

# User-Participant Mapping

Design Thinking & Innovation Tools

Section: T4, Week 4



D'source Project



Open Design School



MoE's Innovation Cell



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# **Design Thinking & Innovation (DT&I)**

Section: T4.0

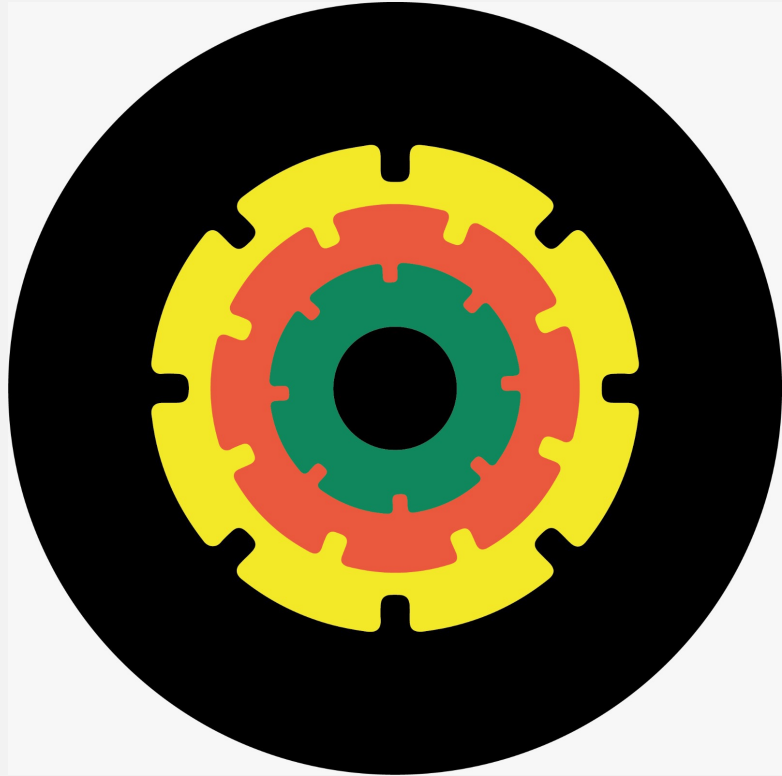
Week 4



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# **Design Thinking & Innovation (DT&I)**

**Prof. Ravi Poovaiah**  
IDC School of Design, IIT Bombay



## DT&I Tools

### T4 User-Participant Mapping

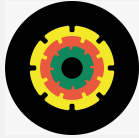
Module T4:

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T4.1

# User- Participant Mapping



# What is User-Participant?

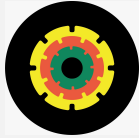
## Level of Users

Here we identify the different kinds of users and their varying level of participation/relationship/involvement with the chosen topic or issue.

This changes depending whether it is an organization, service, product, media, environment, etc.

The users are classified according to their levels of participation (Ex – Hospital):

- |                            |  |
|----------------------------|--|
| <b>1. Primary Users</b>    | > Patient, Doctor, Nurse                       |
| <b>2. Secondary Users</b>  | > Visitors, Hospitality staff, Technical staff |
| <b>3. Tertiary Users</b>   | > Security, Maintenance staff, Catering staff  |
| <b>4. Quaternary Users</b> | > Medicine suppliers, taxi/auto service        |



# User-Participant Mapping:

## Individually or in groups?



User Participant Mapping can be done individually or in small groups.

Its more effective when done in groups with people from diverse backgrounds and opinions are involved.

## How does it help?

User Participant Mapping\* shows the relationships and the level of participation/importance of the different users that are part of the system.

\* (also known as stakeholder mapping)

This mapping will also help you identify users that you need to converse and talk to while conducting Primary Research



# User-Participant Mapping:

## Steps in Mapping:



1. Draw the main topic in the centre



2. Identify users that need to participate



3. Draw 3-4 concentric circles, each representing varying levels of Participation



4. Divide the circle into sections to denote different Environments



5. Place the Users in appropriate levels



6. Find relationships between the different users and use lines to inter-connect



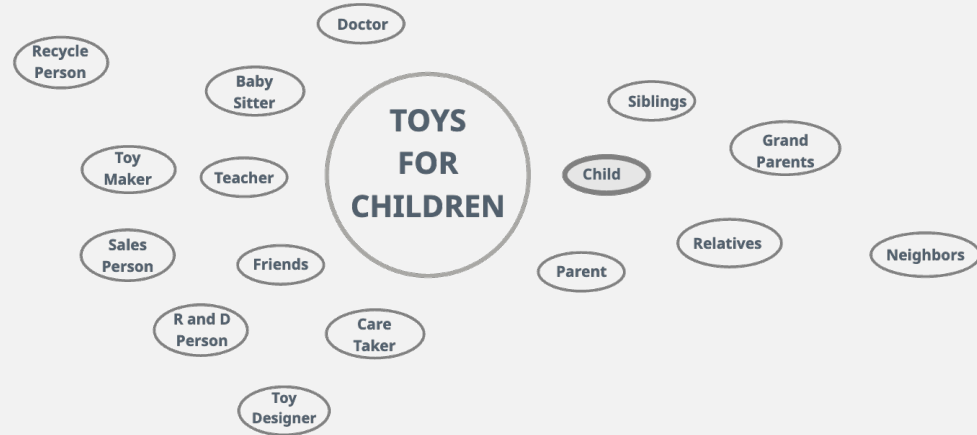


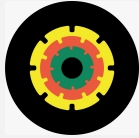
# User-Participant Mapping

Topic: 'Toys for Children'

**Step1:** Draw the main topic in the centre

**Step2:** Identify all the Users connected with the topic 'Toys for Children'





# User Participant Mapping

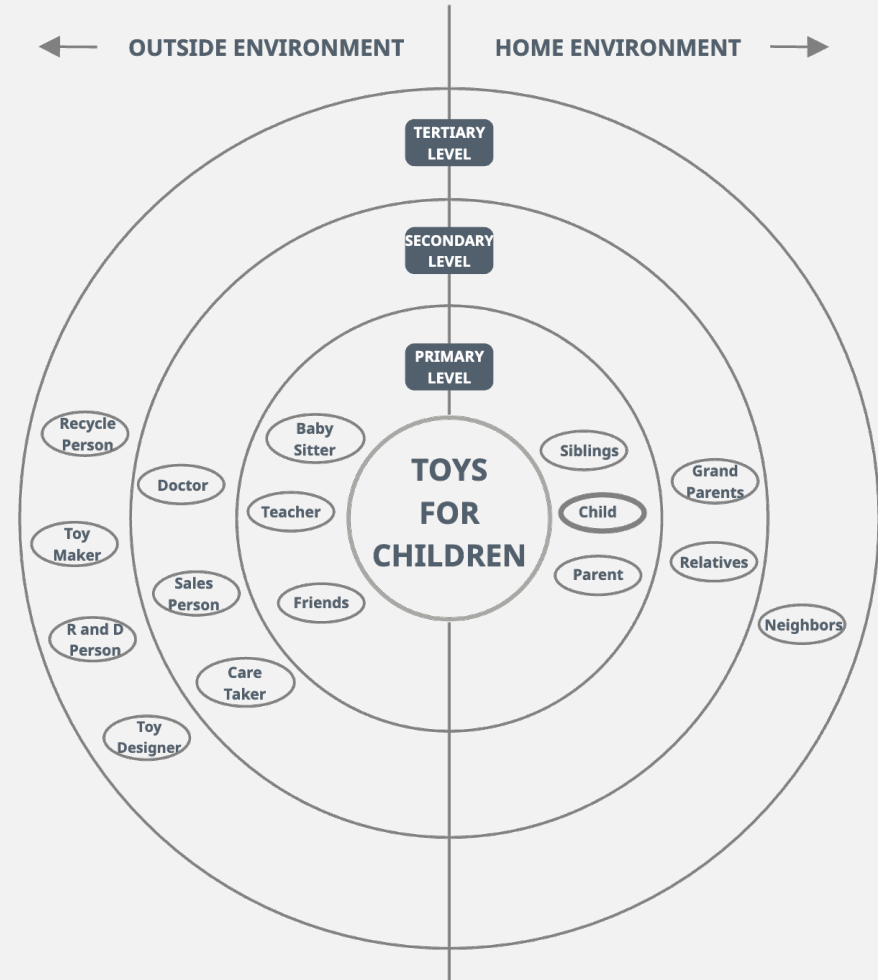
Topic: 'Toys for Children'

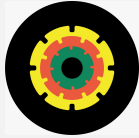
**Step1:** Draw the main topic in the centre

**Step2:** Identify all the Users connected with the topic 'Toys for Children'

**Step3:** Draw concentric circles representing levels of participation

**Step 4:** Divide the circle to denote different environments





# User-Participant Mapping

Topic: 'Toys for Children'

**Step1:** Draw the main topic in the centre

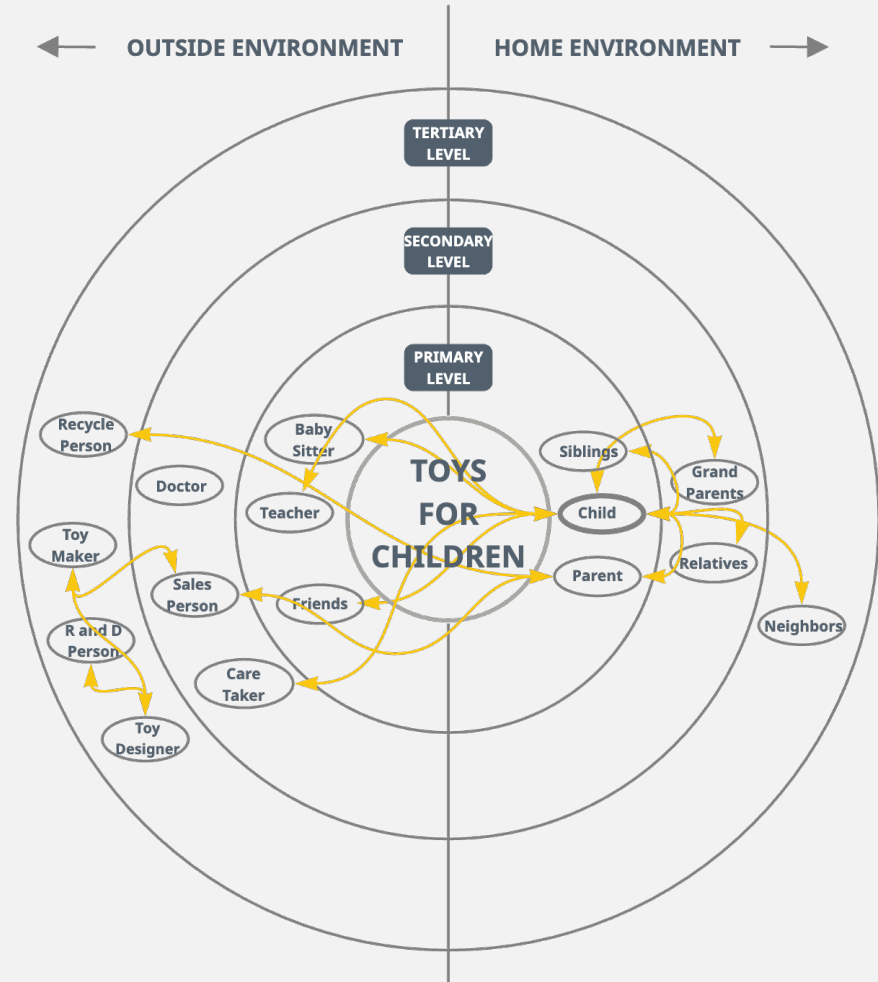
**Step2:** Identify all the Users connected with the topic 'Toys for Children'

**Step3:** Draw concentric circles representing levels of participation

**Step 4:** Divide the circle to denote different environments

**Step 5:** Arrange the users in appropriate levels

**Step 6:** Find relationships between the users and use lines to connect



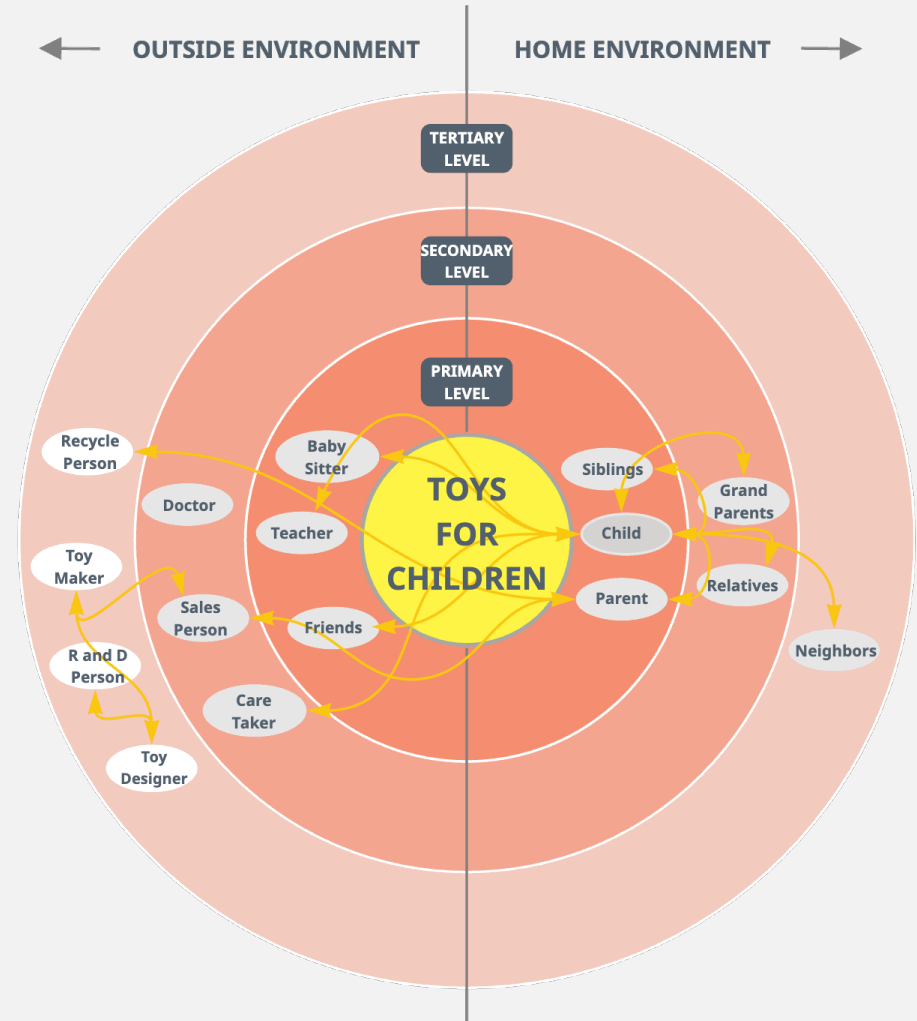


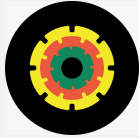
# User-Participant Relationship Mapping

Final example of User Participation Mapping for the topic '**Toys for Children**' shown in 3 levels of participation.

As you can see, the primary level users are the most important.

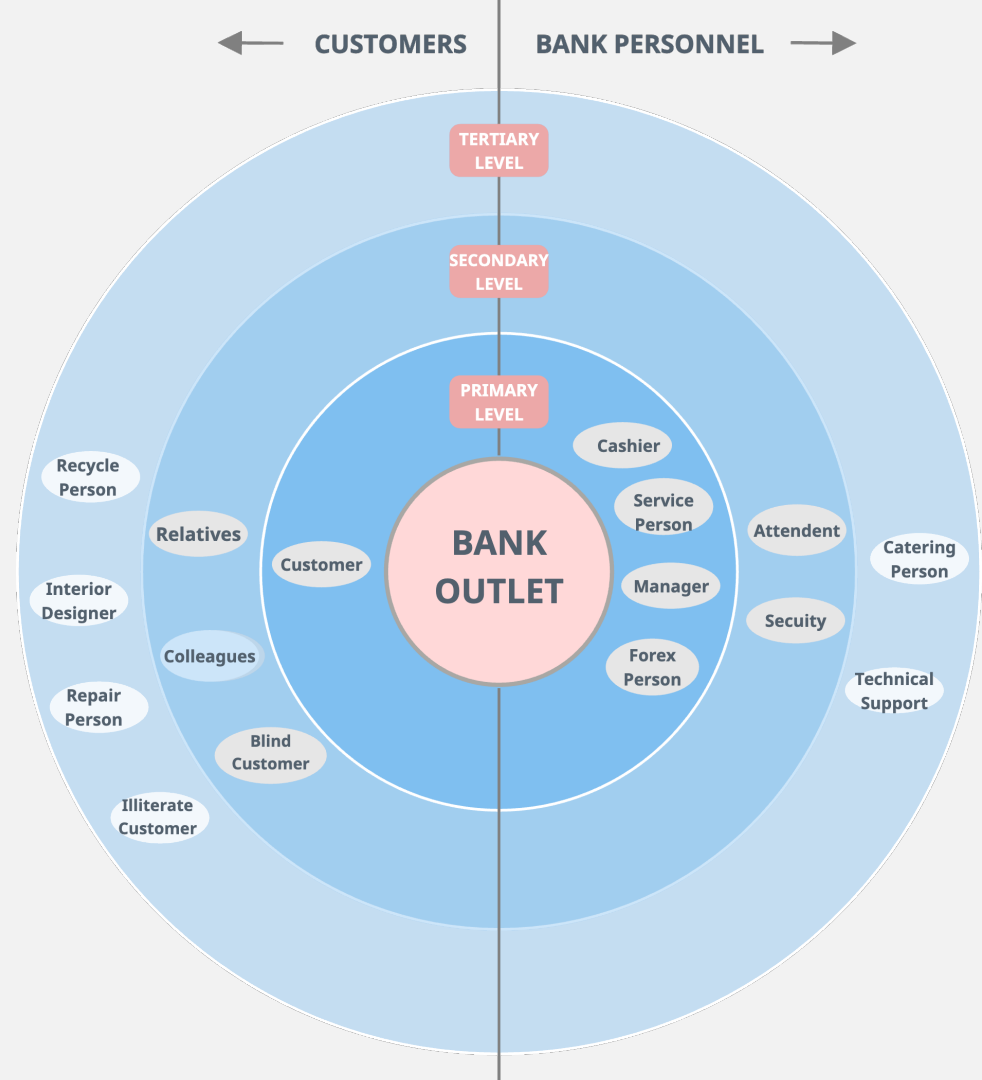
The linking line with arrows shows the relationships between the users.



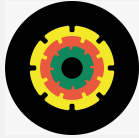


# User-Participant Mapping

Example of User Participation Mapping for the topic '**Service Design of Bank Outlet**' shown in 3 levels of participation. An illiterate customer is at the tertiary level as he or she would need a lot of help in being to participate in banking services.

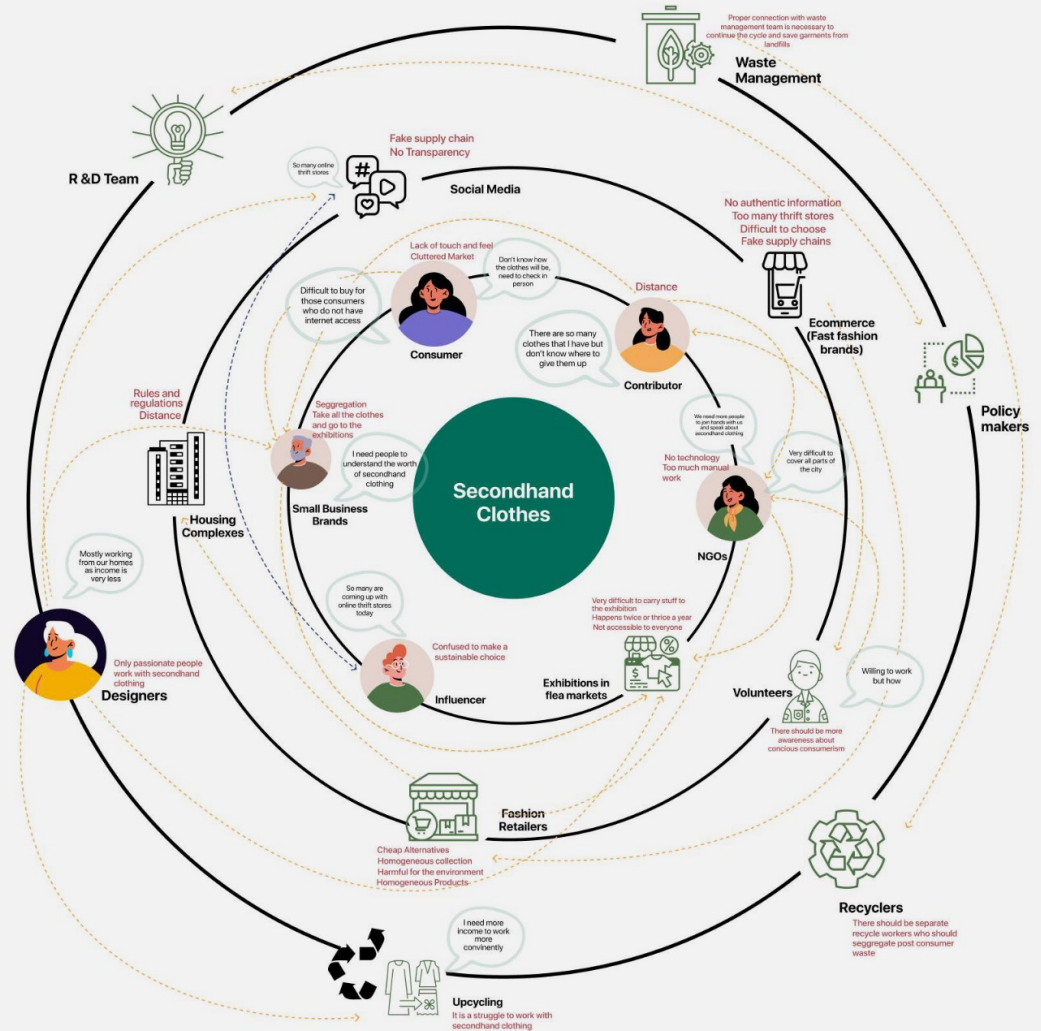


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# User-Participant Relationship Mapping

Example of User Relationship Mapping/ Stakeholder Mapping for the topic 'Secondhand Clothes' shown in 3 levels of participation and their relationship to each other are shown through connecting lines.



Reference: Winning entry by Diksha Ghanshani at [dsourcechallenge.org](https://dsourcechallenge.org)



# User-Participant Mapping for your Topic:

## How does it help?

User Participatory Mapping shows the relationships and the level of participation/importance of the different users that are part of the system.

This mapping will also help you identify users that you need to converse and talk to while conducting Primary Research



**Thanks for  
Listening**

**DT&I Tools**  
Section: T4  
Week 4



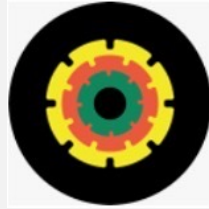
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# DT&I Tools – Week 1-4:



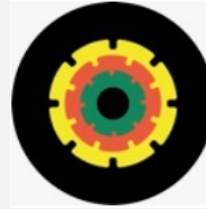
Week 1

> Brain-Storming



Week 2

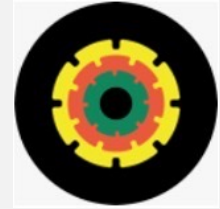
> Mind-Mapping



Week 3

> 5W + 1H Questions

> 5W + 1H Matrix



Week 4

> User Participant  
Mapping

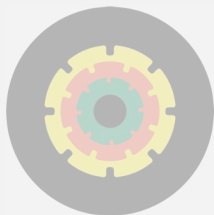
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# DT&I Course – Week 4:



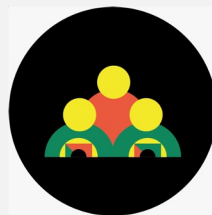
DT&I  
Process  
(20%)

- > Secondary Research  
Part 2
- > Understanding Users



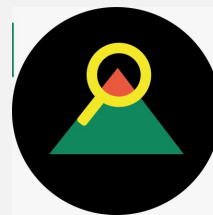
DT&I  
Tools  
(20%)

- > User Participant  
Mapping



DT&I  
Project  
(50%)

- > Secondary Research
- > User Mappings



DT&I  
Case Study  
(10%)

- > Case Study  
Project 'PD  
Project'



## Supporting Organizations:



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**Credits:**

**Content:**

Prof. Ravi Poovaiah



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