TRUST IDEATION WORKSHEET

This worksheet has been developed to allow design teams to come up with design concepts for new apps, products or services, with a view to ensuring that they are built with user trust at its core, using five characteristics that determine how people build trust in new innovations; **transparency** (showing the user your intentions), **relative advantage** (added value for the user over existing products), **usability** (how the product will be used), **signposting** (prompts that explain what is happening) and **teaching** (educating the user). This is especially useful during the ideation phase of your design process.

The '**Idea Building Blocks**' tool on page 1 is a great way to get ideas flowing. Use the model to quickly give **substance** to an idea you have and to talk to your design team members about your thinking. Use it to show your team members what the purpose of the idea is and what problem it aims to solve. This can be done on your own and you should spend roughly 10 minutes completing it.

The '**T.R.U.S.T. Model**' on page 2 is about fleshing out how you can build **trust** into your idea. As a team, discuss how to make the idea address some of the concerns that inhibit people's reasoning to trust a new product. This should take around 30 - 45 minutes to complete. **Some example questions to prompt your conversations have been provided to get you started.** There is also a blank page for your own notes and questions.

These models are still very much a work in progress. If you have any thoughts or feedback on how it can be improved, please send it to: **aj.huxlee@hyperisland.co.uk.** Your comments are very much appreciated and highly valued.

IDEA BUILDING BLOCKS

Idea name

Description

Who is it for? How does it affect them?

What problem does it solve?

Sketch and annotate your idea

T.R.U.S.T. MODEL (example)

> ### OUR DEFINITION OF TRUST IS...
> Trust to us means having our users feel comfortable and confident to use our service and know exactly what they can expect from using it.

TRANSPARENCY

- What is the product/service used for?
- What will it do and how will it do it?
- What are the company's intentions?
- How will we store/handle/use any captured user data?
- How do we show the users the benefits of this product/service?

RELATIVE ADVANTAGE

- What is the added value to the user?
- How is this product/service better than existing products/services?
- Why would users choose this product/service over others?

USABILITY

- How will the product be usable?
- What makes the product simple to use?
- What devices can the product be used on?
- How will we make the product accessible to a wide variety of people?

SIGNPOSTING

- How will the user know what is happening at all times?
- How will we make the user feel like they are in control of their actions?
- What language do we use to make the user feel confident to use our service or product?

TEACHING

- How do we educate people on how to use the system?
- What, if any, tips/hints/advice do we provide to explain how the idea works?
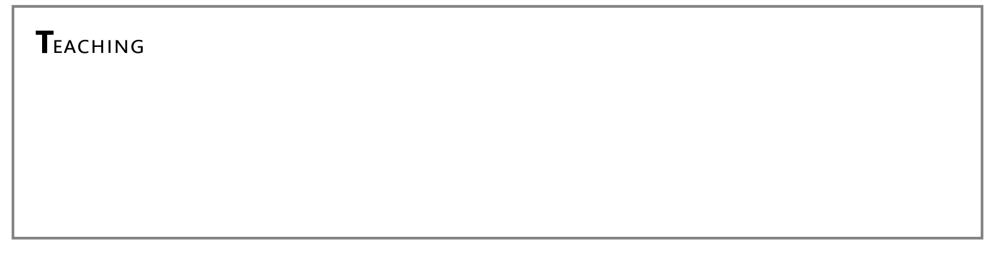- How does the product/service work? "How do I know my data is safe?"

T.R.U.S.T. MODEL

Our definition of trust is...

TRANSPARENCY

RELATIVE ADVANTAGE

USABILITY

SIGNPOSTING

TEACHING