

## GENERAL METHODS

## MOOD BOARDS

Mood boards are collages that help to visualize and communicate intended design direction.

<b>Duration</b>	From 30 minutes to a couple of hours
<b>Physical requirements</b>	Wall space/printer/scissors/glue or whiteboard/projector and access to photos, images and artifacts; flipchart, sticky notes and pens to annotate and record feedback
<b>Energy level</b>	Low to medium
<b>Researchers/Facilitators</b>	1 or more
<b>Participants</b>	3 or more
<b>Research techniques</b>	Studio interviews, focus groups, concept tests/discussions
<b>Expected output</b>	Research data (specifically bugs, insights, and new ideas), photos, collages

Mood boards are collages of existing or specially created text, sketches, visualizations, photos, videos, or any other media to communicate an intended design direction. Often used for but certainly not limited to look-and-feel prototyping, mood boards are a way to communicate target experiences, style, or contexts by leveraging analogies of already known concepts.

**Step-by-step guide**

## PREPARATION

- 1 Review scope and clarify prototyping questions:** Briefly reflect. What is your scope? What do you want to learn from this prototyping activity? Also think about who you want or need to involve. Is it just for within the project team, or are you planning to involve potential users or other stakeholders?

- 2 Collect inspiration:** Start to collect inspiration and raw material from all the sources you have available. This might include physically going through relevant newspapers or magazines, digging through on-line repositories like stock photo libraries or photo or video sharing sites, selecting materials from your own media library, or – last but not least – quickly creating new material yourself by going out and taking photo and video footage.
- 3 Organize and refine:** Organize that material and set up a first collage. Then, fill in gaps and reshuffle the deck until you are happy with the mood board. Your mood board can be a physical one where you print out everything and glue it on, or it can be a digital mood board, which is a more practical solution if you are working with video or interactive media.

### Step-by-step guide USE/RESEARCH

- 1 Present and collect feedback:** Present your mood boards either to each other within the design team or to an external audience to receive feedback and ignite discussions.
- 2 Annotate and revise:** During these presentation sessions, you can work on existing boards by adding annotations or adding, reshuffling, or removing media, or even create completely new boards from a pool of data. Then iterate. ◀



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Mood boards are collages of existing media to communicate an intended design direction.