

ACHIEVING:

CUSTOMER
EMPATHY

COLLABORATIVE
INNOVATION

RAPID
CUSTOMER
INSIGHTS

VIA:



INQUIRY



IDEATION



INVENTION

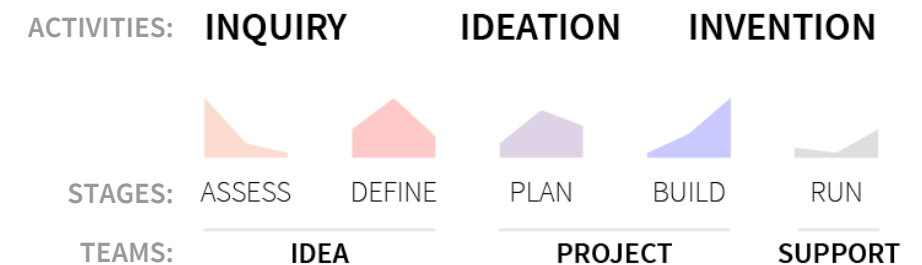
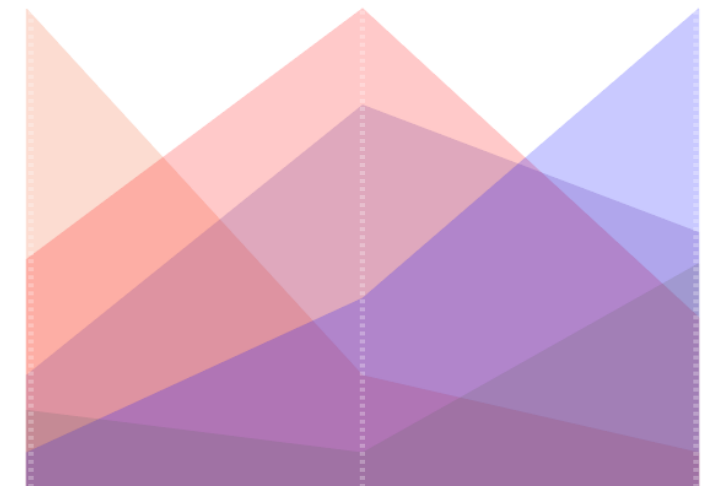
INQUIRY, IDEATION, AND INVENTION ARE PART OF EVERY
IDEA, PROJECT, AND SUPPORT TEAM.

IDEA TEAM



SUPPORT TEAM

PROJECT TEAM



Products may follow a circular path through the 3 Teams.

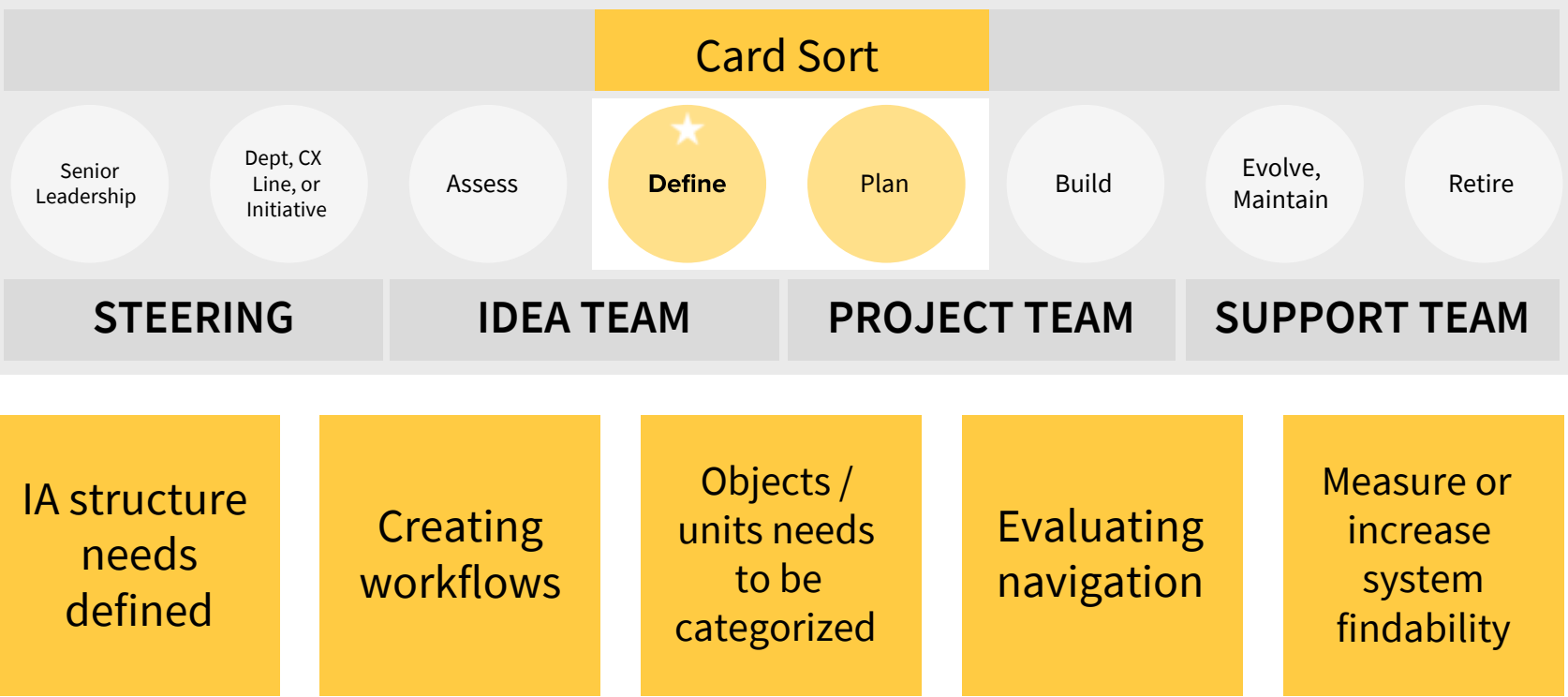
There tends to be more Inquiry with Idea Teams,
Invention with Project Teams, and Ideation in between.

Card Sort



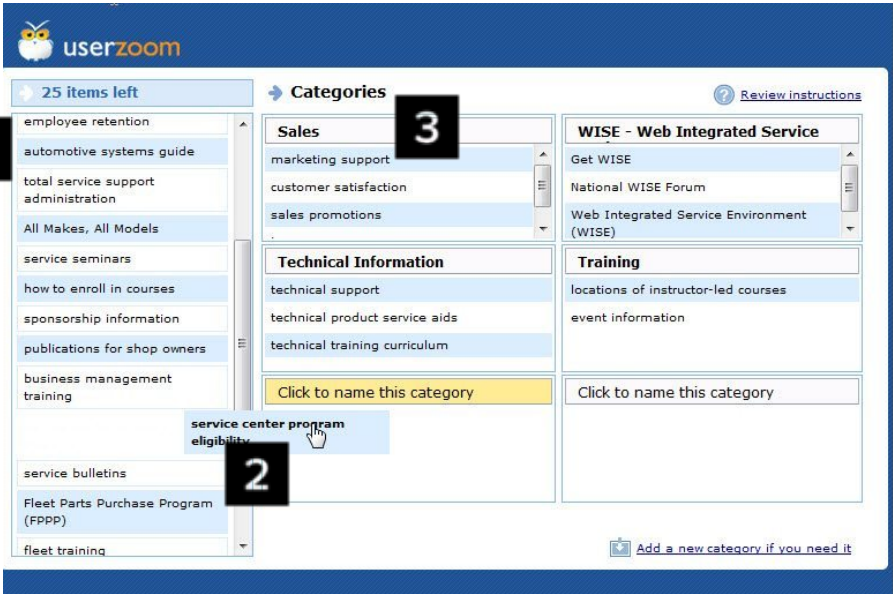
An exercise used to generate or evaluate navigation, taxonomies, and user journeys.
Can provide insights to users mental model of sorting and grouping.

WHEN TO CART SORT



HOW TO CARD SORT

- 1 SMEs break content or functionality down into smallest appropriate units and list on index cards.
 - 2 Participant groups related units together into categories.
 - 3 Participant names categories to build hierarchies.
- *SME can also predefine categories for participant to use.



Card sorts can be on paper or using testing software.

WHO'S INVOLVED
1 on 1 with users &/or stakeholders

RELATED ACTIVITIES Tree Test - pg. X
REFERENCES [Title and Link]