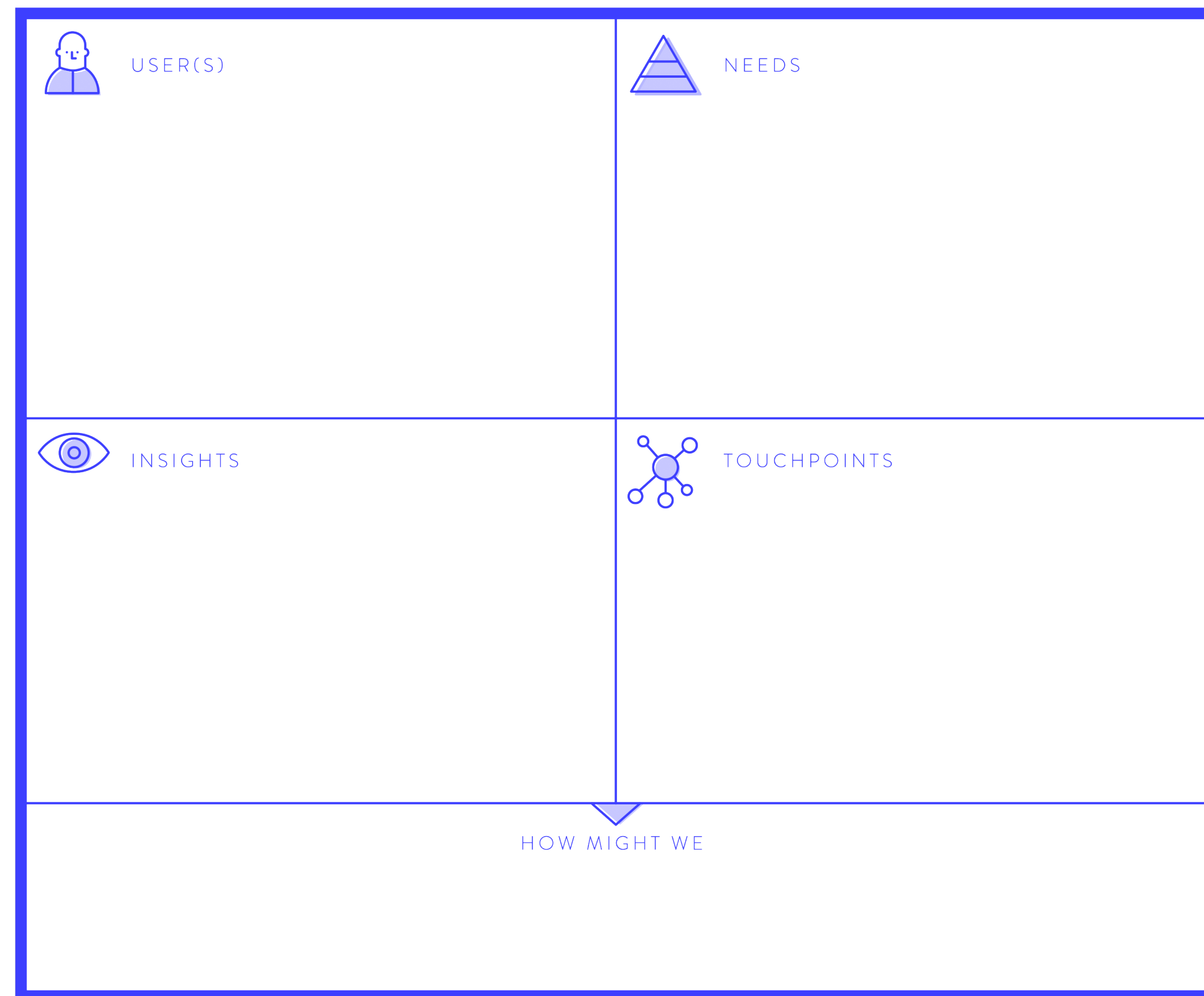
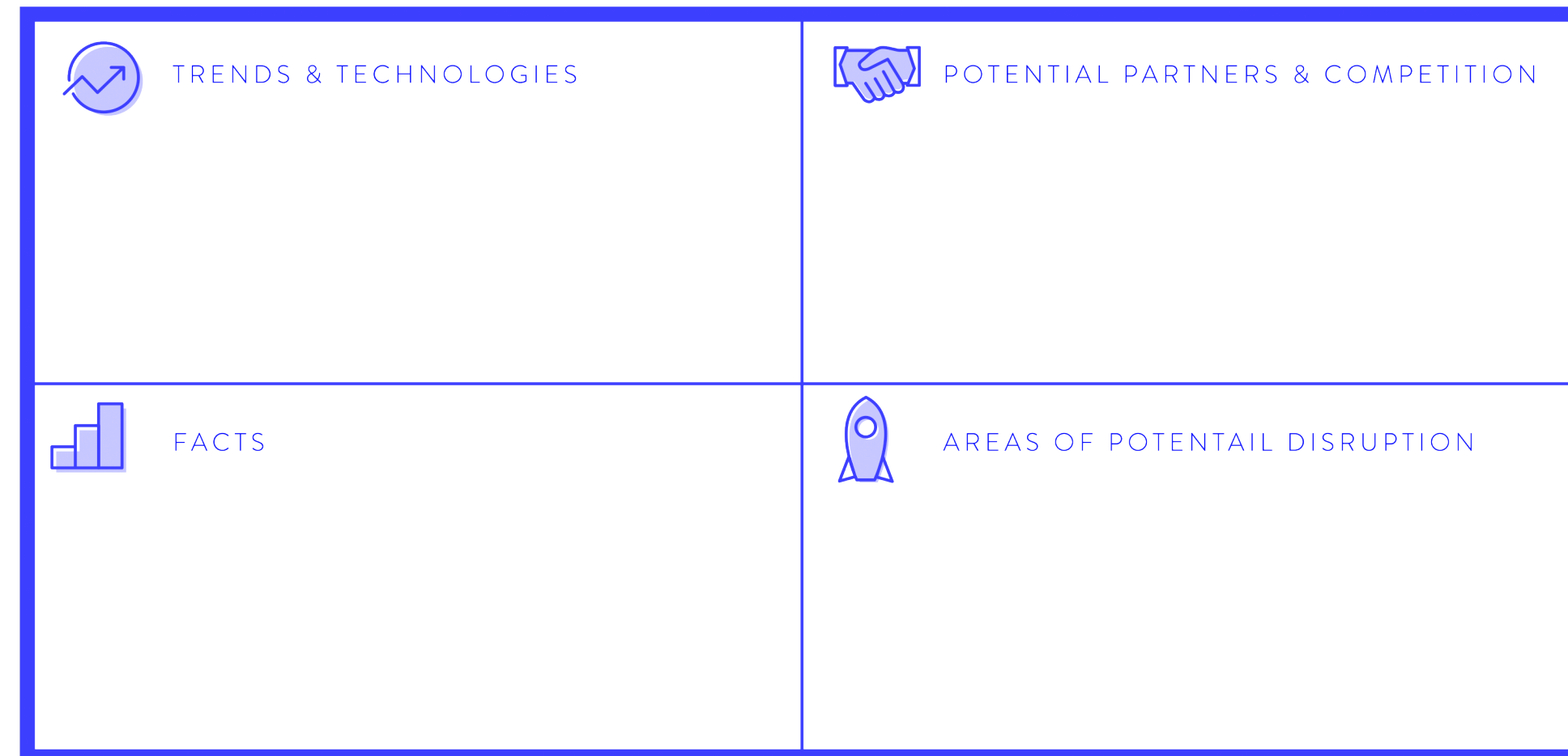


Jürgen Späth



Explore Module

The Explore Module helps us to get to know the users and their needs, preferences and considerations for decision-making. Only if we precisely know the users and their problems, we can develop an idea and later a product or a service that convinces and excites the users.



# Trends & Technology

# Trends & Technology

In the Trends & Technology Field, we note in information about megatrends, socio-cultural trends, consumption trends and zeitgeist trends that (may) have an effect on our project. We also incorporate our knowledge about current technologies and developments. This is especially important in the area of digital innovations.

# Trends & Technology

Matching methods:

- Research Mind Map

# Potential partners & competition

# Potential partners & competition

The field Potential partners & competition contains all information about relevant partners and competitors on the market that we want to renew.



# Potential partners & competition

## Matching methods:

- Stakeholder Map
- User Journey

**Facts**

# Facts

In a way, the Facts field is our joker. Here, we put everything that we cannot assign to other fields but that has something to do with our research topic.

# Facts

## Matching methods:

- Research Mind Map
- Stakeholder Map
- Fly on the wall
- Market Trend Analysis

**Areas of opportunity**

# Areas of opportunity

Under the heading of Areas of opportunity we note recurring important topics that bother our users. These are the first hints to specific needs.

In many cases, they turn out to be the preliminary stages of ideas, which we can later develop by means of the create module and its methods.

# Areas of opportunity

## Matching methods:

- Research Mind Map
- Stakeholder Map
- User Motivations Analysis

Users



# User

The User field contains the characteristics of our future users. As the information is strongly related to our information in the fields Needs, Insights and Touchpoints, these four categories share the largest area of the explore module.

# User

## Matching methods:

- The Qualitative Interview
- Persona
- Stakeholder Map
- Research Mind Map
- Fly on the Wall

Needs

# Needs

What we note under Needs is what we want to solve with our innovation. The combination of user and need is the benchmark for the development of new digital products and services.

# Needs

## Matching methods:

- The Qualitative Interview
- Persona
- User Journey
- Fly on the Wall

Insights

# Insights

The Insights field contains information about the physical and emotional environment of our users. Here we also note suitable analogies that allow for a new view on our research topic as well as suitable analogies that deepen our empathy for the topic.

General Insights, Functional Insights, Emotional insights, Social insights

# Insights

## Matching methods:

- The Qualitative Interview
- Persona
- Fly on the Wall



# Touchpoints

# Touchpoints

The field Touchpoints lists the points of contact between the user and a service or product.

# Touchpoints

## Matching methods:

- The Qualitative Interview
- Persona
- User Journey
- Fly on the Wall

How might we

# How might we

Based on the information about User, Needs, Insights and Touchpoints, we develop a how-might-we question to summarize the users and their unsolved problem.

Where do I start?

# Where do we start?

We begin with what we know!

Have a look at the fields one by one. It does not matter whether we proceed from top to bottom and from left to right or the other way round.

We begin with what we know and proceed to the things that we do not yet know. There are no methods that are imperative to use order to find out what we need to know.

**Where do we start?**

There is also no method that has to be used first.

However, it is good to use interview methods only when you already know some things.

You can compose your own methods. Mix of methods.