WORKSHEET 4.1
MAKE IT EASY

How could we take away the hassle of the action? How could we perform part of the action?

WITH INSTRUCTION TEXTS

Fill out the text

Follow the instructions displayed in the yellow callouts.

1 MAKE IT EASY

TAKE AWAY THE HASSLE

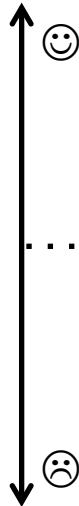**1. PARTS OF THE ACTION**

What is the sequence of
actions taken by the user?

Enter each action
you wish your user to
execute

2. EMOTIONS

What does the user feel in
that moment?

☺

Add a line representing the
positive or negative emotions
of the user felt while
executing the action

☹

We tackle this hassle: ....

Select the hassle you
want to tackle

We tackle this hassle: ....

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Enter your assumptions on the reasons of the user

3. REASON

Why do the users feel negative or neutral during this action?

What should happen to make the emotion positive?

✗............ ✗............ ✗............

✓............ ✓............ ✓............

Enter positive formulations of what should happen to make the experience pleasant or neutral
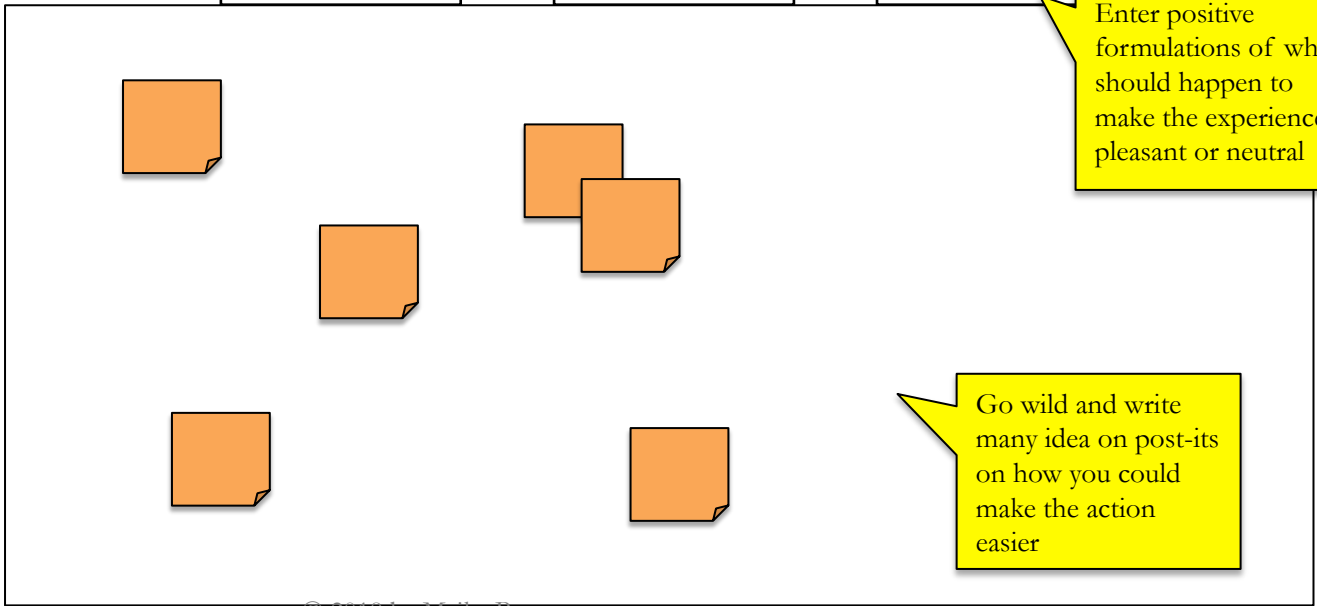
4. IDEATE

How can we make the experience more ✓....?

How can we change defaults to make it easier?

How can we couple the action with an other action?
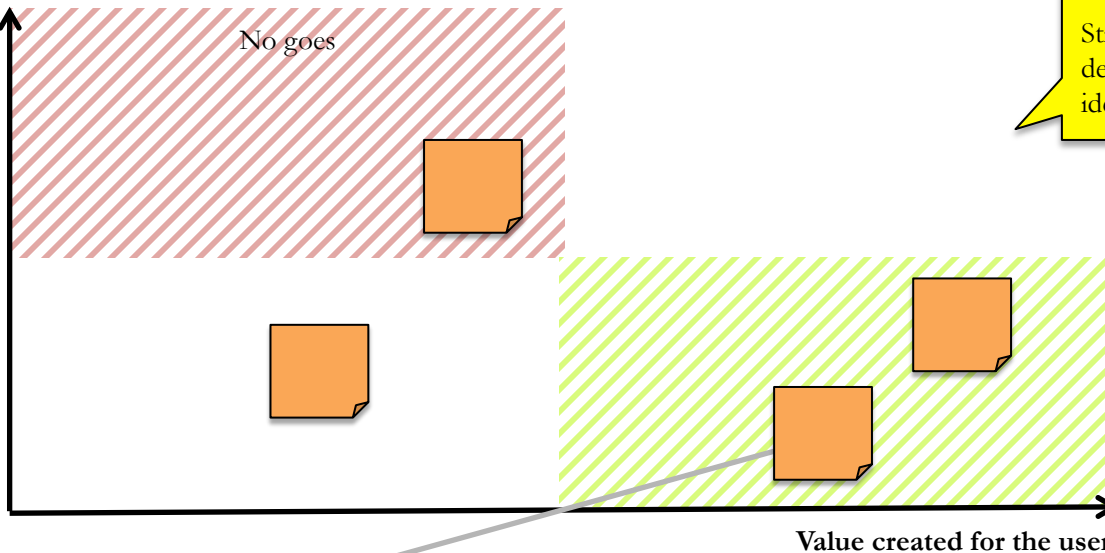
How could we automatize repetitions?

Go wild and write many idea on post-its on how you could make the action easier

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We tackle this hassle: ....

5. FEASBILITY MATRIX

How much value will a change bring to your user?

How much effort does it take you to make that change happen?

Your development effort

No goes

Low hanging fruits

Value created for the user

Stick the post-its you developed during the ideation on this graph

6. PLAN AN ITERATION

Select the most promising strategy and plan how to develop it

Our strategy: ....

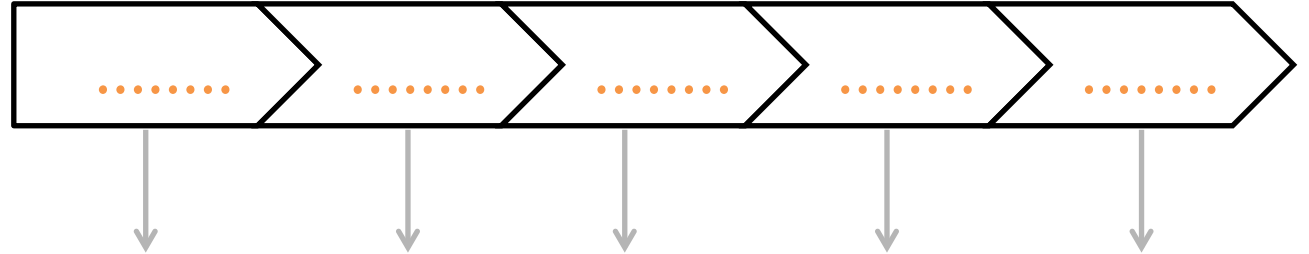|	What?	Who?	When?	What else?
Quick test of assumptions				
Develop				
Test strategy				
Learn				

PLAIN VERSION

1 MAKE IT EASY

TAKE AWAY THE HASSLE

1. PARTS OF THE ACTION

What is the sequence of
actions taken by the user?

☺

2. EMOTIONS
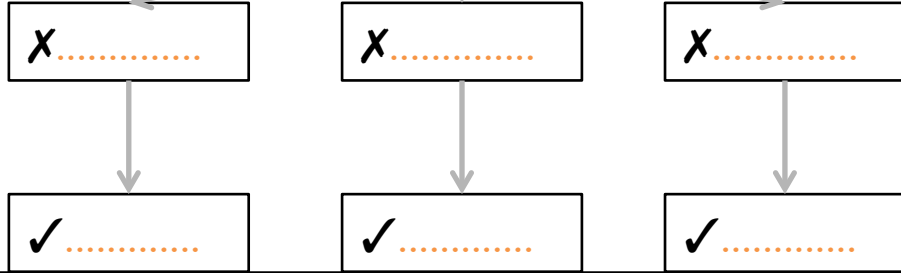
What does the user feel in
that moment?

☹

We tackle this hassle: ……………….

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We tackle this hassle: ....

3. REASON

Why do the users feel negative or neutral during this action?

What should happen to make the emotion positive?

✗................ ✗................ ✗................

✓................ ✓................ ✓................

4. IDEATE

How can we make the experience more ✓....?

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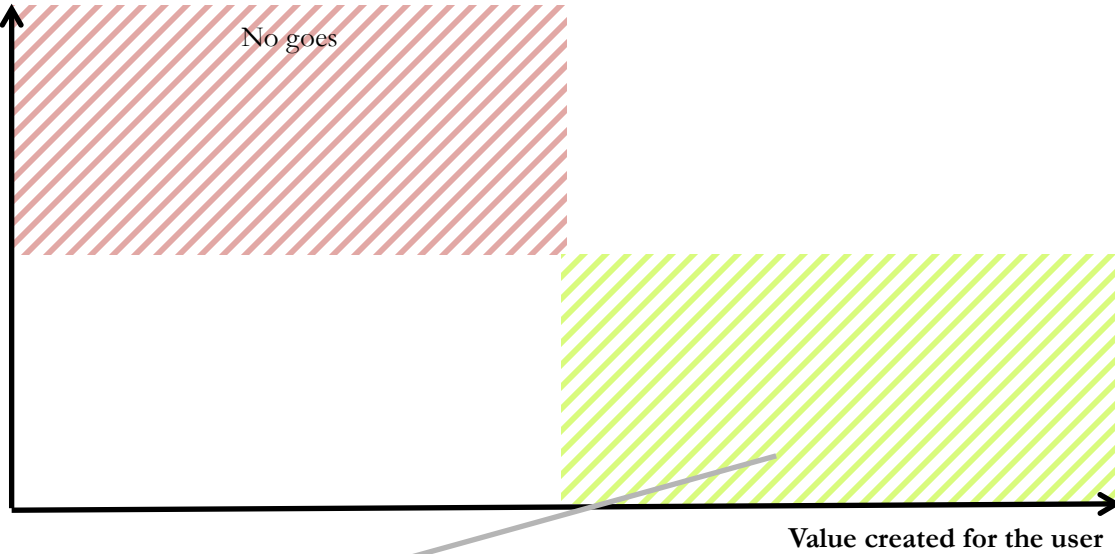
How could we automatize repetitions?

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Your development effort

We tackle this hassle: ....

5. FEASBILITY MATRIX

How much value will a change bring to your user?

How much effort does it take you to make that change happen?

No goes

Low hanging fruits

Value created for the user

6. PLAN AN ITERATION

Our strategy: ....

	What?	Who?	When?	What else?
Quick test				
Develop				
Test				
Learn				