Define

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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
 scan-in form data
 machine learning to parse & humans to verify
 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
 UI innovation is in the form layout & using phone camera
Outline

- Design thinking process
- Inferring insights
- Point of views
- Administrivia
- Team break
- Unpacking data
- Unpack your data
REALIZE NEW INSIGHTS
REFRAME THE PROBLEM, UNCOVER OPPORTUNITIES.

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

discrete observations

abstracted statement

We observed:
Millennials 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.

FOCUS ON ONE MEANINGFUL CHALLENGE

Focus by Writing a “Point of View”

A unique, concise reframing of the problem that is grounded in user needs & insights.

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!)
Focus by Writing a “Point of View”
WE MET . . .
Chuck, 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

Making Art Accessible to Young Professionals

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 . . .
Joel, 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

People are not always searching for the fastest route and other people can serve as motivation to explore new areas

Team Wanderlust
We heard:

“[I’m] a person who only goes to places one always goes – safe bets.”

“when visitors come or I’m with other people, I’m motivated to research and explore new places”

“safety is the most important element when navigating a neighborhood”
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.)

Team Wanderlust
We heard: “there was a time that I only had a final destination to visit. Since I wasn’t in a rush, as long as I arrived to my final destination, routes did not matter.”

The fastest route is not always the preferable route. People need a way to customize their routes depending on context/purpose.

WE MET . . .
Lena, a newcomer to Seattle, who is afraid to stray from her routine path

WE WERE AMAZED TO REALIZE . . .
she enjoyed diverging from her usual route to find a restaurant for her friend

IT WOULD BE GAME-CHANGING TO . . .
motivate people to explore unfamiliar places

WE MET . . .
JunGu, a short-time visitor from Korea, exploring the area on his way to a destination

WE WERE AMAZED TO REALIZE . . .
people are not always searching for the fastest route

IT WOULD BE GAME-CHANGING TO . . .
customize routes based on one’s travel goals.

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.)
Administrivia

- Studio assignment stats

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<th>2nd choice</th>
<th>3rd choice</th>
<th>Other</th>
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- 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
- Go over the homework assignment carefully & ask clarifications of your TA or of me after the break

Point of View: How?

- **Unpack** your empathy work
- Leap from observations to identifying **users**, **needs**, & **insights**
- **Reframe** the problem as a Point of View (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 PostIt per participant, take notes with a sharpie, write down snippets of everything

Get them up on a wall…

Organize & discuss

Share your field stories

Recall Our Interviews With Bruno…

Unpacking Interview Results… Yes and…
Unpacking Interview Results… Don’t do this!

Empathy Map to Help Synthesize
- Say
- Think
- Observations
- Inferences
- Do
- Feel

Unpacking Interview Results…

Empathy Map to Help Synthesize
- Say
- Think
- Keep a list of tensions, contradictions, surprises
- Use to find needs & insights
- Do
- Feel

Identifying Needs

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

UNPACK
INSIGHTS
POINT OF VIEW
I wonder if this means . . .

TENSIONS, CONTRADICTIONS, SURPRISES

INSIGHTS

identify user attributes, needs, and insights

combine to create a point of view

user attribs. need insight

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.)
(don’t dictate the solution.)
### Characteristics of A Good Point of View

- Provides focus and frames the problem
- Inspires your team
- Provides a reference for evaluating competing ideas
- Fuels brainstorms by suggesting “how might we” statements
- Saves you from the impossible task of developing concepts that are all things to all people
- Is something you revisit & reformulate as you learn

### 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...

### the truck owner

### POVs for the truck owner

- We met...
- We were amazed to realize...
- It would be game-changing to...

### Next Time

- **Wed Lecture**
  - Work on needfinding (use this time wisely)
- **Studio**
  - Present your initial needfinding results & work in studio on Point of Views
- **Mon Lecture**
  - Read by Wed:
    - *The Discipline of Teams* by Katzenbach and Smith, Harvard Business Review
    - Keys to Creating Awesome Teams (6:21), Cyriac Roeding, Shopkick
    - Working in Teams (6:36), The Seeds, Stanford Technology Ventures Program
    - Team Composition (2:33), Kathleen M. Eisenhardt, STVP
    - Ways to Create Ecosystems (really characteristics of group intelligence, performance, & innovation) (6:43), Sharon Vosmek, Asta
    - Ways of Working (6:50), Sue Stigle, GE

- Watch the following videos (30 minutes) by Monday
  - *Ways to Improve Your Team’s Performance (3:19)*
  - Keys to Creating Awesome Teams (6:21)
  - Working in Teams (6:36)
  - Team Composition (2:33)
  - Ways to Create Ecosystems (really characteristics of group intelligence, performance, & innovation) (6:43)
  - Ways of Working (6:50)