

usewell.be

Challenge Card Guide

1. Shuffle through the deck of challenges until you find one challenge that best matches your current situation in your organisation or business. 2. Match the following challenges to the Usewell methods using the table below. 3. Read through the method and see which method best seems to suit your organisation and make some quick notes to yourself about the relevance of this method for your specific situation. 4. Once a method is selected, go through the steps to prepare, execute and analyse the Usewell user-centred design methods.

If you need more information or require further assistance, don't hesitate to be in touch with one of the usewell partners who can help you execute your method.

	Brainstorming	Card Sorting	Checklist Review	Context Mapping	Customer Journey Map	Diary	Focus Groups	Interviews	Mapping	Personas	Prototyping	Scenarios	Shadowing	Task Analysis	User Experience Test
We want to know how our product/service is being used in new ways.				*								*			
How is our product used in real-life?					*			*				*			
We want a good understanding of the people that use our product or service.											*	*		*	
What do people dislike about our product/service?					*		*	*							*
We want to change the name or style of our product.		*								*	*	*			
The customer is not always the user.					*					*				*	
What do users need?				*		*		*					*	*	
How can we test a product before the release?		*	*								*	*			
Customer complaints are rising.				*	*								*		*
We need to redesign our service or product.	*	*			*					*	*	*			
How do we discover new products or partners with whom we can enter into new markets?	*				*				*			*			
We want to expand our service or product efficiently.									*	*	*	*			
We want to make our product easier to use.			*		*						*				*
We want our users to have a good experience.				*	*				*		*				*
Our company's online presence isn't working.		*	*											*	*
Which parts of our product/service have opportunities for innovation?				*	*	*			*				*		
I have a great idea, but how do I turn it into a successful product?		*			*						*	*			
How do we collaborate when many stakeholders are involved?				*	*				*		*				
We want to benefit from our people's experience and know-how.					*				*						
How do we prepare our product or service for unforeseen situations?					*							*		*	*
How do we make a product or service for 5 years into the future?	*			*					*			*			
How can we explore different ways our product/service could function/look?											*	*			
We don't have a lot of time to invest.	*		*								*	*			
We want to expand our service or product efficiently.									*	*	*	*			