

GUIDE TO PHASE 3: Visualising user journeys



WHAT DO YOU NEED?

- Your REMODEL tools (pens + tape)
- The following printed canvases:
 - 3.1 Storyboard Sketch + Key Element Sketch (open/closed) (A3)
 - 3.2 Open-o-meter (A4)
 - 3.3 Storyboard + Key Element (A3)
 - 3.4 Pitch (A4)
- 4 hours of designated time
- All of the work team attending for the full duration of the exercise.

TIPS AND TRICKS

When you fill the templates, make sure to write clearly and in big letters, so it is easy to read for your colleagues.

WHAT IS THE PURPOSE OF THIS EXERCISE?

Here you will transform one of the user stories you made last week into more detailed storyboards that describe the interaction users will have with your product. More over you will identify key elements in that interaction and discuss how to open them. These open key elements work as cornerstones in open business models.

SETUP

1. Clear a large table.
2. Choose one person in your group to be the “time-boss”. This person makes sure to keep pace and the designed time frame.

PREPARE

3. Take the materials from Phase 2 as well as the *1.3 Choose Product* canvas from Phase 1 and keep them ready.
4. **[15 mins]** Watch the video: “REMODEL Toolkit Phase 3 Instructions”
- <https://vimeo.com/280508569>

START THE WORK

You are now ready to dive into the core work of this phase.

5. **[120 mins]** Please take the three *2.2 User Story Selection* canvases from Phase 2 that you filled out last week.
 - a. Exercise: Choose one of the six selected user stories, which you find the most interesting to work with for this exercise.
 - b. Next, learn what a storyboard is:
<http://en.wikipedia.org/wiki/Storyboard>
 - c. Now take the *3.1 Storyboard Sketch* canvases and transfer the chosen user story to it (using tape) at the top left corne.
 - d. Fill in the “Why..... you choose this user story over all the others” with your reflections on that.
 - e. In four frames, illustrate the user story. Make the story as detailed as possible, and feel free to divide frames into smaller ones if you need more steps than just four. There are three sketch canvases to allow revision if needed.
 - f. Next, take the *3.1 Key Element Sketch open/closed* canvases and identify key elements in your user story: What are

the important elements? These can be, for instance:

- physical objects (buildings, machines, products)
- digital/virtual (websites, cloud storage, etc.)
- knowledge (design, data, etc.)
- human resource (workers, shop staff, designers, etc.)
- financial (credit transactions, cash money, bitcoins)

The elements you imagine to be open source, you put on the “open” canvas. The closed ones on the other.

Fill both canvases by drawing little icons (that represents your identified elements) in each their square, and then give it a name and a short description on the adjacent lines. Example: Draw a computer, name it “Web portal” and describe it: “Where customers will find the product”.

6. **[15 mins]** Take a break, get coffee!
7. **[45 mins]** Take the *3.2 Open-o-meter* canvases and choose up to three elements on your Key Elements (open) canvas, and rate them (as it was done in Phase 1 during the case studies).
8. **[30 mins]** Now make a clean copy of your final storyboard and key element canvases from the sketch materials onto the *3.3 Storyboard and 3.3 Key Element* canvases.
9. **[15 mins]** You have now started opening your product! As a result, rewrite your elevator pitch (from the *1.3 Choose Product* canvas in Phase 1). Write the updated pitch on the *3.4 Pitch* canvas.
10. Make sure to **keep all materials and tools** for the next phases.