

## Glossary

**User** – People who use the service. A service might have many different users, with different sets of needs.

**Service** – Services are intended to meet their users’ needs over time. Services can help us to travel around, keep in contact, listen to music or eat a meal. Services are made up of lots of interlinked touchpoints.

**Touchpoint** – A Touchpoint is any interaction between a user and a service. Services are made up of lots of different touchpoints. It could be a sign, an interaction with a person, a space or a product.

**Design ambassador** – A professional designer who will work with you to help you complete the Keeping Connected Design Challenge.

**Online Workspace** – Your school’s own space on the Keeping Connected website. Use it to swap ideas with your Design Ambassador and keep other people up to date on your progress through the Challenge.

**Resources** – These can be used to help deliver the Challenge. All resources include teacher guidance notes and some are supported by student activity sheets, PowerPoint presentations or video footage.

**Older adults** – Adults over 65 years old. They are a group with a really wide range of needs and abilities.

**User journey** – A user’s experience of a service from when they first start using it to when they finish.

**User journey mapping** – A way of showing the user’s experience of a service. It highlights all the different stages and touchpoints.

**Service design masterclass** – An introduction to services and how they can be designed.

**Brief** – The most important aims and principles of a service. Use the brief to check if the service is delivering what is needed while it is being developed.

**Relationship mapping** – A way of finding out how people are connected to others.

**Observation workshop** – A workshop to help develop observation skills. These will be really important throughout the Challenge.

**Service safari** – A way of using a service to find out how it works. It can be used to identify strengths and weaknesses in a service.

**Shadowing** – A way of finding out how users interact with services by observing them. You can use it to find out which parts of a service work well and which parts less well.

**User diary** – A way to gather information about users’ lives. They need to be filled in by users over time.

**Needs map** – A way of showing a group of users’ most important needs.

**Personas** – Characters created to make user research easier to understand. Each persona should show the needs, likes and dislikes of a particular group of users.

**Clustering and voting** – A way of recognising patterns and choosing between different ideas fairly.

**Prototype** – A model or scenario used to test part of a service while it is being developed.

**Service blueprint** – A map used to show how a service works. It should show all the different touchpoints it is made up of.

**Storyboard** – A way of showing the experience a service offers over time. For the Keeping Connected Design Challenge it has to consist of between 5 and 25 frames.