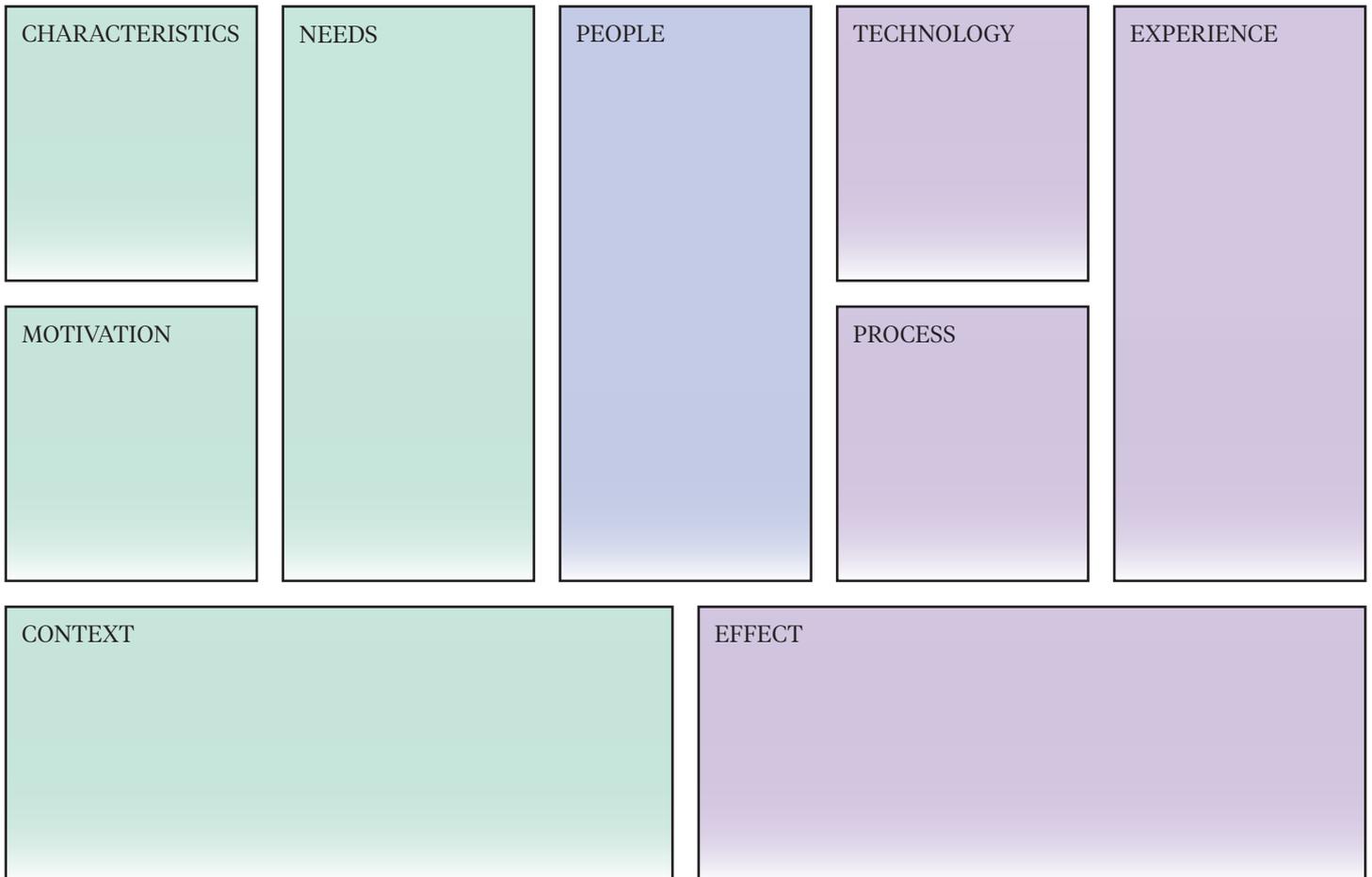


INSIGHTS INTO PEOPLE

SOLUTIONS AND EFFECTS



Designing for Value: People Value Canvas

Well-designed interactive experiences connect people, meet their needs, life-styles and life choices, and can make a positive difference on their wellbeing. The overall challenge of people centred innovation can be summarised in how to design value for people — as well as for companies and society. To be able to create value, designers need to explore, validate and reflect upon the different design choices and their intended impact. In turn, this demands methods for understanding needs and motivations of the users, exploring solutions and designing business models.

Designing for social innovation means designing innovative products, systems, or services that help people to be active, joyful and socially connected to society, which in turn effectively contributes to their health, overall quality of life, and social inclusion. To really understand your target audience they need to be regarded as a source not only for research, but also for inspiration, co-creation, and prototyping.

The People Value Canvas (PVC) is a tool to support value creation for both designers and stakeholders, according to which users' needs and wishes can be systematically identified for the purpose of the further conceptualization of innovative solutions with a technological component.

Building block I: PEOPLE

Describe your user group in a persona or portrait. Who are you designing for? In the central building block you place the people you are designing for.

How to use it

People take centre stage in the user value canvas. The PVC consists of nine building blocks — that have to be filled in when developing new concepts— describing the input that has to be provided in order to establish the value proposition for the user. The building blocks are intrinsically linked and have to be revisited iteratively. Roughly the canvas is divided into a ‘user insights’ part and a ‘intervention’ part. The first part should reflect the outcomes of your user research whilst the second part describes your envisioned intervention or solution. The tool is valuable in discussing (new) concepts as it gives structure to constructive conversations and shows the interdependencies between the different design aspects.

INSIGHTS INTO PEOPLE

Building block III: CHARACTERISTICS

What are the attributes of the people for whom we are designing, for example lonely, fearful, ambitious or passionate? In what ways are they socially active and connected? What are their lives like? What kind of relationship do they have with others and with technology? The insights arising from qualitative research can be channelled into 'portraits' describing the characteristics of your target.

Building block II: NEEDS

What are the most urgent or specific needs you aim to address? This could be physical, spiritual, social, intellectual, occupational or emotional needs. People have all sorts of needs. People need to feel related to others in order to feel socially connected. People need input to take informed decisions. People need food when they are hungry.

Building block IV: MOTIVATION

What are a person's main goals in life like independence, respect or social responsibility? What are the relevant user motivations that might stimulate or hinder potential interventions? Motivation is what drives a person to behave in a certain way: your target audience direct need might be food, which could be solved with more meat, but their motivation to live a conscientious life might steer their choices towards solely ecological options.

Building block V: CONTEXT

In which context does your intervention or solution need to land? What are the circumstances, limitations and opportunities? The way a person approaches, uses and experiences an innovation needs to be seen in a broader context, which include people's life circumstances, such as income, geography (urban or rural), and distance from family members, but also the location where the product or service is used, or where a person's comfort zone is.

SOLUTIONS AND EFFECTS

Building block VI: TECHNOLOGY

The answer to building block ‘Technology’ is a balanced description of the technology envisioned. What technological options are relevant (iPad, mobile phone, smart phone etc.). Think of how this particular technology will take the users’ needs and motivations into account. In order to create real value, the technology should lead to empowerment, reciprocity, and transparency.

Building block VIII: EXPERIENCE

What is the quality of the interaction you envision? How will the user feel during the experience (socially connected, self sufficient etc.)? How digital or tactile is it? How is it connected to the user’s daily life, routines and flow? Will it contribute to the sovereignty of the user? Give a vivid description of the nature of the experience you design from the perspective of the user.

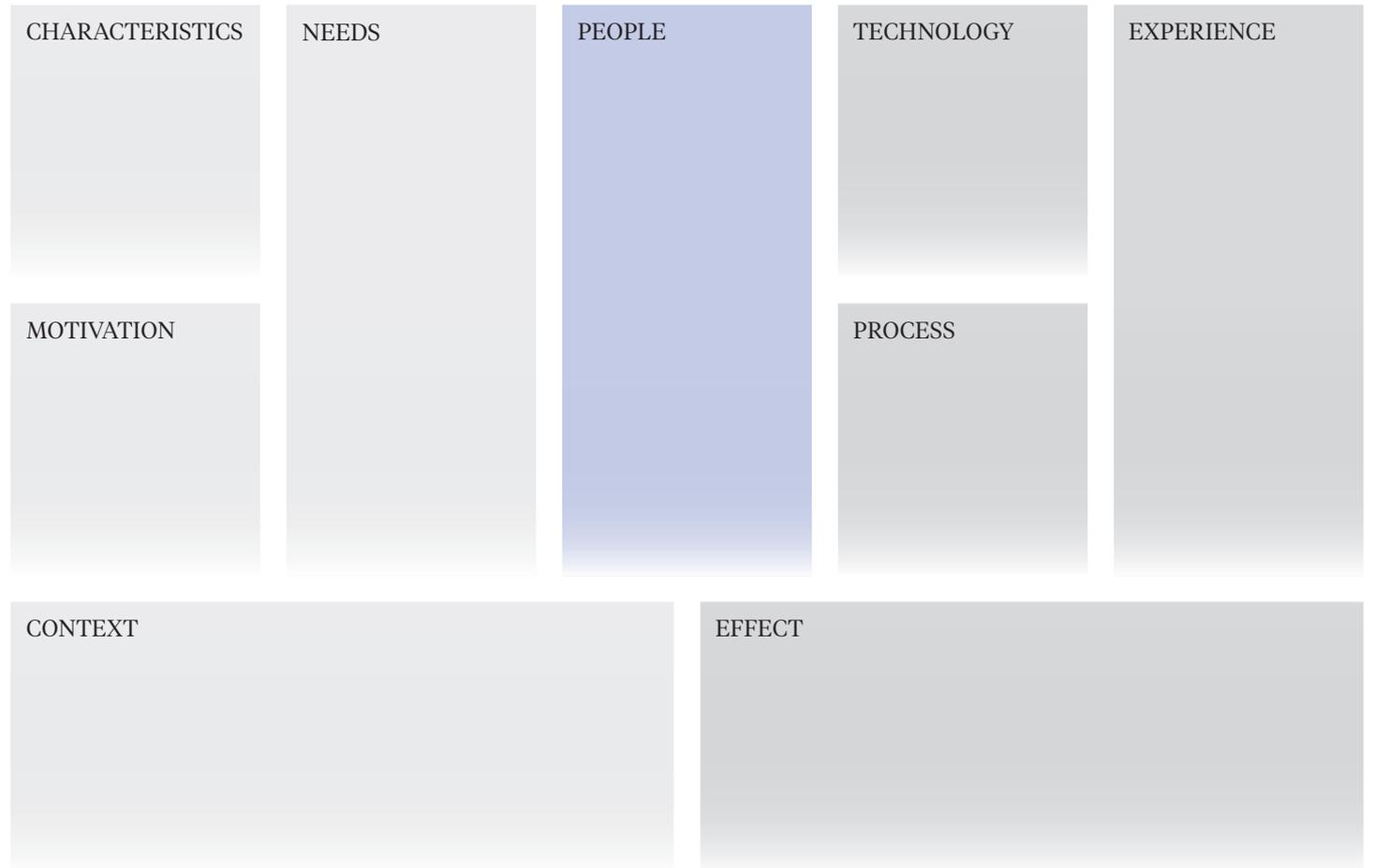
Building block VII: PROCESS

Describe the entire product-service system within which your intervention or solution is located. How is the application or service introduced into their lives? How do they find the application/service? For instance, support: there is no point developing an alarm button in the absence of an emergency room with people who cannot react to the alarm. The answer to building block ‘Process’ therefore is a reflection on the potential challenges and desired touch points with the users related to the intervention you envision – some visible to the user, some very much in the background.

Building block IX: EFFECT

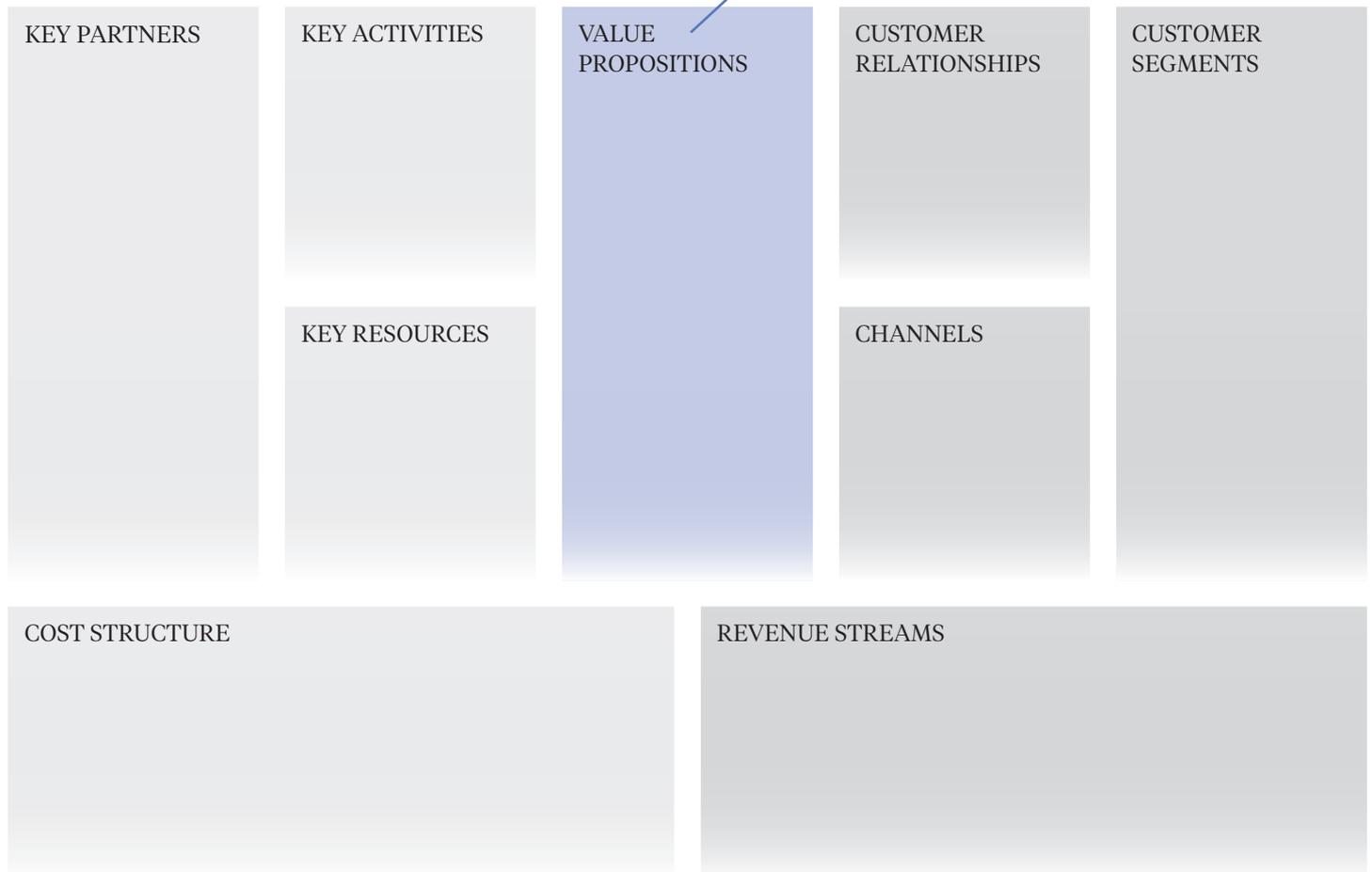
What will the long-term impact be on the user or society (better employment, better health etc.). Your intervention will have implications in terms of impact on people’s lives. In the context of people value, the effect of a solution is measured in terms of its contribution to wellbeing. Give an estimate of the anticipated impact of the intervention.

PEOPLE OF PEOPLE VALUE CANVAS



VALUE PROPOSITION OF BUSINESS MODEL CANVAS

Starting point for the People Value Canvas



Origin

The framework has been developed in an iterative manner within the Express to Connect project, supported by AAL, www.express2connect.org.

The PVC is strongly connected to the use of the Business Model Canvas with a focus on creating value for the user. It is a method to support designers and stakeholders in a systematic manner to gain insight into what people actually consider to be valuable. An extensive context of the Express to Connect project is published in: Wildevuur, S. E., Van Dijk D., Äyväri, A., Bjerre, M., Hammer- Jakobsen T., and Lund, J. (2013) *Connect: Design for an Empathic Society*. Amsterdam: BIS Publications.