Entrepreneurship
at Monash

HOW WE DESIGN FOR PEOPLE

MIG 2023

ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation we acknowledge the Traditional Custodians of the country throughout Australia and their connections to land, sea and community.

We pay our respects to their Elders, past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Ngarrimili

Nurturing first nations business

WHAT'S ON FOR TODAY

- ➔ Understanding different people in our challenge space
- ➔ What is design research?
- ➔ How we do it!

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Senior Lecturer (Practice)

Global Head of Programs + Product @ Skafold

Caro fell into academia due to her love for teaching people how to think differently, do business differently and be able to have impact while doing it. She's been teaching and designing units into the Entrepreneurship Portfolio since the units began, in 2018.

From an industry perspective, Caro has worked across agency, not-for-profit, corporate and startup. Her more recent roles have been leading Strategic and Service Design teams at Isobar Australia and Beyond Blue, using human-centred design and systems thinking practices to improve how organisations design business models, products and services.

At the heart of it all, Caro is a people person who funnels all her energies into balancing community, purpose and planet. When she's not designing new initiatives or teaching classes, she's in the garden working on new crops that she can cook a mega feast with, outdoors in the bush with her Vizsla pup or hiking up mountains. She's big on everything sustainability, culture and designing experiences that are inclusive, meaningful and authentic.

… being human-centred is not just about your user. Human-centred design takes into account **every single human being that your design decisions impact on**.”

Source: Design Council UK


What is the difference between a customer,
user or beneficiary?

Customer

Someone who **pays** for your solution

Beneficiary

Someone who **benefits** from what your solution does

End User

Someone who **uses** your solution


POP QUIZ

Customers, users, beneficiaries

Who are the customers, beneficiaries and end users in these scenarios?

A mother gives a pair of Toms shoes to her child as a birthday gift and as part of that purchase, a pair of shoes is given to a child in Ghana.

A parent sending their first child to a local catholic school for their primary education.

A uni student studying interstate. They use their parent's Netflix account and to have a Harry Potter binge night with some of their uni friends.

ACTIVITY FOR LATER

Step 1: If you haven't already, map out all the people that are impacted by your challenge. If you have, go to it!

Step 2: Identify which ones are likely to be a customer, user, or beneficiary. You also want to include a category for "**partners**" – people who you could work with to tackle this challenge.

Step 3: Rank these different people. Think about the role they play in the system, the impact you could have by focusing on their needs, and the connections they have with others.

QUICK GUIDE

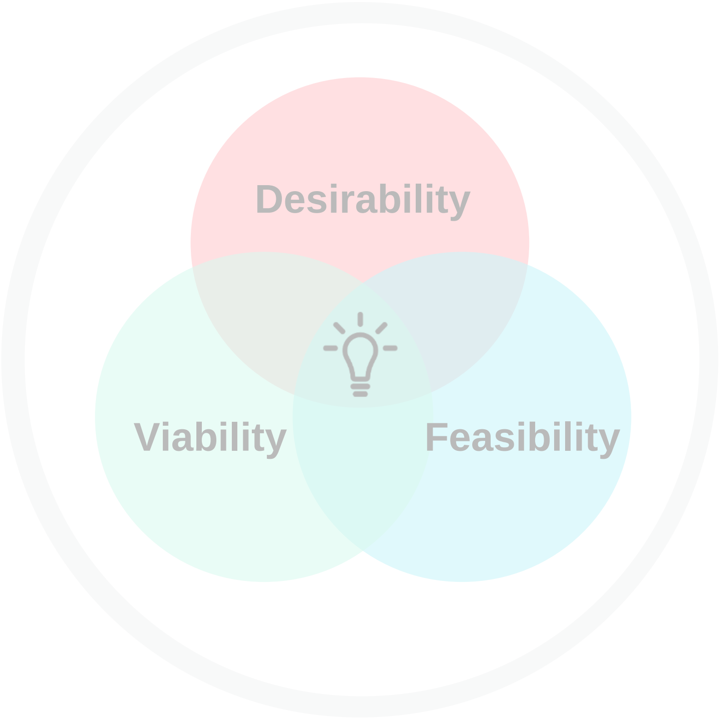
Customer
Someone who pays for your solution

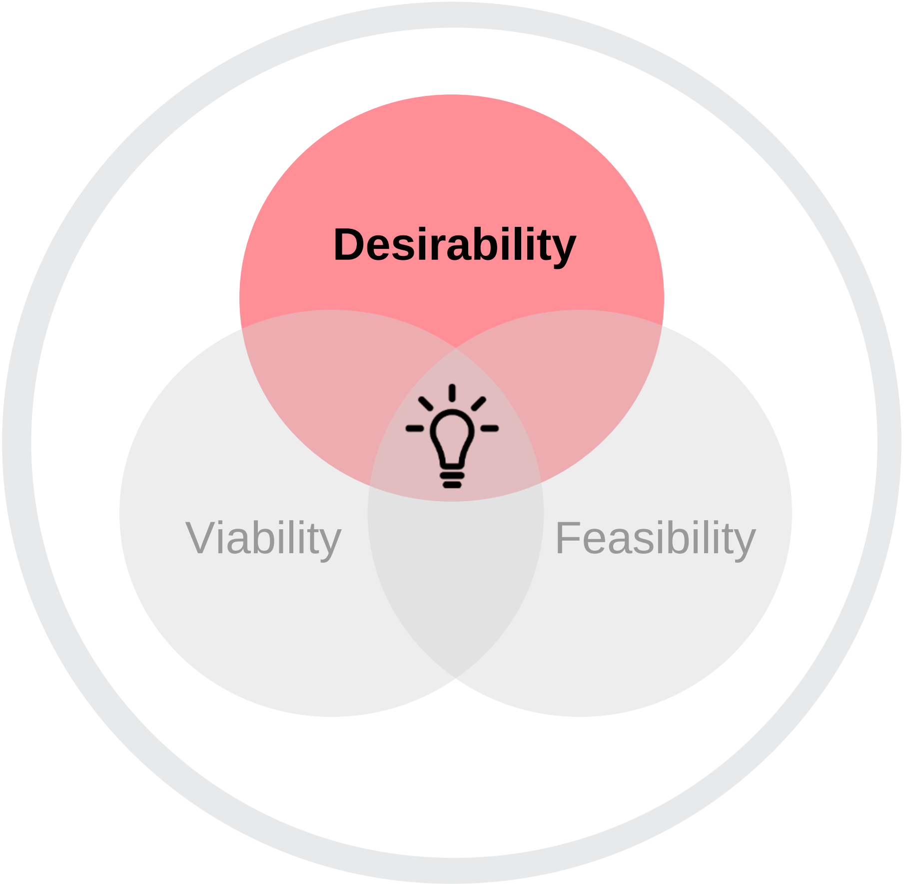
Beneficiary
Someone who benefits from what your solution does

End User
Someone who uses your solution

Design research

Starting with desirability





Where to start with desirability

1

Identify who to talk to and what you need to know about them and their environment

2

Immersion in their environment to help you understand their needs, priorities, challenges and desires

3

Sense-making of your findings to draw out key patterns and trends. Identify emerging groupings and the connections between them.

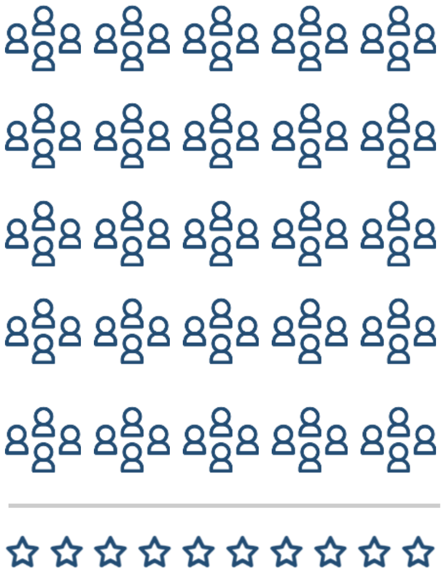
4

Alignment in your direction is eventually needed. You'll need to come together to identify the most pertinent opportunities to pursue.

In our conversations, we are looking for...

Market Research (Quantitative)

100 People / 10 Truths



Design Research (Qualitative)

10 People / 100 Insights

Behaviours

Needs

Motivations

Thoughts, feelings

Pain points

Opportunities

DISCOVERY RESEARCH EXAMPLES

Divergent

Convergent

- Contextual inquiries
- **Now: One-on-one in-depth interviews**
  Face-to-face • Video call • Phone—not ideal, but in a pinch
- Observations
- Service safari
- Discovery workshops
- Shadowing
- Diary studies

Focus of in-depth interviews:

- Build empathy
- Use open ended questions
- Understand 'WHY'
- Observe the surroundings
- Behave ethically and sensitively

Mindsets for in-depth interviews

Understand lived experience

Beginner's mindset

Hunting for patterns

What research do we need to do?

Think about your design challenge as your starting point.

KEY USER/ CUSTOMER/ BENEFICIARY

Who are the key people you need to talk to first?

RESEARCH OBJECTIVES

What would you need to know about them to inform your thinking on this challenge?

What might be some of the unique lines of questioning you may need for them?

What are the key objectives of your initial research?

HOT TIP!

Don't confuse your research objectives with questions. Objectives are helping you frame what you seek to understand, explore or determine – start your objectives with these words to steer you in the right direction!

ACTIVITY FOR LATER

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Step 1: Identify your target group/s to focus on

CHOOSE
As a team, choose 1-2 of your users/ beneficiaries groups.

FOCUS
As a team, decide on your research objectives – what would you need to know about them to inform your thinking on this challenge?

Step 2: Figure out how research ethics will apply to your interviews

BRAINSTORM
Discuss as a group all the things you need to consider to ensure you and your participants are respected, safe and comfortable in your approach

PLAN
Create some session guidelines or checklists to ensure you all know what things you need to do pre, during and post interview to accommodate for these considerations

A discussion guide – what is it?

Facilitator:
Participant: *Date:*

Research title

Discussion & Facilitator Guide

Document purpose

This discussion guide has been developed to (blank). As part of every round of research, we develop a discussion guide to help facilitate the interviews and ensure both parties understand the purpose of the research sessions, and the manner in which the sessions will be undertaken. Because every participant is different, every session will be slightly different as well. While we aim to keep the course of all interviews approximately the same, sometimes the facilitator may need to stray from the prescribed script where they feel it's appropriate.

Session Outline

Example
The approach for the session will be qualitative individual interviews (or 'contextual enquiries') held in the participants home. Each interview will be 60 mins and have the following basic structure:

Artefact checklist

1. Note taking templates
2. Pens, sharpies and blank paper
3. Discussion guide
4. Session schedule, Video conference link and calendar invite (participants & observers)

Facilitator checklist

The following items are used as a checklist to ensure the participant has been briefed correctly prior to the session.

1. Introduce yourself and the observer and what they do

A discussion guide – what is it?

Use your research objectives as a starting point to flesh out your questions

Tell me about the last time you… experienced [a thing].

What… did you experience?

How… did that make you feel?

Where… were you + how did you get there?

When… did you go?

Who… did you go with? ...was there?

Why… were you there?

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ACTIVITY
FOR LATER

Step 3:
Create your discussion guide

Part A: Individually, write up
3-4 discussion questions
based on your research objectives

Part B: Bring all your ideas together as a team, theme your questions based on the objectives and then create your draft discussion guide.

REMEMBER!
Your research objectives are not questions, they are helping you frame what you seek to understand or determine – these questions will help you find out those things!

Good

vs.

Bad

30

ACTIVITY FOR LATER

Step 4: Practice run some interviews

INTERVIEW

10 minutes for **one group member** to interview **another,** who is role playing the **user/beneficiary**.
Another write down notes of answers.

FEEDBACK

2 minutes to give feedback to interviewer on questions and framing **+ adjust the questions as needed**.

SWAP AND REPEAT

DON'T SKIP IT!
Practising with each other first will help you feel more confident but also test how well your questions go when actually asked!

Build a solid discussion guide

and get feedback from your coach or MIG team!

- Your research will only be as good as your planning and preparation
- Refine it as you go, you'll learn what works as you start interviewing

Go out and interview people!

- At least 6-8 people per target group
- Start capturing similar insights and behaviours
- Park your ideas!
  Just listen, observe them, their context and their experience

Dedicate time to collating your learnings

- As a team, organise time to share you learning as you go – it will help you adapt as needed
- See how your learnings feed into your ideas or help you come up with new ones

THANK YOU FOR JOINING ME!

Find out more + connect with our community

Entrepreneurship at Monash

EXTRA RESOURCES

Research tips

PRIOR TO INTERVIEW

- Have your technology or materials set up prior to start time and make sure have tested it works.
- For online, Google hangouts, Slack Zoom or Skype are all reliable tools.
- Send a calendar invitation via email with the consent form, clear explanation of what the session will be like and the duration of the session to keep participant informed
- Bring paper version of the consent form just in case

DURING INTERVIEW

- Introduce yourself, the team and what you are researching them for
- Confirm they are comfortable to be recorded and then record the session to help you with your synthesis later. At a minimum, takes notes (post-its are a less intrusive method than a computer)
- Speak slowly and clearly, and check with them that they've understood the question
- Repeat back your understanding and reframe questions where they aren't coming across clearly

AFTER INTERVIEW

- Send them a thank you email to show you appreciate their time and input
- Ask if they would like to be involved in your validation sessions or kept informed of the progress of your solution

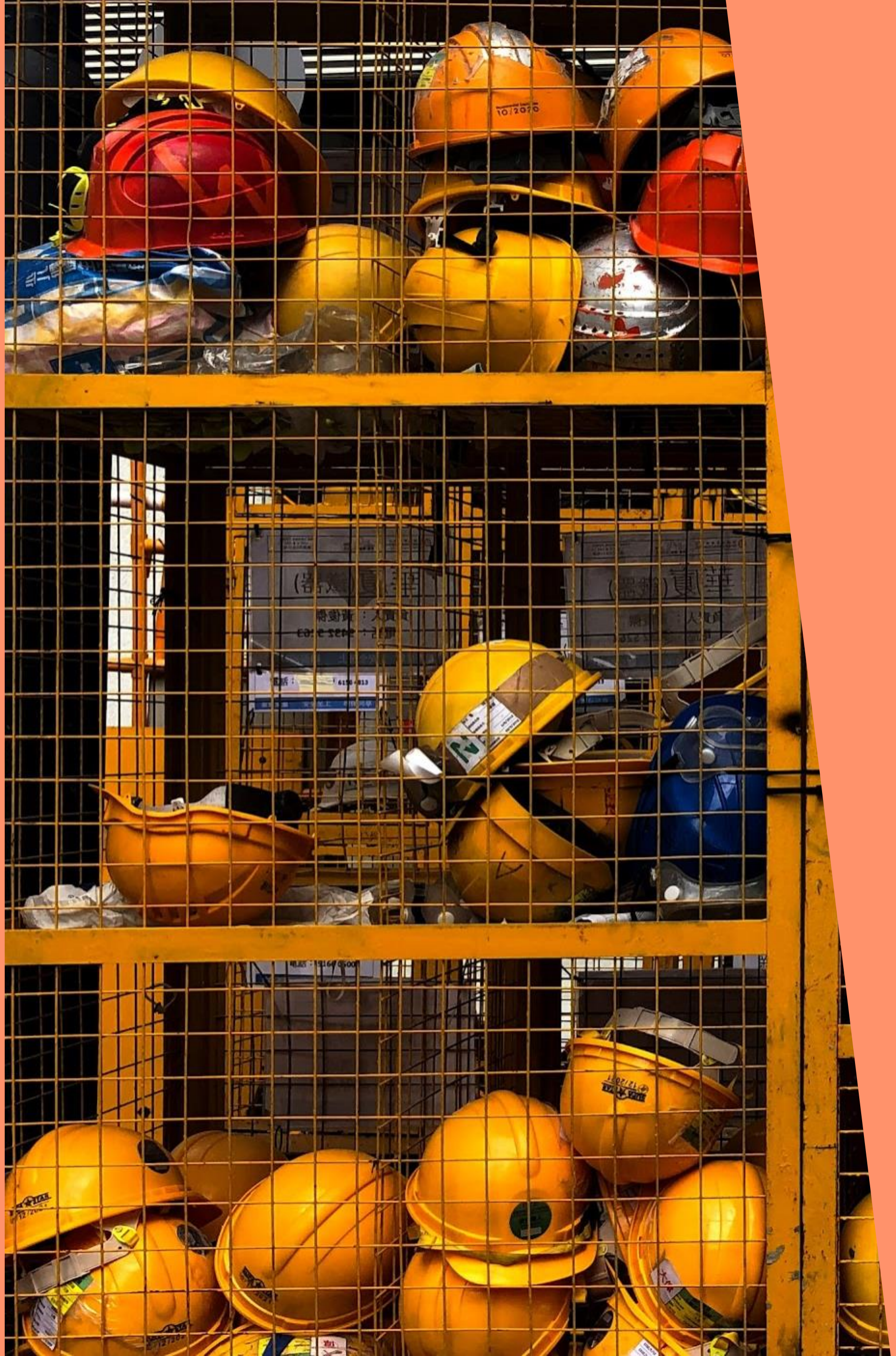
Research Ethics

Research Ethics

What is it?

- It covers ethical conduct in research, and protection of whom you are researching (participants)
- Be conscious of your role, acknowledge the power dynamic
- Discuss intellectual property frankly, you have a responsibility as a keeper of their stories
- Informed consent, confidentiality, and privacy

Maintaining safety + privacy



- Be presentable, on time and always make participants feel comfortable first
- Respect our participants’ stories by showing compassion and courtesy
- Respect participants’ privacy: ask before you take photos, and **only ever capture data anonymously,** e.g., “P3” in notes, not their name or personal information
- Keep any contact information and personal information (e.g., phone numbers to call participants) **SEPARATE** from your notes
- Participants can choose to end the interview at any point
- They are doing YOU a favour by sharing their time, so use common sense and treat them respectfully.

Keeping safe + well

- If you are going to a participant's residence, minimum of two researchers is mandatory, and tell someone else where you're going
- If remote, be mindful of what's visible in the video behind you
- Be cautious about sharing screens, and be sure of what you are sharing
- If you feel unsafe, politely end the interview
- Your safety, mental health and wellbeing is important—call a team member if you need to discuss a challenging research session
- (If face to face) bring water and snacks as sessions can be long!
- Carefully plan how you will explore sensitive topics and what you will do if a participant or one of your team experiences distress

SENSEMAKING
Sorting your data

1/ Raw Data

Raw notes, observations and artefacts collected from research

2/ Sorted

Raw data has been roughly sorted into high level groupings representing key behaviours. We can see which behaviours are most common.

3/ Arranged

Raw data within each group of key behaviours are refined into meaningful insights towards a particular goal.

4/ Told with a story

We use the most common sets of key behaviours to develop stories that are compelling for teams to use.

Design synthesis is the process of translating research data into actionable knowledge

The goal of this process is to find patterns between different pieces of data – uncovering meaning in the behaviours and attitudes that were observed during the research phase

Source: Spotlight, Belén García

What we are working with

Observation

statement reflecting something you have observed (seen, heard, or noticed), without your interpretation

Insight

meaning you have drawn from an observation or series of observations

Theme

collection of insights that share common elements

The raw data

e.g. “Feeding my family is such a big task, there is 7 of us!”

Interpretation of raw data

e.g. feeding a big family is common challenge and stress

Collation of insights

e.g. many people spoke about common tasks such as grocery shopping as a key financial struggle for their family

How we are working with

Observation

The raw data

Insight

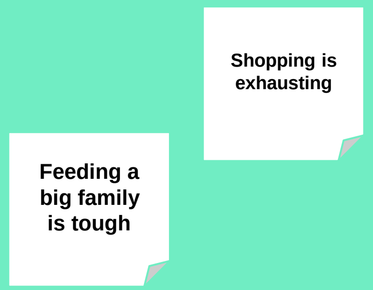
Interpretation of raw data

Theme

Collation of insights

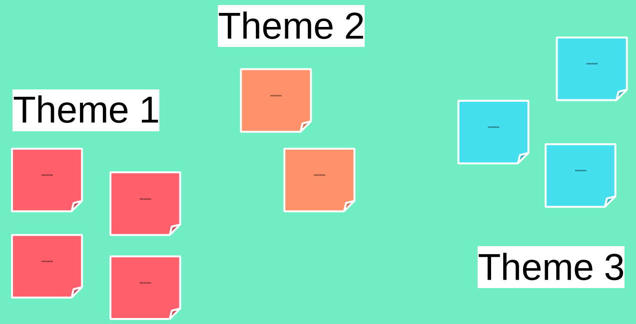
Notes/Audio recording

The raw responses from your interview



Sticky note insights

Collection of standout responses with interpretation



Affinity Map

Collation of insights in focused clusters

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Affinity Mapping

Discuss the emerging themes and patterns as you go…

Which ones seemed to affect people most or stand out as most important to them? Why?

What were the main attitudes and behaviours underpinning these different insights/patterns

What bias could we be bringing into this process as we go through?

Once you have your groups, try to start creating insight statements – a sentence that summarises the key insight for that group/theme.

Step 1:
If you haven't already, gather your key insights/themes writing one per sticky note, using one colour only

Step 2:
Spread out all your sticky notes and group the relevant/similar ones, moving groupings into a hierarchy of importance

Step 3:
Use a different coloured sticky note to start labelling sub-categories and main groups of themes

Identifying emerging patterns

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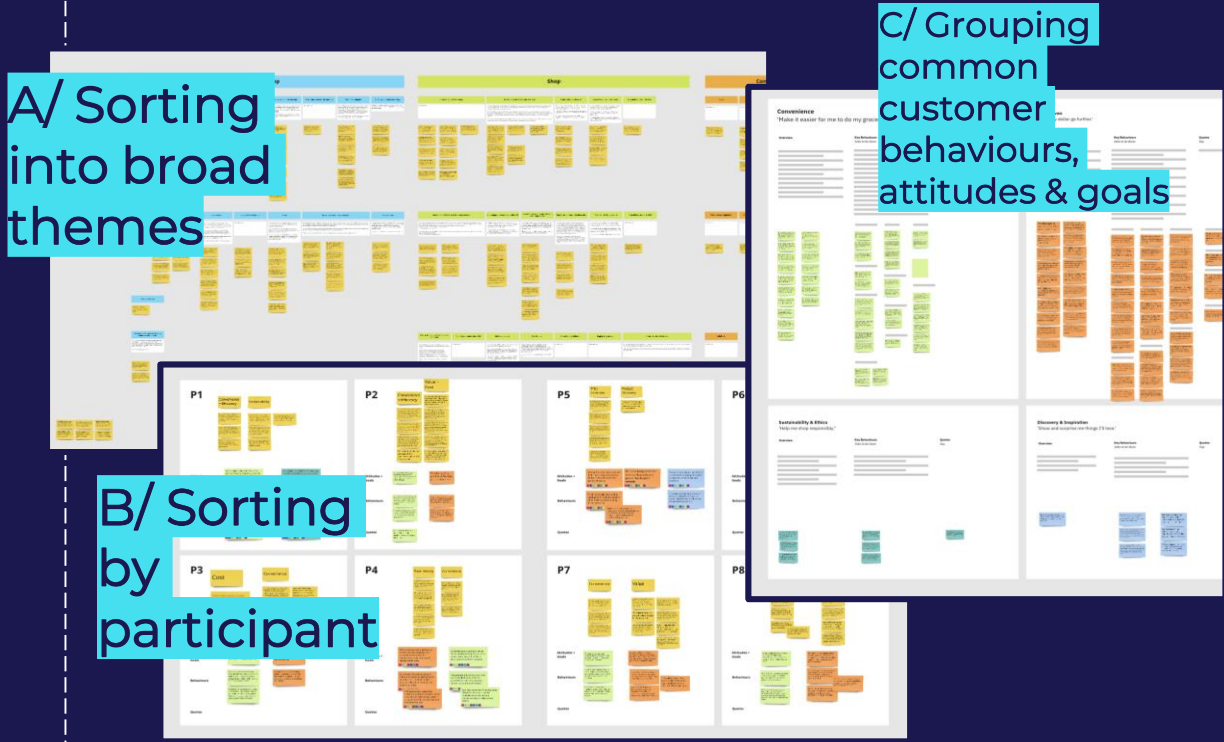
Step 1:
Each team member will individually look through the notes for one research participant. Make sure each team member is focussed on a different research participant.

Step 2:
Individually, pull out the key goals, behaviours and attitudes for your participant.

Step 3:
Each person will share what they have found with their team. As a team, group these to identify any patterns in goals, behaviours and attitudes.



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