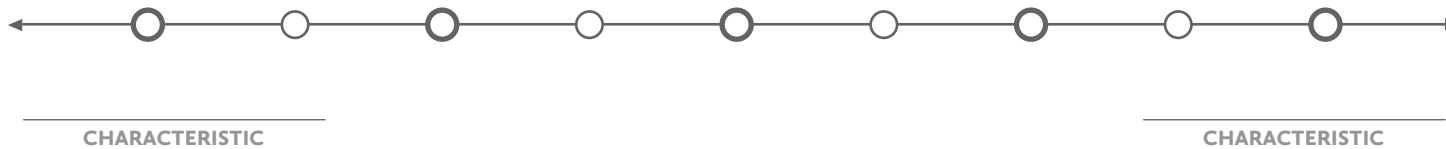
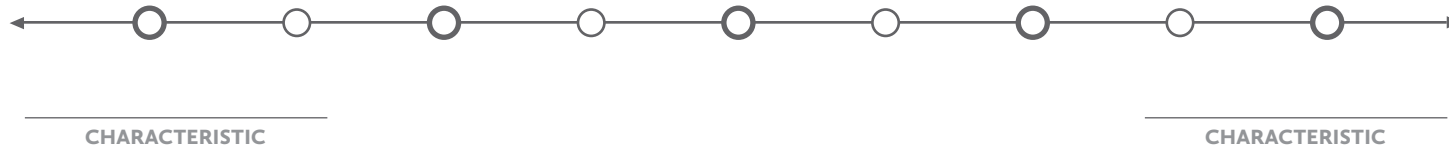
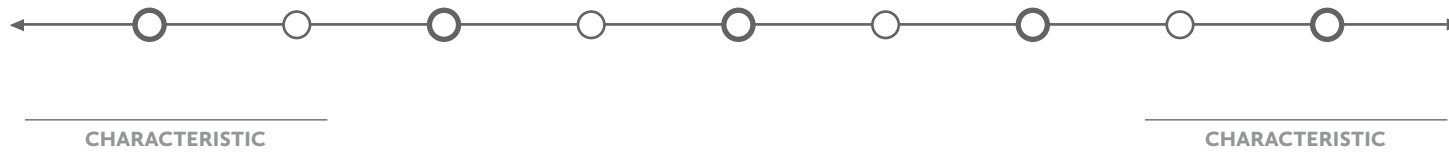
- UX
- Development

GOOD FOR prioritizing needs and wants.

TRY TO organize features or content into needs, wants, and nice-to-haves.

SOURCE: Kevin Vigneault and Viget Labs

OPPOSITES SPECTRUM



GOOD FOR

- UX
- Development

GOOD WHEN a spectrum is needed to illustrate how far or how near something is to a definitive characteristic.

TRY TO identify two opposites and then record a measurement in relation to a place on the spectrum.

WHAT'S YOUR BRAND PERSONALITY?

If _____ were a _____,
ENTITY CELEBRITY, CAR, MAGAZINE, OR SOMETHING ELSE
it would be _____ because
_____, _____, and _____.
ADJECTIVE OR DESCRIPTIVE WORDS ADJECTIVE OR DESCRIPTIVE WORDS ADJECTIVE OR DESCRIPTIVE WORDS

PRIORITIZE

List out all adjectives or descriptive words you can come up with and then score them 1 (low) to 5 (high) to prioritize.

ADJECTIVE OR DESCRIPTIVE WORDS	SCORE		
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

GOOD FOR

- Marketing
- Creative

GOOD WHEN you need to establish an overall vibe or personality to design for and set a tone of voice for. It also serves as a good way to build and prioritize a set of adjectives and/or descriptive words to use throughout the project.

TRY TO explore your entity as different types of well-known entities and then use words to describe the similarities.

SOURCE: Original source unknown. Adapted by Tom Osborne and Viget Labs.

R.A.D. LIBS (RAPID APPLICATION DEVELOPMENT)

Tired of _____? No more.

COMMON PROBLEM

lets _____

MY IDEA'S NAME

TYPE OF PERSON

TASK (S)

TASK (S)

faster / cheaper / more accurately

CIRCLE ONE -OR-

USE A DIFFERENT ADJECTIVE

than _____

AN ALTERNATIVE

ADDITIONAL NOTES

GOOD FOR

- UX
- Development

GOOD WHEN you want to link features to the needs of actual people. A *Mad Libs*-style approach provides a structure to elicit ideas based on people, problems and tasks. The structure helps defend against flights of fancy that serve no strategic purpose.

TRY TO let people complete these individually, then briefly pitch them to a neighbor. After a short period of refinement, present the ideas to the group for review. Cluster these as needed.

SOURCE: Derived from Mad Libs™. Adapted by Todd Moy and Viget Labs.

COLOR ASSOCIATIONS

1
○
Energy
Strength
Desire

2
○
Power
Elegance
Mystery

3
○
Enthusiasm
Happiness
Fascination

4
○
Safety
Purity
Clean

5
○
Joy
Intellect
Honor

6
○
Luxury
Ambition
Wisdom

7
○
Hope
Harmony
Freshness

8
○
Stability
Trust
Confidence

GOOD FOR

- Visual
- Creative

GOOD WHEN you need to pick a base color to emphasize meaning.

TRY TO select a word or group of words that best captures intent. Identify the associated color and discuss if it's a good place to start in building a color palette. (answers below –don't peek)

SOURCE: Tom Osborne and Viget Labs utilizing color associations from: <http://www.color-wheel-pro.com/color-meaning.html>

ADDITIONAL RESOURCES

BOOKS

- *Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers* by Dave Gray, Sunni Brown and James Macanufo
- *Visual Meetings: How Graphics, Sticky Notes and Idea Mapping Can Transform Group Productivity* by David Sibbet
- *Rapid Problem Solving with Post-It Notes* by David Straker
- *Thinkertoys: A Handbook of Creative-Thinking Techniques* by Michael Michalko
- *Designing Social Interfaces* by Christian Crumlish & Erin Malone

WEBSITES

- Good Kick-off Meetings: <http://goodkickoffmeetings.com/>
- Gamestorming: <http://www.gogamestorm.com/>

TOOLS

- IDEO Method Cards: <http://www.ideo.com/work/method-cards/>