Worksheet: Crop Journey Map

Crop

Describe the crop(s) to which this journey applies

Farmer

Describe the type of farmer for this crop.

Crop Journey

Map the crop journey

Add the months of the year. Start with the first month of a cycle.

Cultivation stages

What does the farmer do? Describe the actions from land preparation to harvest.

Resources and advise

Describe what resources and advise are needed. Think seeds, tractors, fertiliser, labour and any type of advise.

Feelings

What or how are feeling at each of the stages?

Pain points

What pains do farmers experience at each of the stages?

Opportunities

What opportunities for (digital) improvement are there?

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Worksheet: Field research reflection

1. What have you heard?
Write down what you've heard in a few post-its. Keep it short and simple.

2. What have you observed?
What else have you been able to observe? Possibly contradictory to what was said. Write it down on a post-it.

3. What have you learned?
What have been your learnings? What was new? What surprised you? Write it down on a post-it.

4, What do you want to change?
What should be changed? What can we improve?

5. What is your takeaway?
Think big. What is your key insight from the research?



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Worksheet: Idea refinement

Refining the ideas

Come up with ideas

Add the opportunities and pain points and think of ideas to improve the user journey.

Ideas	Description	Sketch	Value to users	Make it better	What else?
List the selected ideas	Describe the idea in detail	Make a drawing of the idea	Describe the value to users	What would make the idea better?	What other details about this idea should be captured?

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Worksheet: **Ideation**

First ideas

Come up with ideas

Think of ideas to improve the problems or paint points that you have identified.

Ideas

Draw or describe your ideas

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Worksheet: **Insights**

GSMA™

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Worksheet: **Persona**

Create a persona

Brainstorm and work together to create a persona

Jump from step to step to piece together a persona that is relatable and representative.

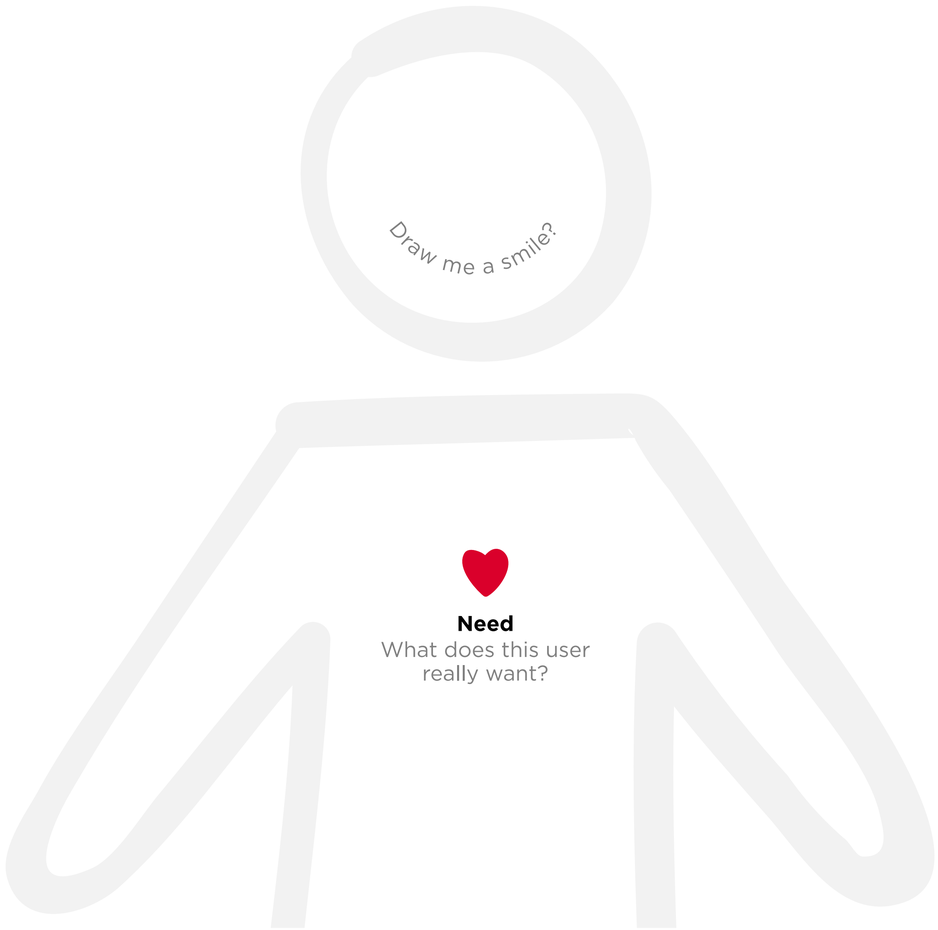
Name:

Job:

Persona details
Describe the user in detail and explain his/her job.

Headaches
Describe the challenges this user has in his/her life or work.

Hopes
Describe the hopes this user has in his/her life or work.



Skills
Describe what this user is good at. What about digital skills?

Need
What does this user really want?

Digital fix
Describe how digital technology can help this person.

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Worksheet: **Roadmap**

Roadmap

Map your design and development activities.

Think of ideas to improve the problems or paint points that you have identified.

Timeline
For seven months.

1 — 2 — 3 — 4 — 5 — 6 — 7

Milestones
Describe the milestones will you be working on in the next half year.

Design
Describe and plan the design activities needed to reach the milestones.

Development
Describe and plan the development activities needed to reach the milestones.

Research
Describe and plan the research activities needed to reach the milestones.

Other
Describe and plan any other activities needed to reach the milestones.

Think of business development, setting up partnerships, hiring new staff, acquiring certification, etc.

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Worksheet: User Journey Map

Product
Describe your product or service

User
Describe the users for your product or service

User Journey
Map the journey your users go through when using your product

From first contact to signing up, and from first use to advanced use.

Stages
Define journey stages

Actions
What does the user do? What actions do they take from first contact to fulfillment?

Touchpoints
What part of your product, service or business do users interact with?

Feelings
What or how are your users feeling with each of the actions?

Paint points
What pains do users experience with each of the actions?

Opportunities
What opportunities for improvement are there?

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Worksheet: Value proposition

1. User

Describe your user

Sketch a detailed picture of your users by addressing their jobs, challenges and desires.

User jobs

What activities does you user want to get done in their work or life? What does your user want to achieve with these jobs?

User desires

What are the dreams and desires of your user? What makes them really happy and enjoy their lives?

User challenges

What challenges does your user face when doing their user jobs? Which of these are pain points your users really needs to get solved?

Make the connection

You achieve a fit between users and your product or service when your product features, fix and fulfilment meet user jobs, challenges and desires. Make sure to check, adjust and connect your product or sevice to your user.

2. Product

Describe your product

Describe the features of your product or service and define how these provide a fix or offer fulfilment to users.

Product features

What (features) does your product or service have to offer to your users to get their job done?

Product fulfilment

What are the main benefits your users will experience in using your product or service? How does it fulfil their desires?

Product fix

How can your product or service help your users overcome their challenges? Does it address their needs and wishes?

3. Value proposition statement

Build your value proposition statement

After you've completed step one and two of this tool, you start to build your value proposition statement for which you can simply finish these sentences.

For (your user) .....

who (has this specific user job, challenge or desire) .....

our (product or service) .....

let's them (how it will address the user challenge or desire) .....

This is a unique proposition because (distinctive advantages) .....

Our proposition can be trusted because (reasons to believe) .....

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Worksheet: **Wireframing**

Create the wireframe

Draw screens on post-its and order them to create a clear user flow.

You can write the feature/functionality on the canvas and stick the post-its on top.

1 2 3 4 5 6 7 8 9

10 11 12 13 14 15 16 17 18

19 20 21 22 23 24 25 26 27

28 29 30 31 32 33 34 35 36

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