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Project name

Design study

One sentence on the question the study answers.

Month YYYY · First name Last name, role

Contents

01 The context

02 What the research showed

03 The insights

04 The explorations

05 The decision

06 The prototype

07 The tests

08 What comes next

Section 01

The context

The product, the team, the opening question.

Where the study starts from

The product and its use, in two sentences. The question asked at the start, as it was worded. Who asked for the study, and in what timeframe.

Visual

Section 02

What the research showed

The facts, before the interpretations.

« A sentence heard in an interview, quoted word for word, that says the problem better than a summary. »

A participant, role, context

What we know, in sentences

- Twelve interviews over three weeks, with two profiles.
- One journey observed in the field, in two different places.
- Usage data from the last six months, on the feature concerned.

Section 03

The insights

Three things we did not know before.

Three insights, one per column

Insight 1

One sentence on what changed in our understanding, and the evidence.

Insight 2

Each insight rests on several sources, never one.

Insight 3

What it implies for the design, in one line.

Section 04

The explorations

Several paths, explored before choosing.

Four paths explored

Path A

Path B

Path C

Path D

Section 05

The decision

The path kept, and why.

The path kept, in one sentence, with the main reason for the choice.

Section 06

The prototype

What was built to test the decision.

The prototype, at the chosen fidelity

What the prototype lets us test, and what it does not try to show. Fidelity depends on the question: a flow is tested in low fidelity, a fine interaction needs high fidelity.

- Tested: …
- Not tested: …
- Link to the prototype

Visual

Section 07

The tests

What users did with it, and what we keep.

Test results, task by task

Task	Success	What we saw	What we change
Task 1	4 of 5	An observation	An adjustment
Task 2	2 of 5	The friction point	What is reworked
Task 3	5 of 5	What worked well	Nothing

Section 08

What comes next

What starts, and when.

The next three steps

WEEK 1

Prototype rework

The two adjustments from the tests

WEEKS 2 AND 3

Second round of tests

Five participants, same protocol

WEEK 4

Into development

Specifications and slicing

The next step, precisely

One action, one person, one date.
What you expect from the room today.