POVs and Experience Prototypes
Due: At the start of your studio (Thursday/Friday Oct 13-14)

Overview
In this assignment you will revisit the findings from your needfinding, interview more participants
based on a deeper focus, and formulate points of view (POVs) for your potential users. From there,
you will craft several “How Might We” (HMW) statements to frame the problem area and intended
design goal. Based off the best HMW statements that frame the problem space, you will brainstorm
several solutions. Using the best of these solutions, you will create and test three “experience
prototypes” to further your needfinding and develop a better idea as to where to focus your project.

Project Requirements

1. **Additional Interviews**: Finalize needfinding based off comments and feedback from your
   TA and studio last week. *Interview 2-5 more people*. If you’ve narrowed down what you
   want to do (e.g. health to cancer recovery), interview a range of users that would be affected
   in that problem area.

2. **POV Development**: Refer back to the Point of View (POVs) from studio last week and refine
   based off the additional needfinding interviews you’ve done. Select 1-3 POVs that you find
   most compelling (refer to the diagram on the next page).

3. **HMW Generation**: Generate 10-15 “How Might We” (HMW) statements for each of your
   POVs. You can refer to this d.school guide on how to generate powerful HMW statements.

4. **Best HMWs**: From the pool of all your HMWs generated in step 3, select the 3 best HMWs.

5. **Brainstorm Solutions**: Brainstorm with post-its on how to solve your HMW questions.
   Remember from the first studio - put up as many ideas as possible. There are no bad ideas
   at this stage. Try to think of at least 10-15 solutions per the best HMWs.

6. **Best Solutions**: Select the top 3 solutions overall – diversity of ideas is best at this stage.

7. **Experience Prototyping**: Chances are, your solutions make certain assumptions about
   your users/solution that you may not have accounted for – it could be in human behavior,
   trust, or interest. As a result, you will need to test the assumptions you’ve made that would
   potentially make a given solution effective. You’re looking for a reaction – strong or
   otherwise – to your concept. Note the experience prototype is still a part of the needfinding
   process – it’s testing your assumptions and the need with this very early stage conceptual
   prototype.
   a. Define what you want to learn by building 3 experience prototypes, one for each of
      your top 3 solutions.
   b. Remember to define the artifacts, the roles (for actors and the customer), and
      the scene/environment. Define a script of what will happen.
   c. You can construct this prototype out of paper, such as something that mirrors what
      you did in Studio #1 with creating a low-fidelity conceptualization of the idea. **You
      should not be using any kind of digital interface at this stage**. This is not a
working prototype, nor does it need to represent a complete solution (see the d.school’s prototype to test method card).

d. **Experience Prototype Testing:** Test each prototype with at least one person (**3 people total**). Practice on yourselves a few times first. During the test, one group member should observe and take notes, while the other group members may need to play multiple roles, depending on the prototype test you’ve created.

```
1. Needfinding Interviews
```

```
2. 1-3 POVs
```

```
3. 10-15 HMWs  10-15 HMWs  10-15 HMWs
```

```
4. 3 Best HMWs
```

```
5. 10-15 Solutions  10-15 Solutions  10-15 Solutions
```

```
6. 3 Best Solutions
```

```
7. Experience Prototype  Experience Prototype  Experience Prototype
```
Deliverables
Create PDF versions of both the written report and presentation slides (details below) that you will turn in on Canvas by the deadline. You will link the PDFs and downloadable versions of the original files off of your team website later in the quarter—i.e., if you use Google Slides, you will download as PowerPoint or KeyNote and put that on your site.

Written Report Guidelines (< 1,750 words):
1. Team name (optional) & Members Names (First Name & Last Initial of each)
2. Problem domain (in addition to the studio theme)
3. Initial POV you had going into this testing
4. Additional needfinding results (who you interviewed & what you found out)-pictures!
5. Three Revised POV(s) (“We met.. who needs... because ... It would be game changing if...”); provide a sample of the 10-15 HMW statements generated for each of the POVs
6. Present the selected 3 best HMW statements with the POVs they stem from
7. Three Experience Prototypes:
   a. Explain the assumptions you were making with each prototype.
   b. How did you make the prototype? (include images)
   c. How did you test the prototype? (include images)
   d. What worked? What didn’t? What did you learn?
   e. Was the assumption valid? Why or why not? Any new assumptions that emerged?
8. Explain which prototype you found was the most successful in achieving a desired solution.

Some examples of written reports from previous teams:
BetterMeet
Sharing Experiences

Presentation Guidelines
Please limit presentation time to 12 minutes. You'll have an additional 6 minutes afterwards for questions and feedback with studio members.

Present your prototypes and findings with the following:
1. Introduction (1 slide)
   a. List and introduce your team members
   b. What is your problem domain (in addition to the studio theme)
2. Initial POV you had going into this testing (1 slide)
3. Additional needfinding results (2 slides)
   a. Who you interviewed & what you found out
4. Three Revised POV(s) (3 slides)
   a. (“We met.. who needs... because ... It would be game changing if...”)
5. Present the three top HMW statements with the POVs they stem from (3 slides)
6. Three Experience Prototypes: (3 slides)
   a. Short description of the prototype and how it was tested (with pictures for both)
b. Results: 1-2 bullets on each of: Things that worked, things that didn’t work, surprises, and new learnings

c. Validity: Was the assumption valid? Why or Why Not? Any new assumptions that emerged?

Some examples of presentations from previous teams:

BetterMeet
Sharing Experiences

Report Grading Criteria

The report will be graded on the content that is included as well as how well it is written and presented.

Report Grade

___ Follow outline, respect length & include information requested (10 points)
___ Quality, inspiration, and form of initial and revised POVs (15 points)
___ Details of and insights found in new needfinding work (15 points)
___ Originality and appropriateness of 3 best HMWs (15 points)
___ Quality of experience prototype (10 points)
___ Appropriateness of testing methods & detail of descriptions (10 points)
___ Depth of the insights from the experience prototype testing (10 points)
___ Writing quality (15 points)

Presentation Grading Criteria

The presentation grading will be broken into two components: the individual grade of the presenter based on the presentation slides and delivery and a group grade for the inclusion of appropriate content. The grades for each of these components are explained in more detail below.

Group Grade

___ Description of revised POVs, HMWs, and brainstorming of selected solutions (25 points)
___ Description of testing (detailed data, methods, appropriateness of participants) (25 points)
___ Description of experience prototypes (diversity, innovativeness, appropriateness) (25 points)
___ Description of the insights from the testing (25 points)

Presenter Grade

___ Use well-designed slides. Ensure that the presentation shows appropriate preparation, and that visual aids are aesthetic, effective, prepared, and properly employed. Make sure that people at the back of the room can read your slides (50 points)
___ Cover the required scope within the 12 minute time period (not including 6 minutes for questions/feedback). Practice and time your presentation in advance as we will cut you off if you go over. You will be unable to gain points for uncovered material (20 points)
___ Ensure the presenter makes eye contact (10 points)
___ Ensure the presenter projects their voice well (20 points)