

# Contents

- Introduction ..... 7
- Definition PSS ..... 9
- Intro ..... 10
- Context of discovery ..... 11
- Overview ..... 12
  
- Chapter 1: Understanding..... 14**
  - Context map ..... 17
  - Stakeholders dimensions ..... 23
  - Research questions ..... 29
  - Observation ..... 35
  - Interviewing the perspective ..... 39
  - Interviewing the experience ..... 45
  - Personas..... 51
  - Factors and themes ..... 55
  - System map..... 59
  - Value proposition..... 65
  - Rich pictures ..... 69
  - Intervention strategy ..... 75
  - Design challenge..... 81
  
- Chapter 2: Explore ..... 84**
  - Business ideation canvas ..... 87
  - Paradoxical thinking ..... 89
  - Lotus blossom ..... 93

Meta-examples .....	99
Selection matrix .....	105
Solution spaces .....	109
Serious play scenarios .....	113
Bodystorming .....	117
Customer journey.....	121
Touchpoint matrix.....	125
Product-service system map.....	129
<b>Chapter 3: Define .....</b>	<b>132</b>
Conceptual model .....	135
Interaction moodboard .....	139
Interaction metaphors .....	143
Narrative .....	147
Process map.....	151
Appropriate fidelity prototyping.....	155
Low-fidelity prototyping .....	159
Medium-fidelity prototyping .....	163
High-fidelity prototyping .....	167
Provocative prototyping .....	171
Make believe .....	175
User test .....	179
<b>Outro .....</b>	<b>182</b>
<b>References.....</b>	<b>184</b>