**CONDUCTING DESIGN RESEARCH INTERVIEW**

**Interview of a colleague**

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| * Confirm or revise your Design Challenge.   After going through the initial discussion and various phases of design thinking model I want to apply the ideas of design thinking in the area of human services. Human services aim towards the target of addressing human needs through an interdisciplinary information, remediation of issues, and to enhancing the life of a person.  •    Due to illiteracy, people can’t sustain in this fast-growing society.  •    Due to malnutrition, people can’t get a single meal for a whole day. |
| * Refine and select one “How might we…?” question from the three you already have identified. * **How might we ensure free and prosper education for all?** * How might we ensure good quality food is available to all? * How might we ensure each and every person get free medical support? |
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| * Capture new insights to inform your prototype.   Each and every stage of testing should provide new insights of understanding and help to redefine the various problems that the users might face. After conducting an interview of colleague:   * I was able to generate feedback related to the prototype. * I was able to gain a deeper understanding of the user.   It provide insights that change the way I Define my problem statement and finally, it lead to an iteration of a new Prototype. INTERVIEW QUESTIONS:  * When you consider the Design Challenge I am tackling, do these “How might we…?” questions align with it?   The initial definition what you define for your design challenge is quite good it tickles me to read all the phrases you have considered. The field you chose is Human Service. As said by Mahatma Gandhi “The best way to find yourself is to lose yourself in the service of others”. But due to certain reason, the quality of life is declining. The questions you raised are appropriately associated with your design challenge. We should ensure that each and every person have basic knowledge and should get a proper meal for good growth of the body.   * Is there anything you would add, remove, or change?   The point you have included in the challenges directly deals with the human assets. I just want to add that we should provide a proper functioning model for the problem so that at every stage we ensure that no malfunction of the work takes place.   * Can you think of any other “How might we…?” questions I should consider?   As a thought, you should consider that How we ensure that people are provided with proper sanitization facilities?   * Which of the three questions do you think is the most interesting/important and why?   Out of the three question you provided I think the most important one is how we ensure free and prosper education for all because education is the process by which human develops its overall understanding. Education should be the right of each and every people in the country. Without the source of knowledge, we can’t move forward in the life and can’t able to sustain in the world.   * Is there anything else you’d like to add?   Overall the problem you have considered is beneficial for all the human beings and it should be properly implemented. |

**Ideal Research Plan**

**Design Challenge:** Providing free and prosper education to all.

**Primary Research**

| **Types of PRIMARY research:** | **I would do this:** | **In order to learn more about:** |
| --- | --- | --- |
| **Interview** | Talk to my colleague about they view for right of education. | Their commitment to this topic. |
| **Focus group** | Invite fellow students to participate in a discussion of right of education. Create a google form consist of various question related to my design problem and its solution. | Similar interests and creating a team to tackle the problem. |
| **Survey or questionnaire** | Visit nearby area and conduct a survey that how many people have basic education. | Current knowledge about status of the people literacy rate. |
| **Observation** | Visit in nearby government school and seek their education pattern. | To ensure the quality of education they were getting. |
| **Field test or experiment** | Spend one day in the school, and keep a journal of my reactions | To cooperate with the teachers and students. |

**Secondary Research**

| **Types of SECONDARY research:** | **I would do this:** | **In order to learn more about:** |
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| **Reports, books, and studies** published by universities, organizations, government agencies, market research firms, and trade associations | Visit my university and local libraries (online or in-person) | Statistics of literacy rate, providers, and organizations focusing on right of education. |
| **Articles, blogs and videos** published by newspapers, magazines, and industry experts | Check my local newspapers and various NGO’s newsletters. | What is being done in my local area and my geographic areas of interest; find out how these areas compare or contrast with other locations around the world. |
| **Websites** of companies, organizations, competitors, and trade associations | Do a web search for various schemes run by different organization in order to provide free education. | Identify past, current, and future projects and initiatives – scope, successes, failures. |

Interview of: Pranjal Mittal

Conducted By: Shashank Agrawal