Outline

- Inferring insights
- Point of views
- Unpacking data
- Ideation
- Experience prototypes

Outline

Define, Ideate, Prototype, & Test

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Design Thinking

Define
Ideate
Prototype
Test

Define

REALIZE

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

OBSERVATION + INFERENCE = INSIGHT
INFER

OBSERVATION
NOTICE SOMETHING
“WHAT DO MY FRIENDS LIKE?”

INFER
“I WONDER IF THIS MEANS…”

INSIGHT
ACTIONABLE LEARNING ABOUT PEOPLE

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.

“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.

FOCUS ON ONE MEANINGFUL CHALLENGE

Focus by Writing a “Point of View”

WE MET . . .
(user you are inspired by)

WE WERE AMAZED TO REALIZE . . .
(insight—verb reflecting user needs)

IT WOULD BE GAME-CHANGING TO . . .
(Synthesized statement to leverage in designing solution. NOT just a reason for the need!

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
Point of View: How?

- **Unpack** your empathy work
- Leap from observations to identifying **user**, **needs**, & **insights**
- **Reframe** the problem as a **POV**

Empathy Map to Help Synthesize

<table>
<thead>
<tr>
<th>say</th>
<th>think</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observations</td>
<td>Inferences</td>
</tr>
<tr>
<td>do</td>
<td>feel</td>
</tr>
</tbody>
</table>
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

Empathy Map to Help Synthesize

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
WE MET . . .
(extreme 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.)

DO IT NOW:
UNPACK: done – use this to get to needs
INSIGHTS: infer challenge from your needs
POINT OF VIEW: 1 written sentence

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

Design Thinking
Empathize
Define
Ideate
Prototype
Test
Design Thinking

Ideate

Innovation potential

separate generation & evaluation

How do we start?

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

POV Example

*We met Janice, a harried mother of 3, rushing through the airport only to wait hours at the gate. We were amazed to realize 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 amazed to realize the many games she makes up to entertain her children so they don’t irritate frustrated fellow passengers. It would be game changing for 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 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

POV: We met Janice, a harried mother of 3, rushing through the airport only to wait hours at the gate. We were amazed to realize 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.

Brainstorm Rules

one conversation at a time encourage wild ideas

go for quantity be visual

title stay on topic

build on the ideas of others defer judgment

DO IT NOW:
Generate some HMW statements for your project!
Brainstorm “How Might We’s” ➔ Solutions

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?”

“All ideas must use magic.”


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

Downselecting Ideas

• Celebrate success of brainstorm, take a break, vote!

• Option 1: Heat map voting
  – everyone starts with unlimited number of votes
  – 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

to think

PROTOTYPE

to learn
TRY THE 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.

Strive for diversity of solutions.

Next Assignment (due at Monday’s class)

Test your assumptions.

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?
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**

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

Next Time

- **Project** (due Monday at start of class)
  - Flesh out POVs
  - Create HMWs
  - Brainstorm solutions & select the best
  - Design experience prototypes for top 3 solutions
- **Project** (due Wed., at start of class)
  - Create/test experience prototypes for top 3 solutions
  - Test each prototype with at least 1 target users
  - In presentation, get across what you learned!
  - Class will be used to select the idea to move forward