Sony Google TV Remote

Very complex
So large that it requires two hands
So many controls that you can't use in the dark (watching movie?)
Two navigation pads. When to use which?

But, it does have typing input...
Outline

- Review Define: unpacking field data & POVs
- Ideate
- How Might We...?
- Brainstorming solutions
- Team Break
- Selecting good problems & solutions
- Experience prototyping

Point of View

WE MET . . .
(user you are inspired by & their characteristics)

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 – build on the insight)
(don’t dictate the solution.)

Design Thinking

- Empathize
- Define
- Ideate
- Prototype
- Test

Shifting gears...
Design Thinking

Ideate

innovation potential

Ideate

separate generation & evaluation

How do we start?

Might lets you defer judgment
helps people to create options freely
opens up more possibilities

POV: We met Janice, a harried mother of 3, rushing through the airport only to wait hours at the gate. We were surprised at the many games she makes up to entertain her children so they don’t irritate frustrated fellow passengers. It would be game changing to bring the other passengers and the airport facilities into helping families have a better travel experience.
POV: We met Janice, a harried mother of 3, rushing through the airport only to wait hours at the gate. We were surprised at the many games she makes up to entertain her children so they don’t irritate frustrated fellow passengers. It would be game changing to bring the other passengers and the airport facilities into helping families have a better travel experience.

**Break POV into pieces**
- HMW entertain kids? HMW slow a mom down?
- Amp up the good/Remove the bad
  - HMW separate kids from fellow passengers?
- Explore the opposite
  - HMW make the wait the most exciting part of the trip?
- Question an assumption
  - HMW entirely remove the wait time at the airport?

**Go after adjectives**
- HMW we make the rush refreshing instead of harrying?

**Identify unexpected resources**
- HMW leverage free time of fellow passengers to share the load?

**Create an analogy from need or context**
- HMW make the airport like a spa?

**Change a status quo**
- HMW make playful, loud kids less annoying?

**Anatomy of a Strong HMW Question**
- **Who**
- **What**
- **When**
- **Where**
- **Why**

- Best to have at least 3 W’s in a good HMW question

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**Brainstorm Rules**
- one conversation at a time
- encourage wild ideas
- go for quantity
- be visual
- headline!
- stay on topic
- build on the ideas of others
- defer judgment

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**DO IT NOW:**
Generate some HMW statements for this POV!
POV: Harried Mother at Airport

- HMW entertain children without having to interact with them?
- HMW have kids entertain one another and let parents be free?
- HMW make it easier for parents to travel without their kids?
- HMW make the kids entertain the parents instead?
- HMW make waiting at the airport a family bonding experience?
- HMW change the airport cultural norms to be more like a library vibe?
- HMW make it so she can’t travel? (or doesn’t have to?)
- HMW make airports less noisy public spaces & more intimate family spaces?
- HMW get families from point A to point B efficiently w/o the use of airports?
- HMW help kids learn about different places & cultures while they waiting at the airport?

Brainstorming Demo: two brainstorms

Constraints Can Energize

“How would you design it with the technology of 100 years ago?”

“What if we had to spend at least a million dollars?”

“Only ideas that would get you fired”

“All ideas must use magic.”

Brainstorm Rules

- one conversation at a time
- encourage wild ideas
- go for quantity
- be visual
- headline!
- stay on topic
- build on the ideas of others
- defer judgment

In Class Quiz

- Closed notes & no web lookup
- 5 minutes
- Do not communicate about this quiz with anyone inside or outside this room
Team Break (20 min)

- Work on revised POVs or needfinding unpacking
- TAs will go around & give you feedback

Selecting a Good Problem or Solution Idea

- Frequency
  - want something that occurs often
- Density
  - lots of people experience it
- Pain
  - more than a small annoyance
- Interested
  - your team is motivated to work on this problem

* see Manu Kumar’s blog post on this topic: http://www.k9ventures.com/blog/2015/02/10/finding-problem-worth-solving/

Dark Horse Idea

1. Dark: explores a space that is risky, radical or orthogonal
2. Brainstormed after more traditional HMW/ideas
3. Possible to prototype & test (can’t be infeasible)

Downselecting Ideas

- Celebrate success of brainstorm, take a break, vote!
- Option 1: Heat map voting
  - everyone starts with unlimited number of votes (small dots)
  - then everyone gets 3 final votes on absolute favorites (large dots) and 1 bonus dark horse
- Option 2: Category voting
  - Each person gets specific # of votes (i.e., 5)
  - Specific categories
    - most feasible idea, craziest idea, best long shot, my favorite but improbable, short term solution, etc.
- Option 3: Each person picks 3 favorites

Design Thinking

- Empathize
- Define
- Ideate
- Prototype
- Test
TRY THE MARSHMALLOW
TEST YOUR ASSUMPTIONS
In 18 minutes, build the tallest free-standing structure out of 20 sticks of spaghetti, 3 feet of tape, 3 feet of string, and one marshmallow. The marshmallow must be on top.

20 sticks of spaghetti + one yard tape + one yard string + one marshmallow

TEST YOUR ASSUMPTIONS
From a resources and project management point of view: Prototyping reduces risk! Early failures are much cheaper (time and $) than late failures.
what new information do you have about the user’s need? Are your assumptions correct?
Parallel Experience Prototyping Goal

- Prototype to test an assumption

- Prototype can be a piece of an idea rather than a complete solution

- Think of it as a needfinding technique
Summary

Ideation lets us use brainstorming to separate idea generation from idea evaluation.

“How might we's” let us brainstorm solutions to a more specific set of problems.

Experience prototyping allows us to try many ideas quickly & learn more about the problem & solution space (prototype to learn).

Next Time

- **Lecture**
  - Concept Videos
- **Project & Studio**
  - Create/hot experience prototypes for top 3 solutions
  - Test each prototype with at least 1 target user
  - In presentation, get across what you learned! Were assumptions valid?
  - Studio will be used to select the idea to move forward
- **Reading**
  - Watch video prototypes from prior courses (we’ll put online)
- **Assignment 3: Project Web Site**
  - Online later this week
  - Not graded until near the end of quarter (but you should create it now)
  - All project assignments need to be linked off this site (relative links)
- **Assignment 4: Concept Video** (due next Thursday/Friday)