Hold a workshop to model how your product works

Stick the headings in this PDF on the wall. In the middle, from left to right, stick up functions, responses and outcomes (short-term, medium-term, long-term).

Your product will probably have several functions, leading to different responses and outcomes.

Stick up the other headings – hypothesis, assumptions, context and barriers – around the central model.

Use the questions under each heading to guide your discussions. Put your answers on sticky notes so they can be moved around easily.

Hypothesis

What problem are you trying to solve?

What opportunity are you exploring?

Assumptions

What are your underlying assumptions about the users of your product?

Functions

What are the specific things your product will do to encourage the user towards outcomes that will improve their health?

Responses

How will your user respond to your product's functions? For example, how will it change their behaviour?

Outcomes: Short-term

What specific changes will your intervention create through its functions and responses?

Outcomes: Medium-term

What specific changes will your intervention create through its functions and responses?

Outcomes: Long-term

What specific changes will your intervention create through its functions and responses?

Context

Who is the user?

What are their motivations?

What support do they have?

Barriers

What might prevent someone from using your product?

What might prevent them from achieving the desired health outcomes?