



Needfinding

Studio: Home 9:30 Section
Presented by: Stanley Jacob
Yinglan Ma, Mohana Prasad, Allen Zhao

Problem Domain

—
Automate a
common
household task



Anjali

Rice University
student



David

Stanford University
worker

Needfinding Method



Daniel
Best Buy
employee



**Jennifer and
Scott**
Palo Alto family

Needfinding Methodology

- **How we recruited**
 - Sought out different types of people with homes
 - At least one family
- **General interview structure**
 - Initially tried to get to know the person
 - Introduce ourselves
 - Gave them examples to jog their memories

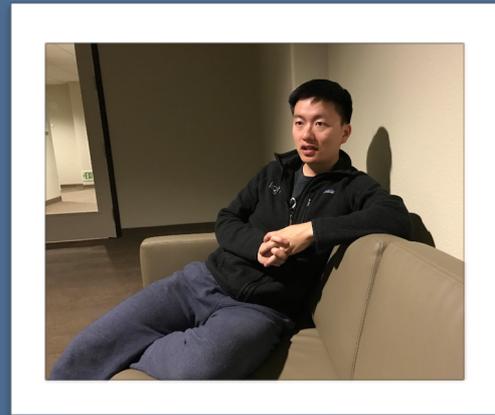
Why chosen

- Diversity in age and cultural background
- Some extreme users with unique perspectives



Sriram

Stanford MS
Statistics,
from India



Jay

Computer scientist at
local startup, from China

Where we interviewed



**Stanford
Mall**



**Tresidder Union
cafe**



**Clubhouse at
Off-campus
housing event**

What we asked

- What do you wish you had at home that will make your life happier?
- What home did you like the most?
- One frustrating thing you encounter in the morning, evening, and night?



Results



“

Tensions

“The food I prepare for myself are just to fill my stomach. I miss the food from my hometown...”

-Jay

“My husband wakes up and finds the half and half is expired and can't make coffee in the morning those days.”

-Jennifer

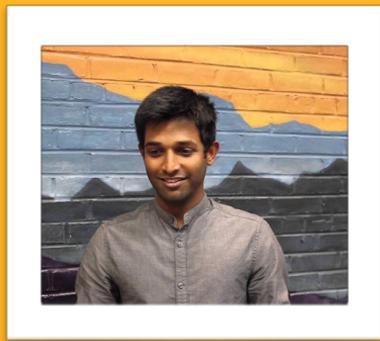
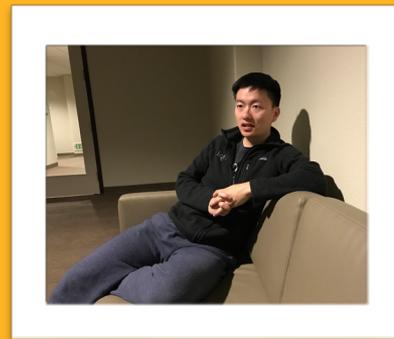
“When I want to watch a live game on ESPN, I can't find my remote.”

-Daniel

Contradictions

“I enjoy listening to the radio or music while showering. It is really relaxing... Listening to the music blurs my sense of the time I spent. I might have wasted too much water taking showers.”

-Jay



“Home has more to deal with neighbors and the kind of friends you have around you. I like my home in Bangalore the most. That is the first time I got a room for myself.”

-Sriram

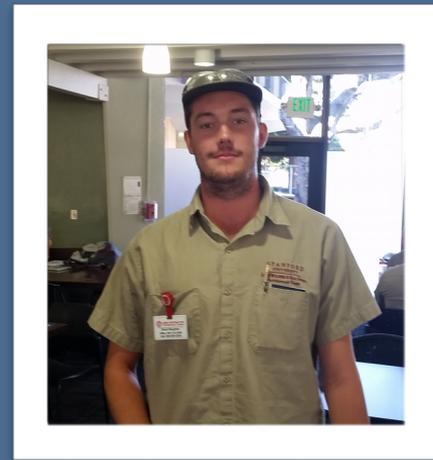
“

Surprise



“Most of our stuff at home is already automated.”
-Jennifer

“One time my roommate brought back a frog.
I didn’t realize how much a pet would have
made our place more of a home until then.”
-David



Analysis



SAY

“My roommate sleeps at 9pm everyday. He also wakes up for the slightest of noise. I move to the living room at night for doing my work.” -Sriram

“We’re not very ‘home’-oriented people - we don’t decorate much.” -David

“I miss my mom’s special chicken soup.”

“Listening to music while showering blurs my sensing of time.” -Jay

“I want to control my TV without a remote and without setting up something complicated” - Daniel

“We wish we had a way to keep track of what we bought in the past.” -Jennifer

Adjusts and actually moves out every night
Looks of frustration as he talked about roommates not cleaning dishes.

Acted with surprised happiness to the addition of a new pet and terrarium to the home.

Smiles, looking for pictures of the noodle soup he is talking about

Consistently has to search for his remote somewhere on his black couch

Playing with their dog, showing me the apps they use on their phone

DO

THINK

“My roommate sleeps at 9pm everyday. He also wakes up for the slightest of noise. I move to the living room at night for doing my work.” -Sriram

I don’t want to be that uptight and confrontational roommate.

Wow, I didn’t realize how much a pet could add to the home.

I miss the time spent with family.

I wish I had an easier way to keep up with live sports.

I wish I could be reminded before my food expires.

Feels frustrated but doesn’t want to complain and harm his relationship with his roommate
A little frustrated, but also resigned to ‘reality’.
Happy and surprised at the new ‘roommate’.

**Nostalgia, Excited, Frustrated, Relaxed
Composed, in-control, wishful, annoyed**

Enthusiastic, frustrated, disappointed

FEEL

Initial assessment

Needs

- Save water
- Easily access live sports at home
- Keep track of food before they run out or expire
- Be connected with family and friends

Insights

- Home relates not only to physical space but also to the people you love
- People want to enjoy modern things while being mindful of conservation
- People want their home to be connected with friends but also want a sense of privacy



Summary

- Met a diverse group of people who shared stories about their homes
- Got a sense of what people found frustrating about their homes
- Understood the need to make the user feel comfortable at home

Thanks!

Any questions?

Find me at stanleyj@stanford.edu