Define

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Interface Hall of Shame or Fame?

• Bar of Soap
  - has a hole!
  - where would you find?
  • hotels
• Easier to hold onto?
  - small sizes slip...
• Eco-Friendly
  - doesn’t waste (50g)
  - full size is 120g
• Tie a rope to it

Interface Hall of Fame!

• Captricity
  - scan-in form data
  - machine learning to parse & humans to verify
  - faster & less error prone than existing methods

Hall of Shame or Fame?

Captricity
forms used for public health/education data in under resourced regions
often slow to get data & data entry error prone

Hall of Fame!

Captricity
scan-in form data
machine learning to parse & humans to verify
faster & less error prone than existing methods
Define

Ethical Considerations in Needfinding

Testing/fieldwork can be coercive if there is a power imbalance (e.g., in under resourced communities)

People may feel no option but to speak to you or give you their time even though they may not get anything of value in return.

Ethical Considerations in Needfinding

“the ‘at-risk’ label is highly problematic and often implicitly racist and classist... [it] locates problems in individuals, families, and communities, rather than in institutional structures that create and maintain inequality.”

Empathize
Define
Ideate
Prototype
Test

Design Thinking

Outline

- Ethical considerations in needfinding
- Design thinking process
- Inferring insights
- Point of views
- Unpacking data
- Unpack your data
Define

REALIZE

FOCUS

OBSERVATION

INFER

INSIGHT

OBSERVATION + INFERENCE = INSIGHT
The Sell:
TIDE Removes Tough Stains

We heard:
"I rarely wash my jeans, I want them to look great longer."

We observed:
Jeans on the back of a chair

The Perennial Objective:
IMPROVE THE STAIN- REMOVING PERFORMANCE OF TIDE

The Realization:
IT'S NOT ABOUT CLEANING. IT'S ABOUT CARING FOR CLOTHES.

Focus on One Meaningful Challenge

Realize
Define
Focus
Focus by Writing a “Point of View”

A unique, concise reframing of the problem that is grounded in user needs & insights.

Focus by Writing a “Point of View”

WE MET . . .
(user you are inspired by)

WE WERE AMAZED TO REALIZE . . .
(insight—verb reflecting user needs)

IT WOULD BE GAME-CHANGING TO . . .
(Synthesized statement to leverage in designing solution. NOT just a reason for the need!)

Focus by Writing a “Point of View”

WE MET . . .
a young millennial living in SoCal

WE WERE AMAZED TO REALIZE . . .
he protects & preserves clothing by not washing them often

IT WOULD BE GAME-CHANGING TO . . .
help him care for his clothes while keeping them clean

Making Art Accessible to Young Professionals
We think of collecting art as deeply personal, but in fact for them art is about what others are going to think.

“What do my friends like?”

The presumed mindset:
ART IS DEEPLY PERSONAL.

The realization:
ART IS FASHION ON THE WALL.

WE MET . . .
(user – possibly extreme – you are inspired by)

WE WERE AMAZED TO REALIZE . . .
what did you learn that’s new?

IT WOULD BE GAME-CHANGING TO . . .
(frame up an inspired challenge for your team.)
(don’t dictate the solution.)

WE MET . . .
a guy in his twenties with a good new job and a new apartment

WE WERE AMAZED TO REALIZE . . .
art is fashion on the wall: it’s about what other people are going to think of you

IT WOULD BE GAME-CHANGING TO . . .
help buyers cut through the paralysis of doubt
Administrivia

- Studio assignment stats

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<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th>other</th>
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<tbody>
<tr>
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<td>36</td>
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- Open mindedness in design
  – follow the needfinding!

TEAM MEETING

Team Meeting Agenda

- Schedule weekly meeting times (2-3)
- Make a plan for how you will get the rest of your interviews & presentation slides done for Thur/Fri
- Folks who have days where they know they won’t be at studio, schedule your presentations now & make sure the team is covered & work is made up

Point of View: How?

1. UNPACK YOUR EMPATHY WORK
2. LEAP FROM OBSERVATIONS TO IDENTIFYING USER, NEEDS, & INSIGHTS
3. REFRAIME THE PROBLEM AS A POV
Using the Data Collected in the Field

- Figure out what is important
- Affinity diagramming
  - Group info & find relations between groups
  - Post-its on large surfaces

One color per participant, take notes with a sharpie.
Write down snippets of everything.
Recall Our Interviews With Bruno...

Unpacking Interview Results… Yes and...

Unpacking Interview Results… Don’t do this!

Empathy Map to Help Synthesize

- Keep a list of tensions, contradictions, surprises
- Use to find needs & insights

Unpacking Interview Results…

Empathy Map to Help Synthesize

- say
- think
- do
- feel

Observations
Inferences
Identifying Needs

WHAT DOES SHE NEED?

UNPACK
INSIGHTS
POINT OF VIEW

I wonder if this means . . .

TENSIONS, CONTRADICTIONS, SURPRISES

INSIGHTS

identify user, needs, and insights

combine to create point of view

combine to create point of view
UNPACK INSIGHTS

POINT OF VIEW

WE MET . . .
(extreme user you are inspired by)

WE WERE AMAZED TO REALIZE . . .
(what did you learn that’s new? What is their need?)

IT WOULD BE GAME-CHANGING TO . . .
(frame up an inspired challenge for yourself – the insight.)

(don’t dictate the solution.)

Next Time

• Lecture
  – Ideate
• Studio
  – Present your initial needfinding results & work on Point of Views
• Read
  – The Discipline of Teams, by Katzenbach and Smith, Harvard Business Review
• Watch the following videos (20 minutes):
  – Keys to Creating Awesome Teams (5:21), Cyriac Roeding, Shopkick
  – Working in Teams (0:56), Tia Seelig, Stanford Technology Ventures Program
  – Team Composition (2:33), Kathleen M. Eisenhardt, STVP
  – Ways to Create Ecosystems (really characteristics of group intelligence, performance, & innovation) (5:43), Sharon Vosmek, Astia
  – Ways of Working (5:50), Sue Siegel, GE