

# EDP Canvas & Toolkit (v2)

## Survey



**9-window tool**

	Past	Today	Future
Super-System			
System			
Sub-System			

**Competitive Positioning Map**

More

Less

## POV + HMWQ



**POV and HMW Questions**

But actually / However / Whereas

NEEDS #

(real reason, surprising insight, impediments)

Note: Make a state of "Skew" (ex. tension/contradiction/surprise).

HMW/

HMW/

HMW/

[HMWQ patterns by d.school] Amp up the good. Remove the bad. Explore the opposite. Question an assumption. Go after adjectives, ID unexpected resources. Create an analogy from need or context. Play POV against the challenge. Change a status quo. Break POV into pieces.

## Needs



**USER NEEDS (SUPERFICIAL)**

(user role)

(his/her situation)

needs a way to (verb, jobs, activity)

because (superficial motivation: Functional/Emotional/Social)

## Design Principles



**Design Principles**

Principle	Description

Not To Do	Unresolved

## Ideas



**Idea Rader**

## Pitch



**Reflective Action Sheet**

why you?	why now?	why this?
target user	problem	solution
How much is it worth solving?		How much is it possible to solve?

## Product



**Product Sketch**

Image

Title

Description

**Pitch**

For [ target user ] who [ situation or needs ],  
the [ product name ] is a [ product category ],  
which has [key benefit ].  
Unlike [ competitive alternative ]  
our product has [ unique differentiation ].

8. Title: - Product Name and Slogan - Photo of your Prototype - Design Prompt - Corporate Partner - Team Name and Members - Date	1. Prototype (Teaser): - First things first. - Show and describe your prototype very concisely. - How much worth solving the problem? Give us some evidences or clues.	2. Problem or Needs: - Clearly state the problem and/or reason why you built the prototype. - How much worth solving the problem? Give us some evidences or clues.	3. Unique Insight: - Tell us what only you know about the problem and/or how to solve the problem.
4. Solution: - Product Features and Specifications. - Describe the concrete benefits (especially user experience rather than product itself) you provide.	5. Voice of User: - How much does it solve the problem? Give us some evidences.	6. Future Works: - Do you have any future plan?	7. Ending and Call To Action: - Photo of your prototype (again). - What do you want the audience to do next? - DO NOT end with just "Thank you" slide.

## Current User Experience



**User Research Minimum Questions**

How do you do [ jobs/action/verb ] today?

You should ask 1+ follow-up question.

Do you use any [ tools/products/apps/tricks ] today?

You should ask 1+ follow-up question.

If you could wave a magic wand, what would you want to do?

You should ask 1+ follow-up question.

Last time you did, what were you doing before/during/after that?

Interviewee

persona

profile

Interview Tips:

- Smile
- STOP TALKING, you're the just notetaker
- No yes/no questions
- Restate anything interesting back to the person

**User Journey Map**

BEFORE	DURING	AFTER
		HOW and CONTEXT
		WHAT and BEHAVIOR
		WHY and FEELING

## Future User Experience



**Storyboard (with Story Spine)**

ONCE UPON A TIME ... EVERYDAY ... /1		BUT ONE DAY ... /2
BECAUSE OF THAT ... /3	BECAUSE OF THAT ... /4	BECAUSE OF THAT ... /5
UNTIL FINALLY ... /6	AND, EVER SINCE THEN ... /7	

**User Test Minimum Questions**

What part of the demo resonated with you the most?

What part of the demo could you live without?

Are there any additional features you think are missing?

Do you want to switch to the our solution? Why (or Why not) ?

Interviewee

persona

Additional Interview

# DESIGN THINKING IN TODAY'S WORLD

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What are innovative products/services that you use on a daily?

What do you think about  
the design process how it's made?

If you were asked to design that, what is  
the most important factor to apply?

# 今日のデザイン思考

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1. 日常的に使用している「革新的なプロダクトやサービス」は何ですか？

2. それはどのようなデザインプロセスで作られていると思いますか？

3. 自分で作らなければいけないとしたら、  
どういう点に気をつけますか？

# User Journey Map

BEFORE

DURING

AFTER



HOW and CONTEXT



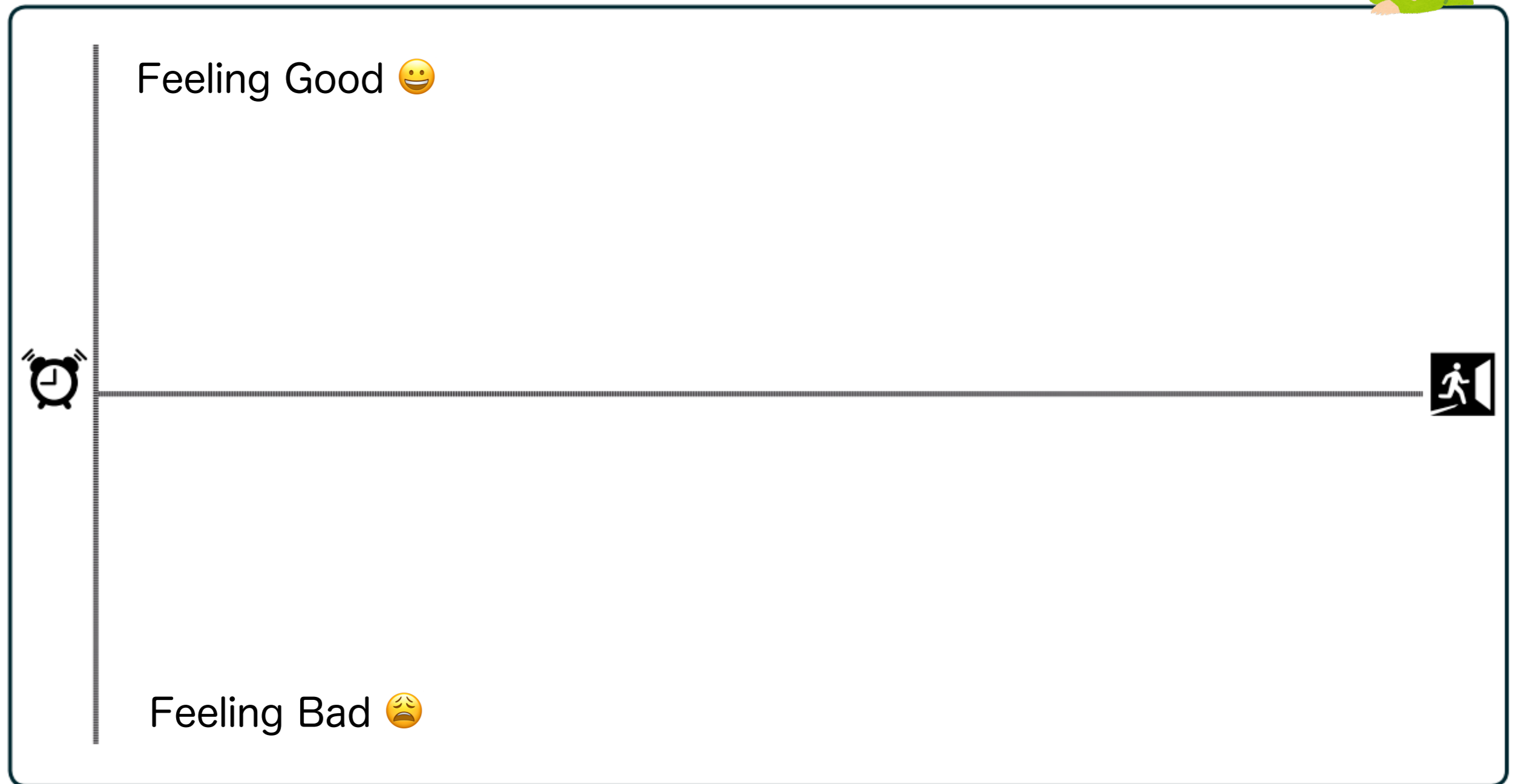
WHAT and BEHAVIOR



WHY and FEELING

# Describe the time series of your activity in a morning

after you get up until you leave home.



Please use the chart as you like. The vertical axis indicates how you feel.

# Interview your partner

---

about the time series of **his/her activity in a morning** each other.

## ① Interview (5 min.)

Summary of interview

(Focus on activities with strong emotion)

## ② Additional Interview (3 min.)

Summary of interview

(Focus on a reason of the activities)

# Analyze the activities of the partner

**Note: You can interview more**

(partner's name)	(his/her situation)
<b>is doing needs a way to</b>	(verb, jobs, activity)
<b>Because Therefore</b>	(superficial motivation/feeling: Functional/Emotional/Social)
<b>but actually / however / wheres</b>	(real reason, surprising insight, impediments)

Note: The Last line should make a state of “Skew” (ex. tension/contradiction/surprise.)

# 自分の朝の身支度の行動を時系列で記入してください

## 起床から家を出るまで



いい感じ😊

サイアク😞

🕒

🚶

書き方は自由。上下は気分の良し悪しです。

# 交代でインタビュー しましょう

## お互いの朝の身支度について

### ①インタビュー（1人5分）

インタビューの記録  
（感情が高まる行動の様子を聞く）

### ②追加インタビュー（1人3分）

インタビューの記録  
（行動の「なぜ？」を中心に聞く）

# パートナーの行動を分析しましょう

※ここで追加インタビューしても構いません

	の状況 にいる		さんは、
			をしている。
	(動詞、ジョブ、活動)		をする必要がある。
なぜなら そのため	(タテマエの動機や感情：機能的/感情的/社会的)		
とはいえ、 しかし、 一方、	(本当の理由、驚くべき気づき、活動を阻害する要因)		

※最後の行で「**ねじれ**」を作るようにします。

(**ねじれ**: tension, contradiction, surprise)

# User Research Minimum Questions

How do you do [ jobs/action/verb ] today?

You should ask 1+ follow-up question.

Last time you did, what were you doing before/during/after that?

You would be better to use User Journey Map.

Do you use any [ tools/products/apps/tricks ] today ?

You should ask 1+ follow-up question.

If you could wave a magic wand, what would you want to do?

You should ask 1+ follow-up question.

Interviewee

portrait

profile

Interview Tips:

- Smile
- STOP TALKING, you're the just notetaker
- No yes/no questions
- Restate anything interesting back to the person

Source: Cindy Alvarez "Lean Customer Development" O'Reilly Media, Inc., 2014

# ユーザーリサーチに使える最低限の質問

現在は [ ジョブ/行動/動詞 ] をどのように行なっていますか？

フォローアップの質問を1つ以上すること

前回それをやったとき、事前 / 最中 / 事後に何をしましたか？

ユーザージャーニーマップにメモするとよい

現在はどのような [ ツール/製品/アプリ/裏ワザ ] を使っていますか？

フォローアップの質問を1つ以上すること

魔法の杖で何でもできるとしたら、何をしたいですか？

フォローアップの質問を1つ以上すること

インタビュー相手

似顔絵

プロフィール

インタビューの心がけ：

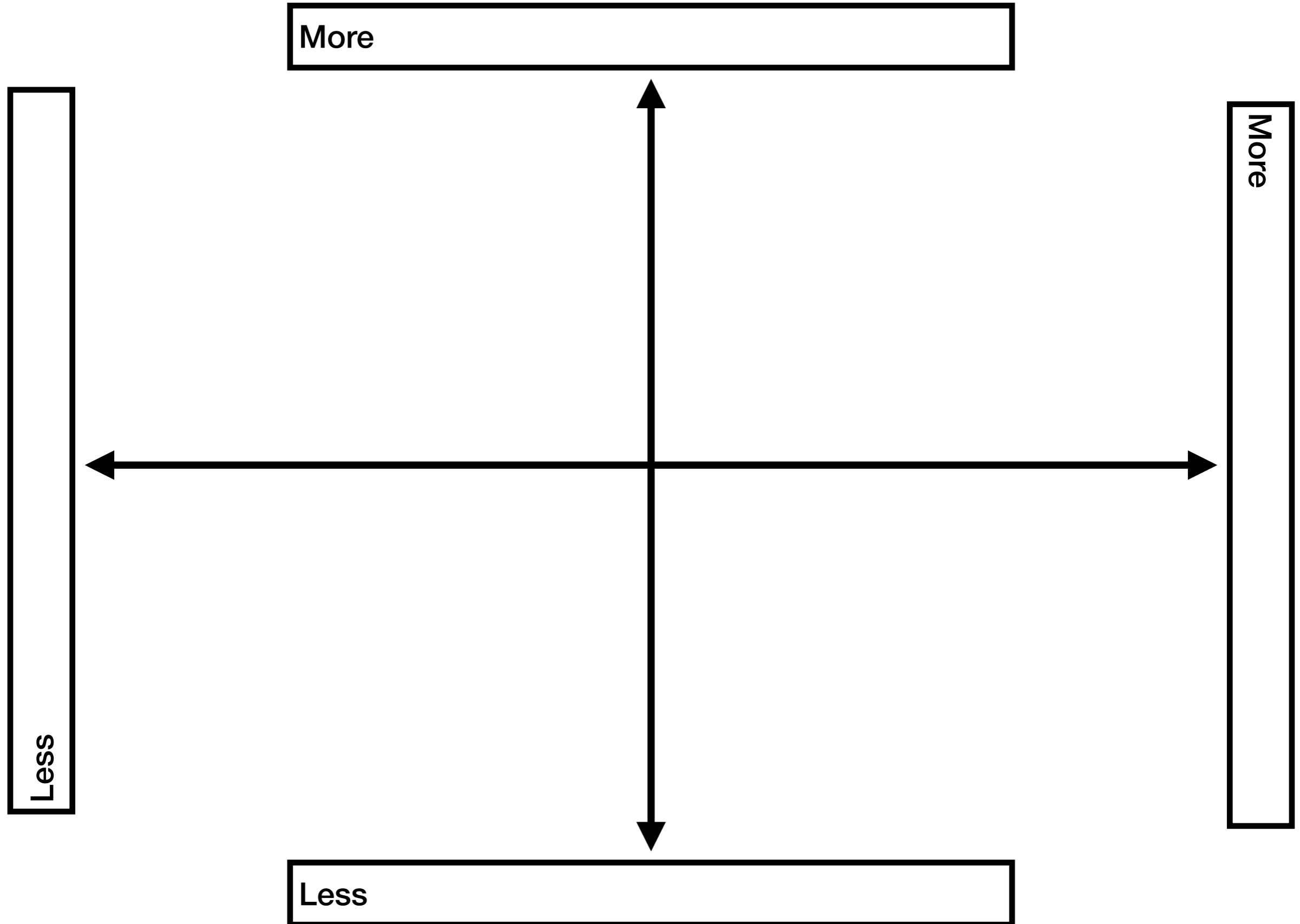
- 笑顔
- しゃべりすぎず、  
メモに専念すること
- 「はい/いいえ」の質問を避ける
- 興味深い答えを聞いたら、同じ言葉を繰り返して、話を深掘りする

出典: Cindy Alvarez 『リーン顧客開発』オライリー・ジャパン

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# Competitive Positioning Map



# 9-window tool

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	Past	Today	Future
Super-System			
System			
Sub-System			

# USER NEEDS (SUPERFICIAL)

---



(user role)

(his/her situation)

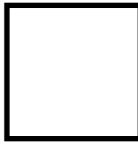
**is doing  
needs a way to**

(verb, jobs, activity)

**Because  
Therefore**

(superficial motivation/feeling: Functional/Emotional/Social)

# ユーザーニーズ（タテマエ）



(状況)

(役割名)

は、

(動詞、ジョブ、活動)

をしている。

をする必要がある。

なぜなら  
そのため

(タテマエの動機や感情: 機能的・感情的・交友的)

# POV and HMW Questions

**But actually / However / Whereas**

NEEDS #


(real reason, surprising insight, impediments)

Note: Make a state of “Skew” (ex. tension/contradiction/surprise).

HMW/

Extract adjectives and put into Design Principles.

HMW/

Extract adjectives and put into Design Principles.

HMW/

Extract adjectives and put into Design Principles.

**[HMWQ patterns by d.school]** Amp up the good, Remove the bad, Explore the opposite, Question an assumption, Go after adjectives, ID unexpected resources, Create an analogy from need or context, Play POV against the challenge, Change a status quo, Break POV into pieces

# POV と HMW Questions

とはいえ本当は / しかしながら / その一方で

NEEDS #


(本当の理由、驚くべき気づき、活動の阻害要因)

※ 「ねじれ」 構造を作ってください (ex. tension/contradiction/surprise)。

HMW/

形容詞を抽出してデザイン原則に入れるとよい

HMW/

形容詞を抽出してデザイン原則に入れるとよい

HMW/

形容詞を抽出してデザイン原則に入れるとよい

[HMWQ パターン by d.school] 良い面を伸ばす、悪い面を除去する、反対を考えてみる、前提を疑う、形容詞で考える、他のリソースを活用する、ニーズやコンテキストから連想する、課題に対して遊んでみる、現状を変更する、課題を分割する

# How might we ... ?

---

- Amp up the good: HMW use the kids' energy to entertain fellow passenger?
  - 良い面を伸ばす：どうすれば私たちは、子どもたちのエネルギーを他の乗客を楽しませることに使うことができそうか？
- Remove the bad: HMW separate the kids from fellow passengers?
  - 悪い面を除去する：どうすれば私たちは、子どもたちを他の乗客から隔離することができそうか？
- Explore the opposite: HMW make the wait the most exciting part of the trip?
  - 反対を考えてみる：どうすれば私たちは、待ち時間を旅の楽しみに変えることができそうか？
- Question an assumption: HMW entirely remove the wait time at the airport?
  - 前提を疑う：どうすれば私たちは、空港での待ち時間をなくすことができそうか？
- Go after adjectives: HMW we make the rush refreshing instead of harrying?
  - 形容詞で考える：どうすれば私たちは、待ち時間を「慌てる」時間から「心地よい」時間に変えることができそうか？
- ID unexpected resources: HMW leverage free time of fellow passengers to share the load?
  - 他のリソースを活用する：どうすれば私たちは、他の乗客の時間を活用することができそうか？
- Create an analogy from need or context: HMW make the airport like a spa? Like a playground?
  - ニーズやコンテキストから連想する：どうすれば私たちは、空港をスパや遊び場のようにできそうか？
- Play POV against the challenge: HMW make the airport a place that kids want to go?
  - 課題に対して遊んでみる：どうすれば私たちは、空港を子どもたちが楽しめる場所に変えることができそうか？
- Change a status quo: HMW make playful, loud kids less annoying?
  - 現状を変更する：どうすれば私たちは、子どもたちをおとなしくさせることができそうか？
- Break POV into pieces: HMW entertain kids? HMW slow a mom down? HMW mollify delayed passengers?
  - 課題を分割する：どうすれば私たちは、子供たちを楽しませることができそうか？どうすれば私たちは、母親を落ち着かせることができそうか？どうすれば私たちは、他の乗客を安心させることができそうか？

<https://dschool.stanford.edu/resources/how-might-we-questions>

# Design Principles

Principle	Description

Not To Do

Unresolved

# デザイン原則

原則	説明

やらないこと

未解決なこと・あとで決めること

# VALIDATION BOARD

---

<div>TODO</div>	<div>DOING</div>	<div>VALIDATED</div>	<div>INVALIDATED</div>
<div>WORKING AGREEMENT</div>			

# Product Sketch

Image



Title

Slogan

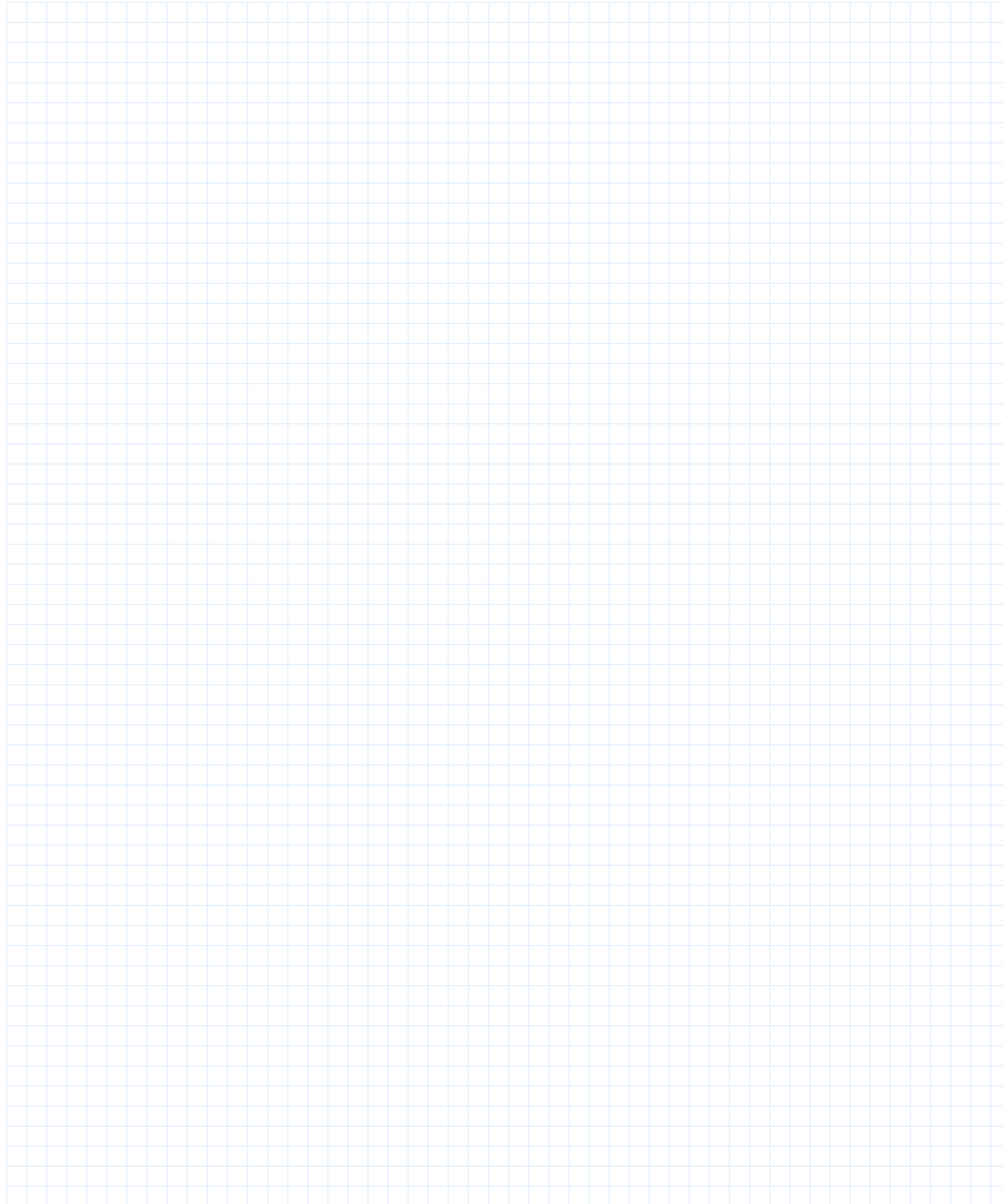
Description

Value Proposition

Supplier	Input	Process	Output	Customer
[E]nvironment [U]sers	[A]ctivity Sensors	Function	[O]bjects Actuators	[I]nteractions [U]sers

# プロダクトスケッチ

イメージ



タイトル

キャッチコピー

説明

価値提案

Supplier	Input	Process	Output	Customer
[E]nvironment [U]sers	[A]ctivity Sensors	Function	[O]bjects Actuators	[I]nteractions [U]sers

# Reflective Action Sheet

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why you?

why now?

why this?

target user

problem

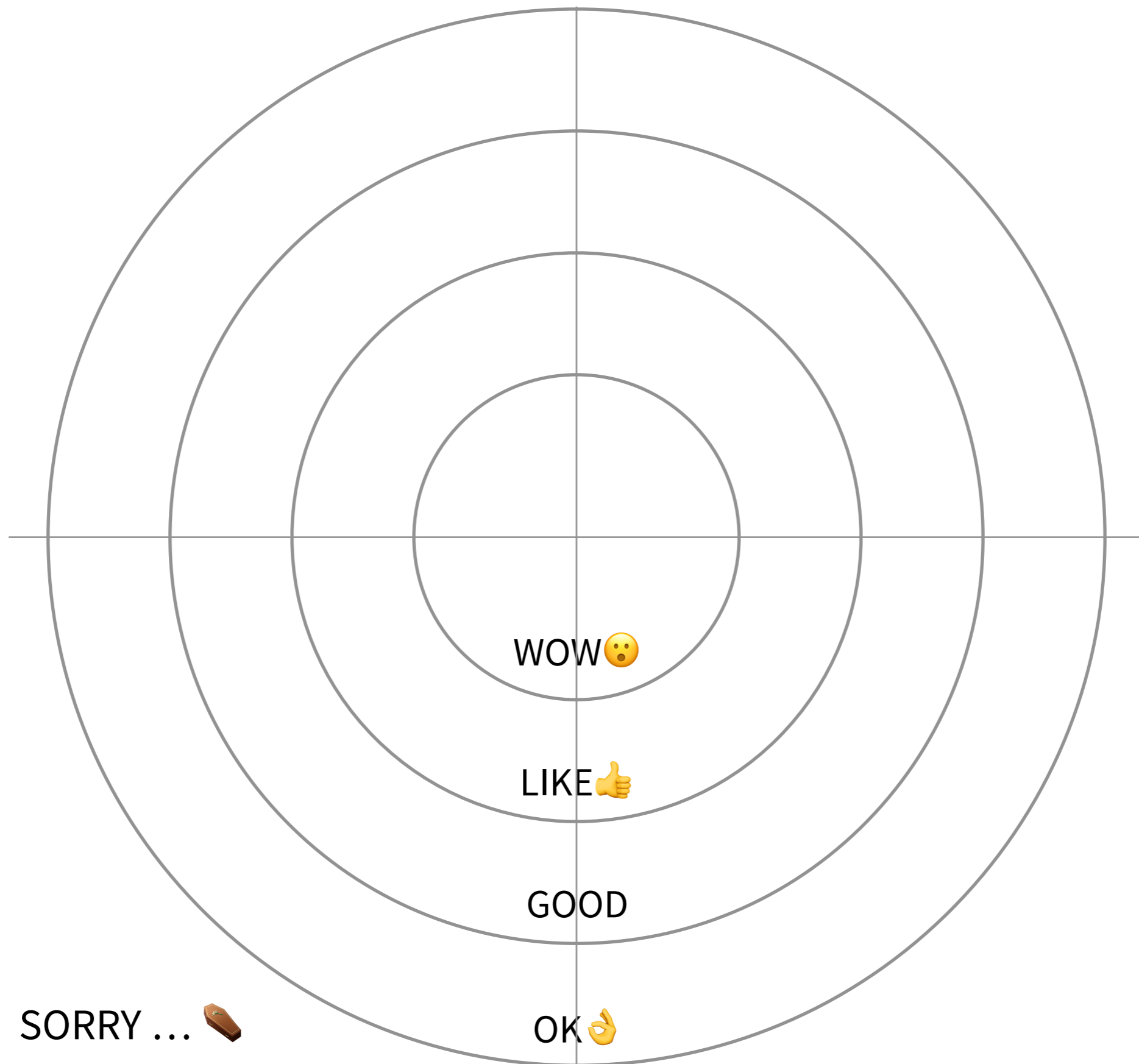
solution

How much is it worth solving?

How much is it possible to solve?

# Idea Rader

---



# User Test Minimum Questions

What part of the demo resonated with you the most?

What part of the demo could you live without?

Are there any additional features you think are missing?

Do you want to switch to the our solution? Why (or Why not) ?

Interviewee

portrait

profile

Additional Interview

*Source: Ash Maurya "Running Lean" O'Reilly Media, Inc., 2012*

# ユーザーテストに使える最低限の質問

デモのどのあたりに共感しましたか？

デモのどのあたりが不要でしたか？

こういう機能が欲しいというものはありますか？

我々のソリューションに切り替えたいと思いますか？ その理由は？

インタビュー相手

似顔絵

プロフィール

追加のインタビュー

出典：Ash Maurya 『Running Lean』 オライリー・ジャパン

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# Storyboard (with Story Spine)

<p>ONCE UPON A TIME ... EVERYDAY ... /1</p>	<p>BUT ONE DAY ... /2</p>	
<p>BECAUSE OF THAT ... /3</p>	<p>BECAUSE OF THAT ... /4</p>	<p>BECAUSE OF THAT ... /5</p>
<p>UNTIL FINALLY ... /6</p>	<p>TAG LINE</p>	<p>AND, EVER SINCE THEN ... /7</p>

Source: <https://www.aerogrammestudio.com/2013/06/05/back-to-the-story-spine/>

# ストーリーボード (Story Spine)

あるところに ... 毎日のように ... /1

ある日のこと ... /2

そのために (そのせいで) ... /3

そのために (そのせいで) ... /4

そのために (そのせいで) ... /5

ついに ... /6

キャッチコピー

それからというもの ... /7

Source: <https://www.aerogrammestudio.com/2013/06/05/back-to-the-story-spine/>

# Pitch

For [ target user ] who [ situation or needs ],  
the [ product name ] is a [ product category ],  
which has [key benefit ].

Unlike [ competitive alternative ]  
our product has [ unique differentiation ].

## 0. Title:

- Product Name and Slogan
- Photo of your Prototype
- Design Prompt
- Corporate Partner (if any)
- Team Name and Members
- Date

## 1. Prototype (Teaser):

- Show and describe your prototype very concisely.
- Use the template above.

## 2. Context & Problem/Needs:

- Clearly state the situation and/or reason why you built the prototype.
- How much worth solving the problem? Give us some evidences or clues.

## 3. Unique Insight:

- Tell us what only you know about the problem and/or how to solve the problem.
- What kind of “Design Principles” have you set to design the solution?

## 4. Solution:

- Features and Specifications.
- Describe the concrete benefits (especially user experience rather than product itself) you provide.
- What are your differentiating factors?

## 5. Voice of User

- How much does it solve the problem? Give us some evidences.

## 6. Future Works

- Do you have any future plan?

## 7. Ending and Call To Action

- Photo of your prototype (again).
- What do you want the audience to do next?
- DO NOT end with just “Thank you” slide.

## Tips:

- You should have at most 3 pages per a slide (the title slide must be one page)
- You can insert the video anywhere you want.
- You SHOULD NOT use design thinking jargon (ex. POV, HMW, or so)

# ピッチ

これは [ 状況やニーズ ] の [ ターゲットユーザー ] 向けの  
[ プロダクト名 ] という [ プロダクトの種類 ] です。

これには [ 大きな利点 ] があります。

[ 既存の競合 ] とは違い [ 差別化要因 ] が備わっています。

## 0. Title:

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