Define

September 28, 2015

dt+UX: Design Thinking for User Experience Design, Prototyping & Evaluation

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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)

Hall of Shame or Fame?

Interface Hall of Shame or Fame?

- Bar of Soap

Text Clock

What is the purpose?
This slows you down!
Though it is fun...

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

Define
Outline

- Design thinking process
- Inferring insights
- Point of views
- Practice the process
- Team Meeting

Design Thinking

- Empathize
- Define
- Ideate
- Prototype
- Test

Design Thinking

- Define
- Realize

REALIZE

- Define
- Focus

REALIZE NEW INSIGHTS

REFRAME THE PROBLEM.
UNCOVER OPPORTUNITIES.
**OBSERVATION**

"I WONDER IF THIS MEANS . . . ?"

**INFER**

ACTIONABLE LEARNING ABOUT PEOPLE

**INSIGHT**

NOTICE SOMETHING

**OBSERVATION + INFERENCE = INSIGHT**

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**THE SELL:**
TIDE REMOVES TOUGH STAINS

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

We observed:
Jeans on the back of a chair

discrete observations

abstracted statement

Millennials care about their clothes, and that means not cleaning them

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

The Realization:
IT’S NOT ABOUT CLEANING.
IT’S ABOUT CARING FOR CLOTHES.
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
We think of collecting art as deeply personal, but in fact for them art is about what others are going to think.

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
  
<table>
<thead>
<tr>
<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>31</td>
<td>16</td>
<td>2</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?

1. UNPACK YOUR EMPATHY WORK
2. LEAP FROM OBSERVATIONS TO IDENTIFYING USER, NEEDS, & INSIGHTS
3. 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

Empathy Map

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

Empathy Map

say
think

do
feel

USER A LIST OF TENSIONS, CONTRADICTIONS, SURPRISES
USE TO FIND NEEDS & INSIGHTS

Identifying Needs

WHAT DOES SHE NEED?

identify user, needs, and insights

combine to create point of view

UNPACK INSIGHTS POINT OF VIEW

combine to create point of view
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.)

Next Time

• Lecture
  – Read
  – Studio
  – Present your initial needfinding results & work on Point of Views

• Read
  – Tack for Working Successfully in a Group by Randy Pausch
  – 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 (6:56), Tita Seelig, Stanford Technology Ventures Program
  – Team Composition (2:32), Kathleen M. Eisenhardt, STVP
  – Ways to Create Ecosystems (really characteristics of group intelligence, performance, & cohesion) (5:43), Sharon Vosmek, Astia
  – Ways of Working (5:50), Sue Siegel, GE