

## EXPLORATION CARD

**Purpose:** Developing an exploration process and defining the needed team (SALES acronym)

### **S – Sense-making: Give meaning to experience.**

- Create a point of view statement that defines the efforts to understand connections which can be among people, places, and events.
- Understanding the problem space is many times as important as understanding the user.

### **A: Analyze the user**

- Define and study the user to develop insights as a starting point for defining value.
- Review and focus on the service period to determine the pre-service, service and post service durations.

### **L: Locate the people who understand the user and the needs**

- List the members of your team, including position and role they will play.

### **E: Empower the Team**

- Team is autonomous & responsible for the tasks.
- Clarity is critical factor for empowering a team
- Outline Meetings: Stand-ups, Weekly Tactical
- Define Standard Work of Team (Team Charter)

### **S: Select a limited set of needs (Frame)**

- Create user stories based on this set of needs.

## HOW TO EXPLORE (EDCA)

### **E: Explore**

- Visualization: using imagery to envision possible future conditions
- Job Mapping: assessing the existing experience through the customer's eyes
- Value Chain Analysis: assessing the current value chain that supports the customer's journey

### **D: Do the plan**

- Concept Development: assembling innovative elements into a coherent alternative solution
- Mind Mapping: generating insights from exploration activities and using those to create design criteria
- Brainstorming: generating new alternatives

### **C: Check (Study) to see if an improvement was made**

- Assumption Testing: isolating and testing the key assumptions that will drive success or failure
- Rapid Prototyping: express new concept in a tangible form for exploration, testing, refinement
- Customer Co-Creation: enroll customers to participate in creating the solution

### **A: Act (Adjust)**

- Exploratory needs been completed? If not, try again.
- If it has, continue improvement with a Learning Launch (PDCA) creating an affordable experiment
- Document the steps that will need to be taken for this and complete hand off.