POVs and Experience Prototypes

Due: Monday, 4/24/2017, start of class

Overview

In this assignment you will revisit the findings from your needfinding 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. **POV Development**: Refer back to the Point of View (POVs) drafted in class this week and refine. Select 3 POVs that you find most compelling (refer to the diagram on the next page).
2. **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.
3. **3 Best HMW Groups**: Group the pool of all your HMWs generated in step 2 into related categories. You should aim for 3 best groups of related HMWs. Often it helps to have a primary HMW and some sub-HMWs to help with you grouping.
4. **Brainstorm Solutions**: Brainstorm with post-its on how to solve your HMW questions. Start with one group and use the questions to seed your brainstorm as idea generation slows down. Remember from class - 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 group of HMWs.
5. **Best Solutions**: Select the top 3 solutions overall – diversity of ideas is best at this stage.
6. **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 assumption. 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 that tests ONE assumption 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 class 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.
Deliverables

Presentation Guidelines
Please limit presentation time to 5 minutes. You’ll have an additional time afterwards for questions and feedback with the class.

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. Three Revised POVs (3 slides)
   a. (“We met.. who needs... because ... It would be game changing if...”)
4. Present the three top HMW statements with the POVs they stem from (3 slides)
5. 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?

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
___ Description of testing (detailed data, methods, appropriateness of participants)
___ Description of experience prototypes (diversity, innovativeness, appropriateness)
___ Description of the insights from the testing

Presentation 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
___ Cover the required scope within the 5 minute time period. Practice and time your presentation in advance as we will cut you off if you go over.
___ Ensure the presenter(s) make(s) eye contact
___ Ensure the presenter(s) project(s) their voice well