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



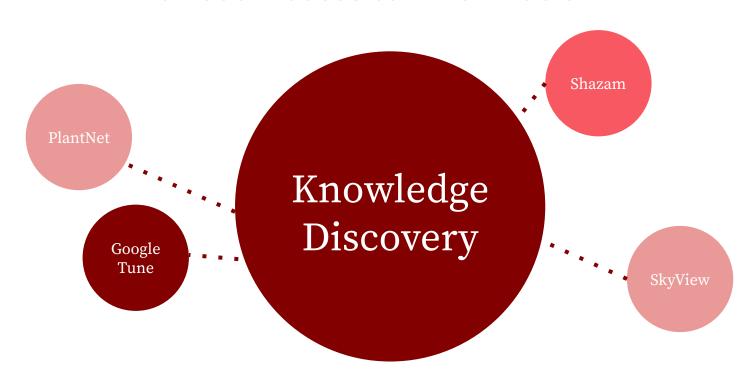
Rick Robert
Senior
CS
I taught 2nd graders
intro CS on Zoom
during the pandemic



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

Problem Domain

Enhanced Access to Information



Needfinding Methodology

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

Professional Backgrounds

Age

Sensical Abilities

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

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

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

Interview Results

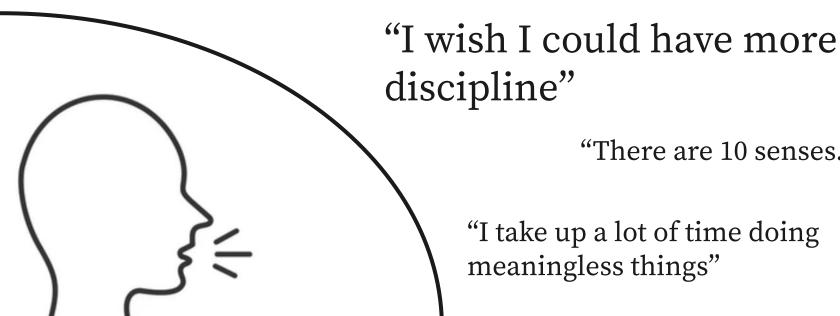
Interview Experience



Quotes & Surprises

"My first exposure to media was radio...there was no TV"

"I'd love to have access to better resources." more easily"



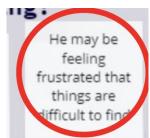
"There are 10 senses.."

"I take up a lot of time doing meaningless things"

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



Empathy Map

or her beliefs?

He might be feeling excited to build discipline

Sav

What are some quotes and defining words vour user said?

Would like to read minds but that is an invasion of privacy

am held back

from trying to

future for my

self and kids

acheive a good

Don't believe in the tradition of new year's resolutions... prefer "today's

resources do

what they say

they will!

When applying

to schools it

feels like there

is a gatekepping

of resources

Would like to improve discipline for sleep

I find new

artists through

social media,

especially

instagram

learn to read, a

good resource

would be a tutor

Having a support system is the best starting point for finding motivation

ethics are important

something to

ourself feels just

s hard as initially

creating it.

don't have the

natience to teach

nyself. It's hard to

be motivated to

continue doing

Think

He might be

thinking that

He might be

thinking that

pressures are

very intense

He might be

feeling dread for

the amount of

He might be

unsatisfied with

his approach to

be feeling?

Feel

societal

He might believe that people always have the power to change

He might be

ulterior motives

What might your user be thinking?

What does this tell you about his

He might believe that his believe that current way of family is important

living is not

satisfying

He might be He might be thinking that there is no point social media in doing extremely difficult tasks

is useful He might believe He might be that there is don't have a good something deeply understanding of wrong with school the things they need

in the U.S.

Needs: 1. To find a way to feel empowered to get things done

2. To develop a systematic process by which resources for school can be reliably searched for and found

3. To find a way to feel consistently supported when going about daily activities

Insights:

1. 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.

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

What actions and behaviors did you notice?

He smiled a

Made many

hand gestures

to emphasize

Showed

excitement when

he could guess

the conversation

He asked clarifying questions

Gave

examples

when trying to

make points

Used many

nonverbal

cues to convey

understanding

He made many iokes

Took many

nauses when

talking to

gather his

He made

regular eye contact

Varied his tone

when trying to

make different

points

He might be feeling introspective

He may be feeling rustrated that things are

He might be

feeling

confident in

his beliefs

e may be feeling bitter because of the difficulty of finding good

He might be

feeling anxiety

from the

What emotions might your subject

feeling excited to build discipline

> He might be feeling excited to find new information

He might be

He might be He might be feeling feeling inspired to frustrated with make change his inability to in his life start things

When applying to schools it feels like there is a gatekepping 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

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