Define

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Slides adapted from d.leadership Define + Ideate slides (https://dschool.stanford.edu/groups/dleadership/wiki/59f08/dleadership_2015.html)

Additional resources from bootcamp bootleg (http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf)

Interface Hall of Shame or Fame?

• Bar of Soap

Interface Hall of 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

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
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.

http://centread.ucsc.edu/CenTREAD%20photos/BrianDowd2.JPG

“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.”

Ethical Considerations in Needfinding

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

“When the interviewer is a foreign researcher requiring a translator, the bias towards the interviewer’s artifact increases to 5x.”

Discussion Guide Resources

- Creating an Effective Discussion Guide for User Research, Medium
- 5 Steps to Create Good User Interview Questions, Medium
- Asking the right questions during user research, interviews, and testing, uxdesign.cc, Medium
- Sample UX Research Plan (discussion guide + context), Smashing Magazine
- Just Enough Research, by Erika Hall of Mule Design, Talk at UX Salon 2016 (30 min.)
**Design Thinking**

- Design Thinking
  - Empathize
  - Define
  - Ideate
  - Prototype
  - Test

**REALIZE**

- Flare!
  - FOCUS

**REALIZE NEW INSIGHTS**

- Reframe the problem.
- Uncover opportunities.

**OBSERVATION**

- Notice something
- "I wonder if this means . . ."

**INFER**

- Actionable learning about people

**INSIGHT**
OBSERVATION + INFER = 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

Millenials care about their clothes, and that means not cleaning them.

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

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

REALIZE
Define
FOCUS
**FOCUS ON ONE MEANINGFUL CHALLENGE**

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!)

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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)

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**ALUM ACTION**
Making Art Accessible to Young Professionals

The presumed mindset:
ART IS DEEPLY PERSONAL.

The realization:
ART IS FASHION ON THE WALL.

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

WE think of collecting art as deeply personal, but in fact for them art is about what others are going to think.

We heard: “I don’t understand. Why is this $50 and this $5000. I actually like the $50 one more, but maybe it sucks.”

“What do my friends like?”

The presumed mindset:
ART IS DEEPLY PERSONAL.

The realization:
ART IS FASHION ON THE WALL.

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.)
In Class Quiz

• Closed notes & no web lookup
• [link](http://goo.gl/WW4yPr)
• 3 minutes

Administrivia

• Studio assignment stats

<table>
<thead>
<tr>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th>other</th>
</tr>
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<tbody>
<tr>
<td>45</td>
<td>30</td>
<td>11</td>
<td>16</td>
</tr>
</tbody>
</table>

• Open mindedness in design
– follow the needfinding!

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?

- **Unpack** your empathy work
- Leap from observations to identifying **user**, **needs**, & **insights**
- **Reframe** 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

<table>
<thead>
<tr>
<th>say</th>
<th>think</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observations</td>
<td>Inferences</td>
</tr>
<tr>
<td>do</td>
<td>feel</td>
</tr>
</tbody>
</table>
KEEP A LIST OF
TENSIONS, CONTRADICTIONS, SURPRISES

USE TO FIND NEEDS & INSIGHTS

what does she need?
• A ladder, more books, ...
  - NO, these are solutions
• Acknowledgement from her peers that she is a hard worker?
• A strong voice driven by knowledge & education?
• More social time with her father through reading together?
• These needs are more powerful & inspiring for design

I wonder if this means . . .

INSIGHTS

TENSIONS, CONTRADICTIONS, SURPRISES

combine to create point of view
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.

• Provides focus and frames the problem
• Inspires your team
• Provides a reference for evaluating competing ideas
• Empowers your team to make decisions independently in parallel
• Fuels brainstorms by suggesting ‘how might we’ statements
• Captures the hearts and minds of people you meet
• Saves you from the impossible task of developing concepts that are all things to all people
• Is something you revisit and reformulate as you learn by doing
• Guides your innovation efforts

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...
Next Time

- Wed Lecture
  - Work as team on needfinding (use this time wisely)
- Studio
  - Present your initial needfinding results & work on Points of View
- Mon Lecture
  - Ideate

Read
- The Discipline of Teams, by Katzenbach and Smith, Harvard Business Review
- Watch the following videos (20 minutes) by Monday
  - Keys to Creating Awesome Teams (5:43), Cyriac Roeding, Shopkick
  - Working in Teams (5:56), Tina Seelig, Stanford Technology Ventures Program
  - Team Composition (5:53), 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