04

Research — 04 Pilots

The Simulator

Test the journey before you build it.

PURPOSE

Find out whether a journey would be valuable, first with synthetic personas, then with real people, before anything is built.

The Simulator

04 · RESEARCH · PILOTS

OWNER | JOURNEY | HERO | DATE | SCORE / 50

1 The journey

Which journey from the Map.

SCORE 1 2 3 4 5

2 The hero

Who it's for.

SCORE 1 2 3 4 5

3 The personas

Synthetic people built from the hero.

SCORE 1 2 3 4 5

4 Panel votes

Valuable to me? Up or down.

SCORE 1 2 3 4 5

5 Panel feedback

What the personas said.

SCORE 1 2 3 4 5

6 Real people

Early adopters, shown the journey.

SCORE 1 2 3 4 5

7 Their votes

Valuable to me? Up or down.

SCORE 1 2 3 4 5

8 Their feedback

What real people said.

SCORE 1 2 3 4 5

9 Verdict

Both agree, or back to the Map.

- [ ] Both agree it's valuable: on to Development
- [ ] Not yet: back to the Map

SCORE 1 2 3 4 5

10 What we learned

What goes back to the Map.

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 journey**	Pick the journey from the Map you're testing.	A loose idea.	A journey from the Map.	A journey from the Map, with its moments and what must be true.
2 **The hero**	Name the hero from the Storyboard this journey is for.	A type of person.	A hero from the Storyboard.	A hero from the Storyboard, with their words and their pain.
3 **The personas**	Build synthetic personas from the hero's words, the trend's language and the owner's notes.	One generic persona.	A few personas, built from the hero.	A panel of personas with clear behaviour guidelines from real words, so they can't just agree with us.
4 **Panel votes**	Run the journey past each persona, moment by moment, and record their vote.	A single vote.	A vote from every persona.	A vote from every persona, at every moment, with how sure they are.
5 **Panel feedback**	Record what each persona said about the journey.	A summary.	Feedback from every persona.	Specific feedback per moment, in the personas' words, with what they'd change.
6 **Real people**	Show the journey to real early adopters as a simulation: “if you went here, then there…”. Never a product.	Friends or colleagues.	A few real early adopters.	Real early adopters from the Compass, each shown the journey the same way.
7 **Their votes**	Record each real person's vote.	A single yes.	A vote from every person.	A vote from every person, with what they did next.
8 **Their feedback**	Record what each person said, in their words.	A summary.	Quotes from every person.	Quotes from every person, sourced and dated, with what they'd change.
9 **Verdict**	Decide: the panel and real people both find it valuable, or it goes back to the Map.	A guess, without both sets of votes.	A verdict.	A verdict backed by both sets of votes and feedback, with the owner's decision and the date.
10 **What we learned**	Write what this test taught you, so the Map gets better either way.	A vague impression.	One or two lessons.	Clear lessons for the Map and the Storyboard, written as changes to make.