



Additional zones

Top 3 zones

Real life locations

04_Select urban
focus areas

#RelevantZones

Assign a colour to every participant



Supply of post-its, copy or add new ones (N) whenever required

**Aim:**

Identify those zones in a city where the chosen persona(e) would gain the most benefit, e.g. where a problem or need occurs most often.

Method:

Copy the relevant problem statements for each persona from the previous step. This provides some context and "sets the scene".

Add zones that you feel are missing from the standard map, use the colour post-it assigned to you. Put the new zones either on the blank spots in the map or the canvas 'additional zones'.

Use dot-voting (P) to establish a top 3 for each persona

Apply hybrid brainstorming to name the relevant real life zones corresponding to the top 3

Tips:

- If you feel all zones are relevant for a problem statement/persona, ask yourself this: "If you only have funding to implement a sensor network in one zone, where do you implement it to maximise satisfaction?"
- Copy entire boards for as many persona as you have selected in step 2. Copy board elements if you identify more problem statements

As a [persona #1] I have
the problem that...

As a [persona #1] I have
the problem that...

As a [persona #1] I have
the problem that...

...because of...

...because of...

...because of...