The Process Map

Navigating problems using human-centred design.

Use the Overlap Process Cards as you work through each stage of the human-centred design process.

DEFINE 🎯

Describing the problem as it is currently understood.

- Five Why's
- "How might we" Questions
- Challenge Brief
- Stakeholder Analysis

RESEARCH 🌱

Doing the homework on the problem space, context and potential solution spaces.

- Empathy Map
- Asking Questions
- Interpret

IDEATE 💡

Generating possibilities.

- Ideation

PROTOTYPE ✂️

Making something in order to make it better.

- Sketch
- Build

TEST 📋

Soliciting people's feedback in order to improve or validate what we've discovered or designed.

- Watch and Learn
- Feedback Grid

DECIDE ✍️

Choosing directions, setting priorities, and reaching consensus in a group.

- Dot Vote
- Cluster
- $100 Test
- Impact/Effort Matrix

Yikes!

DEFINE / **NOT YET** — Can we clearly describe the problem? — YES

Does this change our understanding of the problem? — YES / NOT SURE — **RESEARCH** — NO

NOT YET / **RESEARCH** — Do we know what success would look like for every stakeholder? — YES

Do we have working models of our best ideas that people can interact with? — **NOT YET** / **PROTOTYPE** — YES

Do we know what stakeholders really think about our idea? — NOT YET — **TEST** — YES

Do we have plenty of different ideas for how to solve the problem? — **NOT YET** / **IDEATE** — YES

Does our solution solve the problem?
- IT MIGHT WITH SOME TWEAKS
- ONLY SOME PARTS OF THE PROBLEM
- ONLY FOR SOME STAKEHOLDERS
- OUR UNDERSTANDING OF THE PROBLEM HAS CHANGED
- HARD TO TELL
- YES

Yay!

Overlap Associates