Hall of Shame!

Sony Google TV Remote

Very complex
So large that it requires two hands
So many controls that you can’t use in the dark (watching movie)
Two navigation pads. When to use which?

But, it does have typing input...

Hall of Fame or Shame?

Apple TV Remote

Hall of Shame!

Apple TV Remote

Overly simple
Many things require navigating menus
Text entry is almost impossible
So small that it is easily lost

But, common tasks easy

Hall of Fame or Shame?

New Apple TV Remote

Still limited number of buttons, but adds
Voice Input
Touch pad w/ navigation, swipes & clicks
Slightly larger - no longer lost in the cushions?

Anyone have experience with this?
Outline
- Review Define: unpacking field data & POVs
- Ideate
- Exercise
- Team Break
- How Might We…?
- Selecting good problems & solutions
- Brainstorming solutions
Characteristics of A Good Point of View

• Provides focus & frames the problem
• Inspires your team & people you meet
• Fuels brainstorms
• Gives a reference to evaluate competing ideas
• Saves you from the impossible task of creating concepts that are all things to all people
• Revisit/reformulate as you learn by doing

Point of View

WE MET . . .
(exreme 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.)

DO IT NOW:

UNPACK: note the say, do, think, & feel
INSIGHTS: infer from observations
POINT OF VIEW: 1 written sentence

We met X
We were amazed to realize…
It would be game-changing to…

5 Top Suggested Team Break Activities

1. Schedule some (more) interviews
2. Unpack some more interviews
3. Work on your empathy map(s)
4. Start outlining/writing your presentation
5. Practice your presentation
TEAM BREAK

Design Thinking

Empathize Define Ideate Prototype Test

Shifting gears...

Design Thinking

Empathize Define Ideate Prototype Test

How do we start?

Innovation potential IDEATE separate generation & evaluation
How do we start?

“How Might We...?”

“Might” lets you defer judgment helps people to create options freely opens up more possibilities

Seeds for brainstorming!

POV: Harried mother of 3, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because “annoying little brats” only irritate already frustrated fellow passengers.

Break POV into pieces
- HMW entertain kids? HMW slow a mom down?

Amp up the good/Remove the bad
- HMW separate kids from fellow passengers?

Explore the opposite
- HMW make the wait the most exciting part of the trip?

Question an assumption
- HMW entirely remove the wait time at the airport?

POV: Harried mother of 3, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because “annoying little brats” only irritate already frustrated fellow passengers.

Go after adjectives
- HMW we make the rush refreshing instead of harrying?

Identify unexpected resources
- HMW leverage free time of fellow passengers to share the load?

Create an analogy from need or context
- HMW make the airport like a spa?

Change a status quo
- HMW make playful, loud kids less annoying?
Anatomy of a Strong HMW Question

- Who
- What
- When
- Where
- Why

Best to have at least 3 W's in a good HMW question

DO IT NOW:
Generate some HMW statements!

POV: Harried mother of 3, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because “annoying little brats” only irritate already frustrated fellow passengers.

Break POV into pieces
Amp up the good/Remove the bad
Explore the opposite
Question an assumption
Go after adjectives
ID unexpected resources
Create an analogy from need or context
Change a status quo

POV: Harried Mother at Airport

- HMW …

Selecting a Good Problem

3 Favorites!

OR

Rational, Delightful, Long shot
Prioritizing Problems

<table>
<thead>
<tr>
<th></th>
<th>Substantial?</th>
<th>Feasible?</th>
<th>Interested?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency Biosecurity</td>
<td>Y</td>
<td>?</td>
<td>Y</td>
</tr>
<tr>
<td>Technology Planning</td>
<td>Y</td>
<td>N</td>
<td>?</td>
</tr>
<tr>
<td>Dark Horse Planning</td>
<td>N</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Research Planning</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Selecting a Good Problem

- **Frequency**
  - want something that occurs often
- **Density**
  - lots of people experience it
- **Pain**
  - more than a small annoyance
- **Interested**
  - your team is motivated to work on this problem

Research/Analysis

- How big a problem is it? (market)
- Whose problem is it? (stakeholders)
- What’s already out there? (competition)
- How are things done currently? (status quo)
- How can they be improved? (innovation)

Dark Horse Idea

1. Dark: explores a space that is risky, radical or orthogonal
2. Brainstormed after more traditional HMW/ideas
3. Possible to prototype & test (can’t be infeasible)

Brainstorm “How Might We”s ➔ Solutions
one conversation at a time | encourage wild ideas
---|---
go for quantity | be visual
headline! | stay on topic
build on the ideas of others | defer judgment

Constraints Can Energize

"How would you design it with the technology of 100 years ago?"

"What if we had to spend at least a million dollars?"

"Only ideas that would get you fired"

"All ideas must use magic."


Brainstorming Demo: two brainstorms

Downselecting Ideas

- Celebrate the success of the brainstorm, take a break, vote!
- Option 1: Heat map voting
  - Everyone starts with an unlimited number of votes (small dots)
  - Then everyone gets 3 final votes on their absolute favorites (large dots) and 1 bonus dark horse vote
- Option 2: Category voting
  - Each person gets a specific number of votes (i.e., 5)
  - Specific categories (Most feasible idea, Craziest idea, Best long shot, my favorite but improbable, short term solution, etc.)

EXPERIENCE PROTOTYPE
Next Assignment (due at next week’s studio)

- **Scene-Props-Roles Tool**
  - **Scene**: of the experience
  - **Props**: in the experience
  - **Roles**: involved in experience

**Next Time**
- **Studio**
  - Present your initial needfinding
  - Read “How to Survive a Critique: A Guide to Giving and Receiving Feedback” by Karen Cheng
  - Develop some PoVs in studio
- **Lecture (Tue., 10/11)**
  - Design exploration
- **Reading**
  - Pg. 135-151 from Buxton’s *Sketching User Experience*