

Checklist ✓

Physical products



Your product is a concrete, physical product
(and not a product category).



You would be able to place a physical example
of your product on the table in front of you.
*(It gives you a nice and more tangible way of
working with the toolkit.)*



Is your product B2C or even B2B2C?
*(You can use the toolkit on a B2B product,
but then it would be a great idea to visit our
ecosystem tool before diving into working
with this toolkit.)*



The product is part of the user's everyday life,
and does it play a recurring role in their routine?
Is your product/service already existing
(or is it a new one?) We would recommend
using an existing one if it is your first time
testing the tool.



You have a well-defined target group
*(or else you can use our persona
cards to create one).*



Checklist ✓ Digital product



Your product is a concrete digital product or a physical one
(and not a digital service/app category).



There is a physical object incorporated in your service/app
(or else try to find something concrete and tangible that can represent the part of your solution you want to work with. It will give you a nice and more tangible way of working with the toolkit. If it is a specific function on your app, please draw it.)



Is your product B2C or even B2B2C?
(You can use the toolkit on a B2B product, but then it would be a great idea to visit our ecosystem tool before you dive into working with this toolkit.)



The product is part of the user's everyday life, and does it play a recurring role in their routine?
Is your product/service already existing
(or is it a new one? We would recommend using an existing one if it is your first time testing the tool.)



You have a well-defined target group
(or else you can use our persona cards to create one).



Checklist

Systemic, service or place



Please select a concrete part or intervention in the system, and not an entire system
(Think a bit about... how you can select a part of the system. As an example: Don't choose a playground; choose a slide).



There is a physical object incorporated in your system/service
(or else try to find something concrete and tangible that can represent the part of your solution you want to work with. It will give you a nice and more tangible way of working with the toolkit).



Is your product B2C or even B2B2C?
(You can use the toolkit on a B2B product, but then it would be a great idea to visit our ecosystem tool before you dive into working with this toolkit.)



The system/service is an already existing one
(or is it a new one? We would recommend using an existing one if it is your first time testing the tool).



You have a well-defined target group
(or else you can use our persona cards to create one).

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