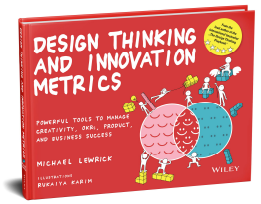
Project:
Team:
Version & Date:

NEURODESIGN PROJECT CANVAS

Quick guide: The canvas supports to align on the initial assumptions, prepare for the experiment set-up, and document results. Starting point is to build up empathy with the user/customer based on ethnographic research. The final results should be evaluated according to their usefulness and tested for their application in further use cases.

More tips & tricks on book page: 365



Lewrick, M.
Design Thinking and Innovation Metrics
978-1-1198-1515-0
www.design-metrics.com

Name of Neurodesign Project:

1 Empathy & Ethnographic Research

Feelings

Collection of sensory inputs to the brain; Tapping into subconscious stored memory

We know from memory...

Imaginations

Applying cognition based on already acquired knowledge; Tapping into experience and/or sensory perception.

We expect...

General Values

Who has the problem?
What are the pains/gains for the customers, jobs to be done, and use cases?
Is the problem related to social activities with other persons?

The person might respond or take a specific action for a specific schema, interaction or touchpoints.

Critical Assumptions to be Verified

Which specific schema, interaction, or touchpoint is most critical?
Which behavior needs verification?

2 Experimental Neurodesign Set-Up

Tools

Select the appropriate tools from the neurodesign toolbox (e.g., hyberscanning, heart rate, eye tracking)

Set-Up the Experiment

What should be measured?

Capture, Analyze & Visualize Data

What data was collected?
How do the outcomes fit with existing knowledge and where are there contradictions?

3 Limitations & Results

Limitations of the Experiment

What are the potential limitations of applied tools?
How to overcome limitations with different or more advanced experiment settings?

Results

What are the main findings?
What is the impact of the findings to the project?

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