Multiscreen UX Design Touchpoint Matrix

Touchpoint Matrix

(daily routine | activities | environment | needs | media/service touchpoints)

Margaret Brown

Digital Outsider

WHEN?	Waking up 6:30	Early in the morning 7:00	Mid-morning 8:00	Mid-day 12:00	Afternoon 15:00	Early evening 17:00	Late evening 19:00	Going to sleep 22:00
ACTIVITY *WHAT?*	Getting up	Having breakfast, listening to the radio, reading newspaper	doing the housework, maintaining cemetery, reading	Cooking and eating	Reading, gardening, hobby, Hobby, coffee klatch	Dinner, watching TV	watching TV	Going to bed
LOCATION *WHERE?*	Bedroom	Kitchen (dining table)	House and garden	Kitchen (stove and dining table)	Living room (sofa) at friends (dining table)	Kitchen (dining table), living room (sofa)	Living room (sofa)	Bedroom (bed)
ENVIRONMENT *WHERE?*								
NEEDS *WHY?* (POSITIVE / NEGATIVE)	Relaxation, conscientiousness	Curiosity, protection, conservatism	Orderliness, conscientiousness, conservatism, curiosity, variety, family, responsibility, relatedness, loyalty	Bon vivant, enjoyment, conservatism, curiosity, entertainment	Amazement, variety, family, friendship, social contact, relatedness	Conservatism, entertainment, variety	Variety, entertainment, amusement,	Recreation, relaxation
CHANNEL *WITH WHAT?*								
DEVICE TOUCHPOINT *WITH WHAT?*								

Touchpoint Matrix

(daily routine | activities | environment | needs | media/service touchpoints)

Barbara Stewart

Occasional User (Best Ager)

🕐 WHEN?	Waking up 7:30	Early in the morning 8:00	Mid-morning 9:00	Mid-day 12:00	Afternoon 15:00	Early evening 18:00	Late evening 20:00	Going to sleep 23:00
ACTIVITY WHAT?	Getting up	YOGA, body care, having breakfast, reading newspaper	Doing housework, to-do planning, Todo planen, (grocery) shopping, cooking	Cooking and eating	Hobby, gardening, meeting friends, surfing the Internet, receiving visiting family members	Dinner, watching TV, reading, listening to music	Watching TV	Going to bed
LOCATION WHERE?	Bedroom (bed)	Living room (on the carpet), bath, kitchen (dining table)	House and shopping center	Kitchen (stove and dining table)	In the house (at the table) and in the garden	Living room (dining table, sofa)	Living room (sofa)	Bedroom (bed)
ENVIRONMENT WHERE?								
NEEDS WHY? (POSITIVE / NEGATIVE)	Relaxation, independence	Safety, well-being, discipline, relaxation, curiosity	Orderliness, accuracy, order, responsibility, conscientiousness, reliability, family	Bon vivant, enjoyment, conservatism, family	Amazement, variety, friendship, belonging, relatedness, coziness, social contac	Family, entertainment, recreation, relaxation, enjoyment	Curiosity, variety, entertainment, enjoyment	Recreation, relaxation, openness
CHANNEL WITH WHAT?								
DEVICE TOUCHPOINT WITH WHAT?								

Touchpoint Matrix

(daily routine | activities | environment | needs | media/service touchpoints)

Kelly Adams

Occasional user (not very tech savvy)

| 🕐 WHEN?	Waking up 5:30	Early in the morning 6:00	Mid-morning 8:00	Mid-day 13:00	Afternoon 15:00	Early evening 18:00	Late evening 20:00	Going to sleep 22:00
ACTIVITY WHAT?	Getting up	Showering, having breakfast, doing housework, looking after the family	Working, parenting, seldom office work	(Grocery) shopping, doing housework, eating	Hobby, walking, horseback riding, sometimes surfing the internet	Cooking, dinner	Reading, watching TV	Going to bed
LOCATION WHERE?	Bedroom	Kitchen and dining room (table)	Kindergarten (indoors and outdoors)	Shopping mall, generally in the house and at the dining table	Living room (table or sofa), in the nature, at the stud	Kitchen (stove), dining room (dining table)	Living room (sofa)	Bedroom (bed)
ENVIRONMENT WHERE?								
NEEDS WHY? (POSITIVE / NEGATIVE)	Conscientiousness, loyalty, reliability, responsibility	Orderliness, order, discipline, reliability, conscientiousness, family, diligence	Variety, order, orderliness, conscientiousness, diligence	Family, reliability, conscientiousness, accuracy, diligence	Individualism, variety, fun, dreaminess, enjoyment, vitality, self-fulfillment, reliability	Family, reliability, conscientiousness, belonging, warmth, relatedness, order, diligence	Entertainment, recreation, relaxation, family, warmth	Recreation, relaxation
CHANNEL WITH WHAT?								
DEVICE TOUCHPOINT WITH WHAT?								

Touchpoint Matrix

(daily routine | activities | environment | needs | media/service touchpoints)

Melissa Anderson

Professional user

WHEN? 🕐	Waking up 6:00	Early in the morning 7:00	Mid-morning 8:00	Mid-day 12:00	Afternoon 15:00	Early evening 18:30	Late evening 21:30	Going to sleep 23:00
ACTIVITY *WHAT?*	Getting up, showering	Breakfast on the way to work, planning the day	Working, team management, customer meetings	Eating, having a break	Working, customer meetings	After work, meeting acquaintance and friends, Eating and/or home office	Reading, listening to music, zapping	Going to bed
LOCATION *WHERE?*	Bedroom (bed) and bath	Commuting (stopping places, kiosk), public transport (bus and train)	Office (at the desk), at the customer	Canteen, restaurant	Office (at the desk), at the customer (conference room)	Bar, tavern (at the bar or table), living room (sofa), workroom (desk)	Living room (sofa)	Bedroom (bed)
ENVIRONMENT *WHERE?*								
NEEDS *WHY?* (POSITIVE / NEGATIVE)	Conscientiousness, discipline, diligence, orderliness	Discipline, efficiency, conscientiousness, order	Ambition, status, diligence, conscientiousness, efficiency, accuracy, loyality, control, quality, success, reliability, excellence	Bon vivant, social contact, recreation	Ambition, status, diligence, conscientiousness, efficiency, accuracy, loyality, control, quality, success, reliability, excellence	Ambition, status, diligence, conscientiousness, efficiency, accuracy, loyality, control, quality, success, reliability, excellence, responsibility, status, social contact, friendship	Recreation, relaxation, bon vivant, stimulation	Recreation, relaxation, discipline
CHANNEL *WITH WHAT?*	–							
DEVICE TOUCHPOINT *WITH WHAT?*								

Touchpoint Matrix

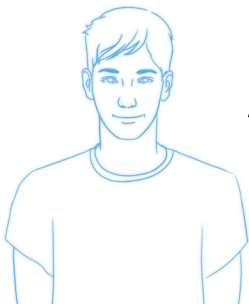(daily routine | activities | environment | needs | media/service touchpoints)

Andrew Collins

Trend user (young)

WHEN?	Waking up 6:30	Early in the morning 7:00	Mid-morning 8:00	Mid-day 13:30	Afternoon 15:00	Early evening 18:00	Late evening 20:30	Going to sleep 23:00
ACTIVITY *WHAT?*	Getting up, listening to music, social networking, checking e-mails	Having breakfast, showering, reading magazines, Internet	School	Eating, Internet usage	Doing homework, learning, hobbies, game console	Sport, meeting friends	Going-out	Going to bed, game console
LOCATION *WHERE?*	Child's room (bed)	Kitchen, living room (dining table) and bath	At school (desk and schoolyard)	Dining rooom (dining table)	Child's room (at the TV) or (am TV) outdoor activities (park, city, places)	Sports ground	Disco (dance floor), bar (at the bar or corner booth)	Child's room (bed)
ENVIRONMENT *WHERE?*								
NEEDS *WHY?* (POSITIVE / NEGATIVE)	Curiosity, carefreeness, friendship, social contact, self-fulfillment, individualism	Orderliness, curiosity, variety, independence, antagonism	Conscientiousness, loyality, discipline, friendship, fun, relatedness, status	Conscientiousness, family, antagonism, otherness, trailblazer, friendship	Fun, joy, individualism, friendship, relatedness	Rivalry, confidence, success, physical activity, variety, relatedness, belonging, loyality	Variety, enjoyment, amusement, fun, relatedness, belonging, friendship, otherness, freedom, zest for life	Recreation, relaxation, individualism, openness, freedom, entertainment
CHANNEL *WITH WHAT?*								
DEVICE TOUCHPOINT *WITH WHAT?*								

Touchpoint Matrix

(daily routine | activities | environment | needs | media/service touchpoints)

Mark Hudson

Trend user (gainfully employed)

🕐 WHEN?	Waking up 8:00	Early in the morning 8:30	Mid-morning 9:30	Mid-day 12:30	Afternoon 15:00	Early evening 18:00	Late evening 20:30	Going to sleep 00:30
ACTIVITY WHAT?	Getting up, social networking, checking e-mails	Showering, body care, having breakfast in transit	Working, team meetings	Eating, meeting friends	Working, on-site appointments	Sport, meeting friends	Meeting friends, going-out	Going to bed, zapping
LOCATION WHERE?	Bedroom (bed)	Bath, public transport (bus, train, kiosk, bakery)	Office (desk, conference room)	Bar, tavern, park	Office (desk), at the customer, on location (fair, venue)	Fitness center, skate park	Penthouse, disco, bar, club (dance floor, at the bar, lounge backstage)	Living room (sofa)
ENVIRONMENT WHERE?								
NEEDS WHY? (POSITIVE / NEGATIVE)	Curiosity, friendship, social contact	Orderliness, openness, efficiency, independence, individualism	Openness, otherness, self-fulfillment, individualism, carefreeness, excellence	Openness, freedom, carfreeness, individualism, recreation, relaxation, social contact, friendship, coziness	Oppenness, trailblazer, otherness, variety, quality, control	Variety, otherness, thrill, physical activity, carefreeness, fun, friendsip, belonging	Variety, enjoyment, fun, joy, coziness, friendship, otherness, freedom, oppenness	Recreation, relaxation, individualism, openness, freedom
CHANNEL WITH WHAT?								
DEVICE TOUCHPOINT WITH WHAT?								

Touchpoint Matrix

(daily routine | activities | environment | needs | media/service touchpoints)

Robert Sullivan

Digital pros

 WHEN?	Waking up 5:30	Early in the morning 6:00	Mid-morning 7:30	Mid-day 12:30	Afternoon 15:00	Early evening 19:30	Late evening 20:30	Going to sleep 23:30
ACTIVITY WHAT?	Getting up, showering	Having breakfast, reading newspaper, sometimes on the laptop	Working, meetings, organisation	Eating, having a break, privately surfing the Internet	Working, organisation, customer meetings	Working	Sport, meeting friends, watching a film, work-related events	Going to bed, reading
LOCATION WHERE?	Bedroom (bed), bath	Dining rooom (dining table)	Office (own and employee's desk, conference room)	Office (kitchen), bar (dining table), nature (park bench)	Office (desk, employee's workplace), at the customer	Office (desk)	Restaurant (dining table), event (podium, foyer), living room (sofa)	Bedroom (bed)
ENVIRONMENT WHERE?								
NEEDS WHY? (POSITIVE / NEGATIVE)	Discipline, diligence, conscientiousness, efficiency, ambition	Order, diligence, efficiency, excellence, curiosity	Reliability, loyality, assurance, diligence, responsibility, conscientiousness, excellence, power, influency, quality, status, trailblazer	Bon vivant, recreation, well-being, phantasy, dreaminess, friendship, curiosity	Reliability, order, diligence, conscientiousness, power, influency, excellence, quality, trailblazer	Conscientiousness, diligence, excellence, quality, order, willpower, acceptance, recognition, popularity, honour, ambition	Recreation, safety, variety, enjoyment, bon vivant, well-being, stimulation, relaxation, coziness, friendship, relatedness	Curiosity, trailblazer, phantasy, enjoyment, carefreeness, relaxation, stimulation
CHANNEL WITH WHAT?								
DEVICE TOUCHPOINT WITH WHAT?								
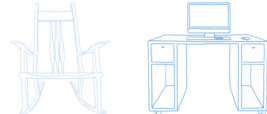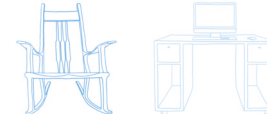
Touchpoint Matrix

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Larry Newton

Digital avant-garde

WHEN?	**Waking up** 7:30	**Early in the morning** 8:00	**Mid-morning** 9:00	**Mid-day** 13:00	**Afternoon** 15:00	**Early evening** 17:30	**Late evening** 20:00	**Going to sleep** 23:30
ACTIVITY *WHAT?*	Getting up	Eating breakfast, surfing the Internet, obtaining information, showering	Commuting, working, obtaining information	Eating, communicating	Working, obtaining information	After work, friends, reading, task management, watching TV	Watching TV, reading	Going to bed
LOCATION *WHERE?*	Bedroom (bed)	Dining room (dining table), Bathroom	Commuting (local public transportation network), office (desk)	Office (desk, kitchen), bar (dining table)	Office (desk)	Bar, living room (sofa, dining table)	Living room (sofa), home office (desk)	Bedroom (bed)
ENVIRONMENT *WHERE?*								
NEEDS *WHY?* (POSITIVE / NEGATIVE)	Curiosity, friendship, social contact, tranquility	Antagonism, curiosity, excellence, freedom, individualism, self-determination	Autonomy, curiosity, efficiency, friendship, individualism, order, social contact, status	Autonomy, Bon Vivant, curiosity, efficiency, entertainment, openness	Curiosity, efficiency, friendship, individualism, order, status	Amusement, efficiency, enjoyment, entertainment, friendship, fun, joy, social contact, zest for life	Coziness, curiosity, efficiency, entertainment, individualism, inspiration, relaxation, social contact	Curiosity, efficiency, individualism, relaxation, tranquility
CHANNEL *WITH WHAT?*								
DEVICE TOUCHPOINT *WITH WHAT?*								

Touchpoint Matrix

(daily routine | activities | environment | needs | media/service touchpoints)

🕐 WHEN?	Waking up	Early in the morning	Mid-morning	Mid-day	Afternoon	Early evening	Late evening	Going to sleep
ACTIVITY WHAT? HOW?								
LOCATION WHERE?								
ENVIRONMENT WHERE?								
NEEDS WHY? (POSITIVE / NEGATIVE)								
CHANNEL WITH WHAT?								
DEVICE TOUCHPOINT WITH WHAT?								

MULTISCREEN EXPERIENCE DESIGN

SETU SOFTWARE