

Vision Statement

Identify the problem/opportunity, motive/purpose for designing this experience and what are your goals.

Identify the key takeaway(s) you want for your audience.

List the values you have chosen to embed in the design of your experience

We are designing this new experience because

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.....

and by doing this we will contribute to delivering

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.....

The key takeaway(s) for our audience is

.....
.....
.....

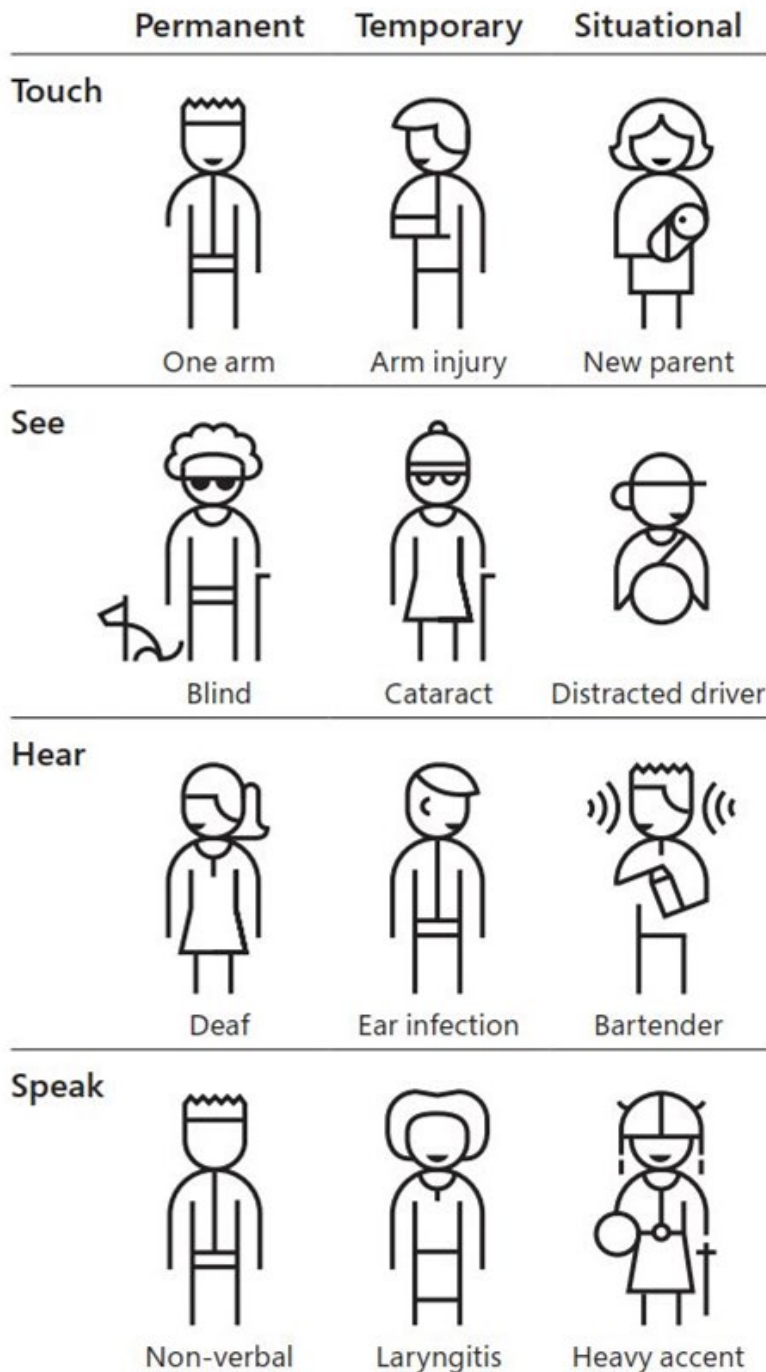
We will ensure that the experience we design identifies social/environmental/political consequences by embedding

.....
.....
.....

into all our actions and decisions.

Experience Journey Map

<i>Journey</i> →	Step 1 (eg. Enter Site, Landing Page)	Step 2 (eg. Navigate through room/space, access search)	Step 3 (eg. Gather Information, visualise returned data)	Step 4 (eg. Exit experience)
↓ <i>Perspective</i>				
<i>What do you see?</i>				
<i>What do you feel?</i>				
<i>What do you do?</i>				
<i>What motivates you to move?</i>				



The Persona Spectrum

We use the Persona Spectrum to understand related mismatches and motivation across a spectrum of permanent, temporary, and situational scenarios. It is a quick tool to help foster empathy and to show how a solution scales to a broader audience.

Inclusive. A Microsoft Design Toolkit
[\(https://www.microsoft.com/design/inclusive/\)](https://www.microsoft.com/design/inclusive/)

Storyboard Title:

Scene



Mood:

Script:

Music/Audio Effects:

UX Mechanics:

Other:

