

RITUAL DESIGN CANVAS: CONTEXT CLUSTER (A3)

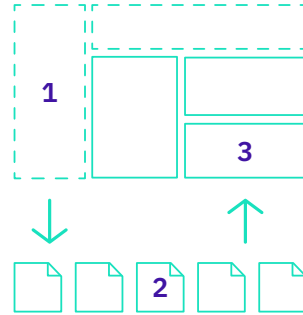
Date _____

Project name _____

Who the work is for _____

How to use the canvas

1. Fill in this sheet first - the Context Cluster - based your brief and research
2. Generate many ideas on sticky-notes, responding to this context
3. Select a few ideas to develop into rituals, and complete one Ritual Cluster sheet per idea



AIMS AND GOALS

What is the ritual design brief?
What are the required outputs?
What do you want to achieve as a result of the ritual design process?

CONTEXT

Who?
Who is present? what are their relationships?
Who could be the recipient / initiator / etc?
Are there any bystanders?
Where?
At a train station, living room at home,
on a flight?
What is there? Describe the environment.
When/while... (eg. season, ongoing actions)?
While watching TV, during the spring,
during the day

Place Ritual Cluster sheet here

KEY MOMENT

The event or situation which triggers or sets off the ritual (eg. Once the food is ready / the mailman comes / I notice that I'm thirsty)

- What are the specific cues? (eg. verbal, sounds, smells, feelings)

- Who performs this ritual? (focus person or people)

- Are others involved? (participants, observers)

EMOTIONAL OUTCOME

What do people feel as a result of the ritual?
What is the meaning the ritual creates, enhances or transfers?

Transformation (of what/who? old/new states?)

- Safety (from... ?)
- Control (over...?)
- Enrichment (of... ?)
- Togetherness (with... ?)

TANGIBLE OUTCOME

What do people do differently as a result of the ritual?
(eg. correct medicine taken on time; reduced environmental impact; more likely to eat healthily...)

RITUAL CLUSTER (A4)

Concept name:

BEHAVIOURS

The set of intentional behaviours, actions and / or experiences at the heart of the ritual. How does the design allow or encourage behaviours like...?:

- Pausing (user takes a moment before continuing)
- Having a sensory experience (user sees, smells, hears, tastes or touches)
- Sequencing (user chooses the order of actions)
- Personalising (user customises the action to make it their own)
- Scripting (user is presented with steps to follow)
- Taking specific actions (user is directed to do something in a certain way)