

AEIOU

Enterprise Enablement Toolkit

Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

Why and When to Use This Exercise

The AEIOU framework is a structured method used to document rich context regarding how users, objects, and environments interact within a system.

It makes sense to utilize this after defining the root cause of a problem to gather non-obvious insights about the real-world environment where users encounter the identified challenge.

AEIOU

Quickstart Guide

Time: 60-240 min | Group Size: 1-2

Materials: Template in A4/A0, Pens, Post-Its

Why?

To learn more about the user/customer, and in which environment they encounter the problem and its components.

1. Find out where and when you can observe users. Contact them.
2. Observe users in real environment. Collect data in the template via notes and photos.
3. Cluster findings into thematic blocks to identify patterns.
4. Draw conclusions and identify relevant insights for the project.

Research	Observation & Documentation	Findings
Activities <i>What activities do they do?</i>	Use AEIOU questions to document	
Environment <i>What does the environment look like?</i>		
Interaction <i>How do the systems interact with one another?</i>		
Objects <i>What objects & devices are used?</i>		
User <i>Who are the users?</i>		

CARDANO ENTERPRISE HUB

Workshop Name | [Month] [Year]

Adapted from dribbble.com/teale

Materials You Need

- ❑ **Pens:** Document your observations of the user however you see fit: take notes, draw, or even connect elements in a mind map.
- ❑ **Template in A0/A4 Size:** When curating results or brainstorming user behavior with a group, you can collaborate on the big template. For individual participants observing different users in real time, printed A4 templates will go a long way. Give each observer multiple in case the user encounters several problems!
- ❑ **Sticky Notes:** These will come in handy when clustering your findings into themed blocks.

Best Practices

- ❑ **Observe in Reality:** Avoid a simulated setting or theoretical discussion if you can. Make time to see the user face the problem under real conditions.
- ❑ **Capture Visual Evidence:** Add context via either photos or sketches.
- ❑ **Facts First, Then Findings:** Clearly separate between raw data and observations and your eventual interpretations and conclusions.
- ❑ **Focus on Friction Points:** Where do systems or devices interact in a way that causes frustration for the user?
- ❑ **Investigate All Categories:** Some AEIOU classes will stand out more than others. Which non-obvious elements might be easily overlooked but play a crucial role in the user's experience?

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Time: 60-240 min

Group Size: 1-2

1. Find out where and when you can observe users. Either contact them to set up a time or set a date for your field research.

Research	Observation & Documentation	Findings
	Use AEIOU questions to document	
Activities What activities...		
Environment What does the environment...		
Interactions How do the users interact...		
Objects What objects & devices are used?		
User Who are the users?		



What's the best time and place to observe your users under real conditions?

AEIOU

Time: 60-240 min

Group Size: 1-2

2. Observe users in real-time in the actual problem environment. Collect data in the template via notes and photos.

Research	Observation & Documentation <i>Use AEIOU questions to document</i>	Findings
Activities <i>What activities do they do?</i>	Assign observations to categories with sticky notes so you can still move them later.	
Environment <i>What does the environment look like?</i>		
Interaction <i>How do the systems interact?</i>		
Objects <i>What objects & devices are used?</i>		
User <i>Who are the users?</i>		

AEIOU

Time: 60-240 min

Group Size: 1-2

3. As a group, cluster your findings into thematic blocks on the large template to identify patterns.

Research	Observation & Documentation <i>Use AEIOU questions to document</i>	Findings
Activities <i>What activities do they do?</i>	Packaging Harvesting grains	
Environment <i>Environment look like?</i>	Rural Minimal Technology	
Interaction <i>Items interact with one another?</i>	Manual data entry	
Objects <i>What objects & devices are used?</i>	Farming Equipment Mobile Phone	
User <i>Who are the users?</i>	Farmers	

AEIOU

Time: 60-240 min

Group Size: 1-2

4. Draw conclusions and identify relevant insights for the project.

Research	Observation & Documentation <i>Use AEIOU questions to document</i>	Findings
Activities <i>What activities do they do?</i> Packaging Harvesting grains		Rural Minimal Technology Mobile Phone
Environment <i>What does the environment look like?</i>		
Interaction <i>How do the systems interact with one another?</i>		
Objects <i>What objects & devices are used?</i> Farming Equipment		
User <i>Who are the users?</i> Farmers		

Sources and Acknowledgments

The templates within this toolkit leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing our toolkit **under a [CC BY 4.0 license](#). Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.**

Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- [*The Design Thinking Playbook & Toolbox*](#) (Lewrick, Link, Leifer)
- [*IBM's Enterprise Design Thinking Toolkit*](#)
- [*Collaboration by Design*](#) (Coullomb, Collingwood-Boots)
- [*Tools from the Stanford d.school*](#)
- [*The Lean Startup*](#) (Eric Ries)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please visit cardanofoundation.org or write to venturehub@cardanofoundation.org.