Define

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Computer Science Department
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Autumn 2019
September 30, 2019

Interface Hall of Shame or 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

Interface Hall of Fame!

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Hall of Shame or Fame?

Captricity

forms used for public health/education data in under resourced regions
often slow to get data & data entry error prone

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

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

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Design Thinking

Empathize
Define
Ideate
Prototype
Test

Design Thinking

Define

REALIZE

Define
FOCUS
REALIZE NEW INSIGHTS
REFRAME THE PROBLEM, UNCOVER OPPORTUNITIES.

OBSERVATION + INFER = INSIGHT

OBSERVATION
NOTICE SOMETHING
“I WONDER IF THIS MEANS . . . ?”
ACTIONABLE LEARNING ABOUT PEOPLE

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

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

discrete observations
abstracted statement
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. . . (need—verb reflecting user needs)
IT WOULD BE GAME-CHANGING TO. . . (Synthesized insight 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.

We heard:
“I don’t understand. Why is this $50 and this $5000. I actually like the $50 one more, but maybe it sucks.”

“What do my friends like?”

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

Team Wanderlust

Discover original art inspired by you and the colors in your space.

From the artist to your wall for $250

People are not always searching for the fastest route and other people can serve as motivation to explore new areas.
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...
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
  
<table>
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<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th>other</th>
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<td>45</td>
<td>11</td>
<td>0</td>
</tr>
</tbody>
</table>
- Midterm is now Monday 11/18 (see updated calendar)
- Office hours are up to date on the web site
  - under teaching staff & office hours calendar
    - Landay: Monday 4:30 - 5:30 PM (Gates 390)
    - Tuesday 10:00 - 11:00 AM (Gates 390)
- Open mindedness in design
  - follow the needfinding!

Team Meeting Agenda
1. Schedule weekly meeting times (2-3)
2. Make a plan for how you will get the rest of your interviews & presentation slides done for Thur/Fri
3. 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
4. Go over the homework assignment carefully & ask clarifications of your TA or of me during/after 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-It's 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 . . .

identify user attributes, needs, and insights

combine to create a point of view

Point of View

UNPACK INSIGHTS

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.)
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
NEEDS/INSIGHTS: infer from observations
POINT OF VIEW: 1 written sentence

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

POVs for the truck owner

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

Next Time

- Wed Lecture
  - Work as team on needfinding (use this time wisely)
- Studio
  - Present your initial needfinding results & work in studio on Point of Views
- Mon Lecture
  - Ideate
- Read by Wed.
  - The Discipline of Teams, by Kets de Vries and Smith, Harvard Business Review
  - How to Win Friends and Influence People, by Dale Carnegie
- Watch the following videos (20 minutes) by Monday
  - Working in Teams (0:56), Tina Seelig, 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, Astia
  - Ways of Working (5:50), Sue Siegel, GE