### Hall of Shame!

**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 movies?)
- Two navigation pads. When to use which?
- But, it does have typing input...

### Hall of Fame or Shame?

**Apple TV Remote**

### Hall of Shame!

**Apple TV Remote**

- Overly simple
- Many things require navigating menus
- Text entry is almost impossible
- So small that it is easily lost
- But, common tasks easy

### Hall of Fame or Shame?

**Apple Siri Remote**

- Still limited number of buttons, but adds
  - Voice Input
  - Touchpad w/ navigation, swipes & clicks
- Slightly larger — no longer lost in the cushions?
- Anyone have experience with this?
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
**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?

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Go after adjectives
  HMW 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

DO IT NOW:
Generate some HMW statements for this POV!

Brainstorm Rules

- One conversation at a time
- Encourage wild ideas
- Go for quantity
- Be visual
- Headline!
- Stay on topic
- Build on ideas of others
- Defeer judgment
POV: Harried Mother at Airport

- HMW Get the children to entertain each other
- HMW Provide daycare on the flight
- HMW Discourage people from travelling
- HMW Create fun environments -- utilize deserted areas
- HMW Make the airport take longer so there is less wait time at the gate
- HMW Make loud noise acceptable or even desirable at the airport
- HMW Leverage other parents in helping
- HMW Remind Janice of the good parts of having kids
- HMW Make travelling as hands free as possible for parents
- ...

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."

Brainstorming Demo: two brainstorms

Administrivia: Assignment 1 Feedback

- Team Grade: 84.7 avg., 4.4 stdev
- Individual Grade: 91.8 avg., 3.9 stdev

We liked:
- "interviews situated in context, including listening & observing contradictions"
- "didn't just follow interview guidelines – asked to dig deeper"
- "good job identifying needs"
- "good job with empathy maps & interview questions"
- "asked interviewee to walk through a task & narrate process out loud"

We wished:
- "more interpenetration put into insights. Most just observations"
- "developed stronger insights – surprising inferences from observations"
- "deeper inferences"
- "less slide text" [put extra in notes or appendices at end]
Team Break (25 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/

Downselecting Ideas
• Celebrate success of brainstorm, take a break, vote!
  • Option 1: Heat map voting
    - everyone starts with unlimited number of votes
      (small dots – stickers or pen)
    - 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 (e.g., 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
\[ \text{Empathize} \rightarrow \text{Define} \rightarrow \text{Ideate} \rightarrow \text{Prototype} \rightarrow \text{Test} \]
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.

From a resources and project management point of view: Prototyping reduces risk! Early failures are much cheaper (time and $$) than late failures!
FLARE
- INSIGHTS
- POV
- IDEATION
- FOCUS

what new information do you have about the user’s need? what new information do you have about how your solution addresses the need? Are your assumptions correct?

TEST
We Met Clinical training golden girls Amazed by Resilience They have learned treatment but are willing to trade control for a more authentic, surprising experience.

GAME CHANGING TO: Trust us to delight them beyond the Hyatt walls.

**HMW**

**How Might We?**

“Gamify” the transition of control?
Parallel Experience Prototyping Goal

- Prototype to **test an assumption**
- Prototype should usually 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).