

Development — 06 Designs

# The Canvas

*Design the moment, not the screen.*

PURPOSE

Design what each chunk looks and feels like to the hero, moment by moment, before anyone builds it.

# The Canvas

06 · DEVELOPMENT · DESIGNS

OWNER | CHUNK | TESTED WITH | LAST UPDATED | SCORE / 50

## 1 The chunk

Which chunk, and the moments it covers.

SCORE 1 2 3 4 5

## 2 Where the hero is

The situation they're in.

SCORE 1 2 3 4 5

## 3 What they see and do

Step by step, from their side.

SCORE 1 2 3 4 5

## 4 What they feel

At each moment.

SCORE 1 2 3 4 5

## 5 The value they get

What they keep, learn or feel.

SCORE 1 2 3 4 5

## 6 Their words

The language it uses.

SCORE 1 2 3 4 5

## 7 The carrier

Screen, paper, voice, a person, an object...

SCORE 1 2 3 4 5

## 8 The look

A sketch or mockup.

SCORE 1 2 3 4 5

## 9 Tested with

Personas and real people, and what they said.

SCORE 1 2 3 4 5

## 10 The peak

The detail that must survive.

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

# Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

| SECTION | WHAT TO DO | 1 STARTED | 3 GOOD | 5 EXCELLENT |
|---|---|---|---|---|
| 1 **The chunk** | Pick a chunk from the Sketchbook and list the moments of the journey it covers. | A screen, not a chunk. | A chunk from the Sketchbook. | A chunk from the Sketchbook, with every moment it covers named. |
| 2 **Where the hero is** | Describe where the hero is and what's going on when this happens. | A guess. | A clear situation. | A vivid, specific situation taken from the hero's own words. |
| 3 **What they see and do** | Walk through what they see and do, step by step, from their side. | A feature list. | The main steps, from their side. | Every step from their side, simple enough that nobody needs to be told what to do. |
| 4 **What they feel** | Write what they feel as they go through it. | A generic feeling. | A feeling for each moment. | A specific feeling for each moment, rising to the peak. |
| 5 **The value they get** | Write what they get from it, in their terms. | Value for us, not them. | A clear value for them. | Real value at every moment, in their words, that the Simulator's people confirmed. |
| 6 **Their words** | Write the words it uses, taken from how they talk. | Our jargon. | Mostly their words. | Every word on it in their language, with where it came from. |
| 7 **The carrier** | Choose what carries it, last: a screen, paper, a voice, a person, an object. | Chosen first, out of habit. | A carrier that fits. | The carrier that best fits where the hero is, chosen after the moment was designed. |
| 8 **The look** | Sketch it, or attach a mockup. | Words only. | A rough sketch. | A sketch or mockup clear enough for someone else to build from. |
| 9 **Tested with** | Show it to the Simulator's synthetic personas and to real people, and write what they said. | Only the team. | Personas or real people. | Both personas and real people, with what they said and what you changed. |
| 10 **The peak** | Name the detail that makes it special, and protect it. | Not named. | Named. | Named, explained, and still there after every change. |