

# Becoming Iron-Man

## **Needfinding**

### A1 Presentation

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## Team Intros



**Thomas Escudero**  
*Sophomore*  
Product Design & CS  
I lived in Argentina for  
3 years!



**Kelsey Zeng**  
*Senior*  
Symbolic Systems  
I spontaneously  
adopted a bunny off  
craigslist



**Rick Robert**  
*Senior*  
CS  
I taught 2nd graders  
intro CS on Zoom  
during the pandemic



**Frieda Rong**  
*2nd year PhD*  
CS  
I did ballroom dancing  
with CMU while  
visiting Pittsburgh

# Problem Domain

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## Enhanced Access to Information



# Needfinding Methodology

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# Participants with different **professional backgrounds**, **ages**, and **sensical abilities**

## **Professional Backgrounds**

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Graphic designers, playwrights, college students, engineers, moms, teachers

## **Age**

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Participants were young adults, up to participants that were **75** years of age

## **Sensical Abilities**

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What senses do these participants use the most on a day-to-day basis?

# EXTREME users

Users with 'heightened' senses, due to their professions, hobbies, etc...



Users with inherently less sense capabilities...

— Gauging behaviors, motivations, and inspirations

- **What are your New Year's resolutions?**
- **Examples of when you self taught a new skill?**
- **How do you stay motivated when learning something new?**
- **What makes XYZ platform helpful?**
- **If you could have a 6th sense, what would it be?**



# Interview Results

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# Interview Experience



# Quotes & Surprises

“My first exposure to media was radio...there was no TV”

“I’d love to have access to better resources more easily”

“I wish I could have more discipline”

“There are 10 senses..”

“I take up a lot of time doing meaningless things”



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# Key Findings

- **Distractions** & lack of **discipline** are primary setbacks to learning & hobby-making
- Memory through sensing (kinesthesia)
- **Self-awareness** of improvement and **access to resources**
- Creativity with elevating the human experience
- **Simplicity** leads to thoroughness

# Analysis

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# Empathy Map

He may be feeling frustrated that things are difficult to find

He might be feeling excited to build discipline

**Say**  
What are some quotes and defining words your user said?

Would like to read minds but that is an invasion of privacy	Don't believe in the tradition of new year's resolutions—prefer "today's resolutions"	Would like to improve discipline for sleep	Having a support system is the best starting point for finding motivation
good resources do what they say they will!	I find new artists through social media, especially Instagram	teaching something to yourself feels just as hard as initially creating it.	
I am held back from trying to achieve a good future for my self and kids	When applying to schools it feels like there is a gatekeeping of resources	If you're trying to learn to read, a good resource would be a tutor vs access to books	I don't have the patience to teach myself, it's hard to be motivated to continue doing something.

**Think**  
What might your user be thinking? What does this tell you about his or her beliefs?

He might be thinking that ethics are important	He might believe that people always have the power to change their lives	He might believe that his current way of living is not satisfying	He might believe that his family is important
He might be thinking that people who post information have ulterior motives	He might be thinking that social media is useful	He might be thinking that there is no point in doing extremely difficult tasks	
He might be thinking that societal pressures are very intense	He might be thinking that people don't have a good understanding of the things they need	He might believe that there is something deeply wrong with school in the U.S.	

**Do**  
What actions and behaviors did you notice?

He smiled a lot	He asked clarifying questions	He made many jokes	He made regular eye contact
Made many hand gestures to emphasize points	Gave examples when trying to make points	Took many pauses when talking to gather his thoughts	Varied his tone when trying to make different points
Showed excitement when he could guess the direction of the conversation	Used many nonverbal cues to convey understanding		

**Feel**  
What emotions might your subject be feeling?

He might be feeling introspective	He may be feeling frustrated that things are difficult to find	He may be feeling bitter because of the difficulty of finding good resources	He might be feeling excited to build discipline
He might be feeling dread for the amount of work change demands	He might be feeling confident in his beliefs	He might be feeling anxiety from the pressure to change	He might be feeling excited to find new information
He might be feeling unsatisfied with his approach to life	He might be feeling inspired to make change in his life	He might be feeling frustrated with his inability to start things	

He might be thinking that people who post information have ulterior motives

Needs:

- To find a way to feel empowered to get things done
- To develop a systematic process by which resources for school can be reliably searched for and found
- To find a way to feel consistently supported when going about daily activities

Insights:

- Says he does not have patience to teach himself new things (e.g. coding) but does have the patience to pursue things he cares about (music). We wonder if he'd have more patience if things were presented in a more exciting way.

When applying to schools it feels like there is a gatekeeping of resources

# Tensions

# Contradictions

- **Simplicity** leads to **thoroughness**
- Too much information, but **little reliability** and trust
- Is current information-assisted technology helping older demographics more than younger users?

# What Now?

How can we enhance information discovery to maintain users **engaged** and **non-intimidated**?



# Summary

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# Brainstorming

Discussing the studio theme, problem domains, and different needfinding methodologies...

# Needfinding

Investigating our problem domain, our interviewee selection process, and our interview environment

# Analyzing

Transforming the needfinding data into synthesized analysis to further focus our problem domain