**Appendix 0.3 - ACTIVITY 2 (2 hours)**

Building and using a tool supporting creativity - product usability maps

Get acquainted with the concept of a product usability map (01)

Construction of a product / service usability map - a two-dimensional matrix presenting 6 spheres of product usability and 6 phases of the customer's experience cycle with the product. Particularly attractive ideas are those that can be applied simultaneously in several areas. For example, the implementation of a new product is accompanied by a completely new way of reaching customers from a given target market with information. An in-depth analysis of the product / service usability map, deepened in the course of a discussion in a group of listeners, will allow you to discover deep layers of creativity for a given business idea.

 6 phases of the buyer's experience cycle with a product or service

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 6 areas of utility | Buy | Delivery | Use | Additional products | Maintance | Disposal |
| Efficiency |  |  |  |  |  |  |
| Simplicity |  |  |  |  |  |  |
| Convenience |  |  |  |  |  |  |
| Risk |  |  |  |  |  |  |
| Image |  |  |  |  |  |  |
| Environment friendly |  |  |  |  |  |  |

Graphical symbols should be used to fill in the map, as shown in the attached example in Annex 04 to illustrate the process.