

DESIGN THINKING

PERSONA



WHO IS SHE / HE?

PROBLEMS

Write down problems of your persona that are related with the scope of the project

NEEDS

What problems does your persona have that are related with the scope of your project?

HOW DOES IT WORK NOW?

How your persona is dealing with the problem now?

VALUES

What values are important for your persona?

























MARK ON THE SCALE IF YOUR PERSONA:

Is interested in new eco-friendly solutions

Takes care about environment

Uses renewable energy

Has knowledge about sustainable transport

0	1	2	3	4	5
					
					
					
					

ROUND 1

Author

1

2

3

4

5

6

ROUND 2

Author

1

2

3

ROUND 3

Author

1

Energy units to select ideas

DESIGN THINKING

5



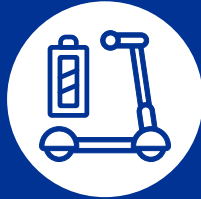
ENERGY UNITS

8



ENERGY UNITS

13



ENERGY UNITS

20



ENERGY UNITS

20



ENERGY UNITS

40



ENERGY UNITS

40



ENERGY UNITS

100



ENERGY UNITS

PROTOTYPE

LIST OF QUESTIONS
YOU WANT TO ASK:

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

WHO WILL TEST YOUR PROTOTYPE

PLAN OF TESTING MEETING

E.g. presenting prototype, gathering general feedback, asking additional questions