Our techniques:

**Discovering the Principles**

**Field Research**
Interviewed stakeholders and potential users and toured interesting spaces to identify needs and ideas.

**Personas**
Developed archetypes of potential service users to help us focus on real goals, needs and behaviors.

**Vision Cards**
Instructors chose abstract images to represent how they felt about current and future states of support.

**Experience Mapping**
Instructors worked together using post it notes to map an ideal service experience for an activity of their choosing.

**Space Planning**
With campus partners we created a shared vision of how much of what we could develop using poker chips on an architectural drawing.

**Implementing the Principles**

**Bodystorming**
Staff role-played common scenarios, enabling us to discover rich insights and subtleties of the experience.

**Journey Mapping**
Staff with years of experience working with faculty mapped what an instructor is thinking, feeling, and doing throughout the semester.

**UX Principle Brainstorming**
Diverse ETS staff brainstormed how to create the experiences embodied in our UX principles to identify implementation detail.

**Vision Boarding**
Staff picked images to help them get in touch with the emotional feel we hoped to create in the space.

**SWOT Analysis**
Staff brainstormed Strengths, Weaknesses, Opportunities and Threats and created mitigation and opportunistic strategies.
User Experience Principles

- Feeling safe, comfortable, and welcome
- Visibility of recent and ongoing work
- Long-term relationship / point of contact
- Ability to test and iterate
- Seamless support experience
- Learn with and from other faculty

Resources:

Service design tools and techniques:
goo.gl/ujE4cc

Project webpage:
https://www.ets.berkeley.edu/projects/dwinelle-collaborative-services-space-project