

Table of Contents

What you'll find in this field book. And where.

The Four Questions	1	The Tools	41
The Steps	5	Secondary Research	44
Step 1: Identify an Opportunity	6	Direct Observation	46
Step 2: Scope Your Project	8	Ethnographic Interviews	48
Step 3: Draft Your Design Brief	10	Job to Be Done	50
Step 4: Make Your Plans	12	Value Chain Analysis	52
Step 5: Do Your Research	16	Journey Mapping	54
Step 6: Identify Insights	18	Personas	56
Step 7: Establish Design Criteria	20	360 Empathy	58
Step 8: Brainstorm Ideas	22	Creating Posters	60
Step 9: Develop Concepts	24	Brainstorming	62
Step 10: Create Some Napkin Pitches	26	Anchors	68
Step 11: Surface Key Assumptions	28	Bring-Build-Buy Map	70
Step 12: Make Prototypes	30	Forced Connections	72
Step 13: Get Feedback from Stakeholders	32	Combinatorial Play	74
Step 14: Run Your Learning Launches	34	Visualization Basics	76
Step 15: Design the On-Ramp	36	Storytelling	78
What Now? What Next?	38	Storyboarding	80
		Co-Creation Tools	82
		Templates	85
		Resources	99
		An Example Project	107
		Acknowledgments	133

The Four Questions