Assignment #1: Needfinding

Due: At the start of your Thur/Fri studio (Oct 5-6)

Overview

In this assignment you will plan, develop, and execute the first needfinding round for your quarter-long team project. You will present your interview plan (methodology), data gathered from your interviews, and the key insights and inferences you have made. You will capture this analysis in an empathy map that you will share in studio next week. Instead of class on Wednesday, Oct 4, we are giving you extra time to work with your team! Please **use it for working in the field or writing up** your results.

Project Requirements

1. Make a plan to interview at least 3 people related to your studio theme. If you have a slightly narrower problem domain that you have identified within your studio theme (e.g., interested in “cancer” in the “health theme”), you can focus on that (ask your CA for guidance if unsure). The interviewees should be with end users and up to one domain expert as needed. The interviews can vary from short interviews, e.g., 20 minutes to long interviews, e.g., 60 minutes.
2. Shape your plan
    a. Determine what your domain of interest is (describe it as well as you can & include pictures in the final report that help to illustrate it).
    b. Who will you interview, why did you chose them, where and when the interview will take place, and did you offer any incentive/payment? Think about finding some extreme users.
    c. What questions will you ask? Try to outline areas of inquiry you intend to probe? Make sure to plan some questions and focus on “why” and “feelings.”
3. Get out and interview
    a. Interview **no more than one Stanford student** - try to get off campus!
    b. Make an extra effort to observe and interview at least some people in action in the context of your problem domain: whether they are commuters commuting, people wasting/saving water or food, students learning/not learning mediated by technologies, etc. Record what, how, and why they are doing what they are doing.
    c. Remember that the more creative you are in accessing these contexts, the more unique and valuable insights you are likely to discover.
    d. Note - If you have trouble accessing the users you want to reach, **let us know as soon as possible** so that we can try to help (if you wait too long, we can’t help you!).
    e. Remember these interviewing tips in the types of things to look for and how to ask. Get stories! Use the techniques you practiced in studio #1!
4. Unpack the needfinding data by using the empathy map method (see below for more information) and identify **surprises, contradictions, tensions** – and things that intrigue your team! The interviews will be processed further during studio. You will revise this initial empathy map based on the feedback and insights you gain during studio next week - this will

be valuable in the next assignment in making sense of your user's point of view, brainstorming "how might we's" and in building experience prototypes.

Finding Interview Participants

- Cold calling
  - Don't underestimate how far your stanford.edu email/student status will get you!
- Recruit people at locations related to your domain of interest
  - If you ask respectfully and use your judgement, many people you approach will be willing to give you their time.
- Nextdoor.com
  - **Get started with this early** because there is a screening process to verify you actually live in the neighborhood you're searching for.
  - If you aren't able to get through screening by this assignment's deadline, there will still be opportunity to use it for next week's.
- Facebook posts
  - To get past second-degree connections, you can post on Facebook and encourage in the first line to share with your friends' relevant connections (this is known as snowball sampling!).

Deliverables

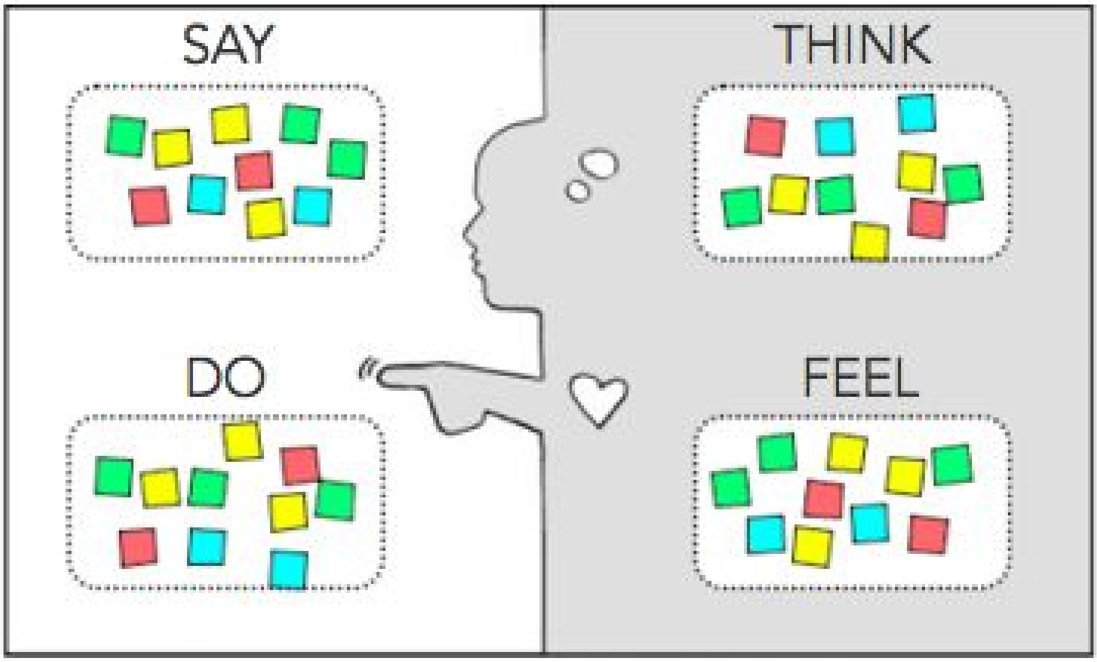
The document should be written as a Google, PowerPoint, or KeyNote Presentation that will be presented during your studio on October 5/6. Create a PDF version that you will turn into your Google Drive directory (link provided by your CA) by the deadline: the start of your Thur/Fri studio (note: you will link the PDF & a downloadable version off of your team website later in the quarter -- i.e., if you use Google Slides, you will download as PowerPoint or KeyNote and put that on your site).

Make sure to create a new subdirectory titled "Assignment 1" in your team's directory and upload your deliverables into that folder. Your CA will check the time of submission, as well as whether or not the file was modified after the submission deadline.

Unpack the data into empathy maps by the time of your studio. Come prepared to share with others. Instructions on how to fill out an empathy map can be found here on the d.School's method card: https://dschool-old.stanford.edu/wp-content/themes/dschool/method-cards/empathy-map.pdf

Try to fill each section of each empathy map with at least 10-15 bullet points. The quadrants below are broken up into four components. Again, for more details on empathy maps, please refer to the d.school link above and the lecture slides.

- SAY: What are some quotes and defining words your user said?
- DO: What actions and behaviors did you notice?
- THINK: What might your user be thinking? What does this tell you about his or her beliefs?
- FEEL: What emotions might your subject be feeling?



Try to identify some initial "needs" and develop some "insights". Include these in your document.

Presentation Guidelines

The presentation grading will be broken into two components: the individual grade of the presenter (a **single person** on your team) for delivery and presentation and a group grade for the presentation content/quality. One person on your team will deliver a **10-minute presentation** (each team member will have a chance to make a presentation at some point during the quarter). Note that you should ***use images liberally*** and keep the text on the slides relatively brief (and use large fonts – no less than 20 pt). Here are two examples from last year: Example 1 and Example 2.

Suggested Organization

- Introduction (1 slide)
    - List and introduce your team members
    - What is your problem domain (in addition to the studio theme)
- Needfinding Methodology (3-4 slides, include images)
    - Make sure you say who your participants were, why chosen, how they were recruited, and where they were interviewed (include images)
    - What did you ask?
- Interview Results (3-4 slides)
    - Discussion of results, pictures, quotes, and surprises you gleaned from your interviews
- Analysis (2-3 slides)
    - Inferences, conclusions, or questions you might have about your results
    - Empathy Map with highlighted components of what you found important/interesting
    - Initial assessment of "needs" and "insights"
- Summary (1 slide)

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 content. The grades for each of these components are explained in more detail below.

Group Grade

- ___ User group reach (diversity - extreme users/average users/non-users, innovativeness, appropriateness) (20 points).
- ___Depth of the interviews (20 points).
- ___Number of interviews (20 points).
- ___Details in unpacking (20 points).
- ___Identification of tensions, contradictions, surprises in the interviews (20 points).

Presenter Grade

- ___ Use well-designed slides. Ensure that the presentation shows appropriate preparation, and that visual aids are aesthetic, effective, properly prepared, and properly employed. Make sure that people at the back of the room can read your slides (50 points).
- ___ Cover the required scope within the 10 minute time period (there will be 5 extra minutes for questions/feedback). Practice and time your presentation as we will cut you off if you go over and you will be unable to gain points for material you could not cover (20 points).
- ___ Ensure the presenter makes eye contact (10 points).
- ___ Ensure the presenter projects their voice well (20 points).