



## Make Sense of What You Know

- **Capture Insights**

- Succinct expressions of findings - validations and new discoveries.
- Meant to inspire design solution direction

- **Find Themes**

- Similar statements or observations from multiple people and resources are clustered into Themes

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## Review Research Findings for Themes & Insights

- Assemble a team of designers, engineers, biz leads, SMEs - diverse expertise and levels of involvement (user, builder, payor, ....)
- List everyone you spoke to/interviewed
- Share stories about each interview with team (**Insights**)
- Everyone takes CLEAR notes to share for clustering and finding similarities
- Share notes grouped by interviewee (quotes, pictures) on whiteboard or wall
- Cluster by similarities > *Affinity Clustering* (**Themes**)
- **Identify gaps in research**

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- Most “experts” talk about Themes and then Insights. My groups tend to find Insights in the small details that are then grouped together in themes
- I like looking at the small details and then clumping together in themes - versus searching for details to match themes.
- Exception examples:
  - Trying to expand an existing company or a business in trouble - remember to have a theme on “people willing to paying for?”
  - Business in trouble - remember to have a theme on “people willing to paying for?”

# Insights

## STEP ONE Background

- One person relates their interview findings. One interview at a time.

## STEP TWO Insights

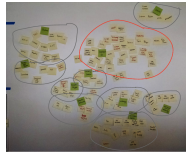
- Everyone takes CLEAR but short, notes to share (on stickies):
  - Interview environment
  - Personal Details
  - How the challenge is manifested with them
  - How they solve (or don't) solve the challenge now
  - Frustrations & Obstacles
  - Motivations (Why does this topic/product matter to them?)

## STEP THREE Repeat

- Repeat steps one and two until everyone has given their

## STEP FOUR Themes

- Share notes on whiteboard, discuss, and cluster by similarities (*Affinity Clustering*)



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# Insight Statements

**Theme:** Unwilling to admit inexperience

**Insights:**

1. Wants to promote image she is an outdoorsy girl (and maybe sincerely wants to be) but really has little experience.
2. Family not helpful.
3. Likes to use video training that you go along with to learn but no wifi in most hiking locations.

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## Insight Statements

**Theme:** Public Documenting

**Insights:**

1. Documents everything with photos and tweets.
2. Peer “votes” and compliments a major driver for Goldi to try something new and to keep excelling.
3. Filters

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Samples for print/posters to share with clients/management/team.

Didn't bother with insecure as a trait - most teenagers are insecure so that is a factor for this persona but didn't think worth documenting

**What can your company change about this person?** NOTHING! With people whether they will use your product or not is the only thing that changes. You can change your product not them. You can interest them in something new, but people are people.

Properly framed design challenges drive toward **ultimate impact**, allow for a **variety of solutions**, and take into account **constraints and context**.

## Framing the Challenge

Write down the challenge you are trying to solve. It should be short and easy to remember, a single sentence that conveys what you want to do. *e.g. Make people less stressed.*

Now try phrasing this as a design question. This can set you and your team up to be solution oriented and to generate loads of ideas along the way. *e.g. How might we reduce stress?*

State the ultimate impact you're trying to have. *e.g. eliminate all unnecessary stress.*

What are some possible solutions to your challenges? If you can come up with 3–5 possible solutions in just a few minutes, you're likely on the right track. But remember to think broadly, and allow for surprising outcomes. *e.g. urban garden, flexible hours and tele-commuting, mediaation apps*

Write down some of the context and constraints that you're facing. They could be geographical, technological, time-based, or have to do with the population you're trying to reach. *e.g. stress in cities, commuting = stress.*

Tweak and rewrite your challenge statement. It may seem repetitive, but the right question is key to arriving at a good solution. *e.g. How might we create an environment to reduce stress amongst urban workers?*

Assess your statement against these 3 criteria: ultimate impact:, allows for a variety of solutions, and sufficiently takes into account constraints and context.

Generally allow around 90 minutes to complete exercise.

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### REQUIREMENTS FOR COMPANY WEBSITE II:

- They looked at your code and it won't mesh with theirs so you have to rebuild it.
- You're assigned to another team...
- You all need to apply their [style guidelines](#) to your current site.
- Use the persona and company name assigned to your team
- User Interviews
  - Use Website I to collect feedback and to validate assumptions made in Company Website I about personas interest in product and understanding
  - Be prepared to present what you learned and what changes you made as a result of the insights from your research (remember insights and themes?)
- Update Challenge statement
- Update primary user & customer personas (max 2)
- Sketch screens (pencil/pen)
- HTML Semantic
- Markdown: Create READMEs for exercises and group projects
- Design & Code Pages:
  - Home
  - Product (catalog)
  - Product (one item detail)
  - About Us
  - Contact Us
  - Shopping Cart. *This purchase is being shipped to any country OTHER than USA. Shopping cart page will show one item in the cart and a shipping info form. Don't have to deal with the full purchase for this exercise (i.e., don't worry about credit cards, billing, etc. if you don't have time).*
- Lessons Learned about Dev & Design

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Open IDEO Style Guide: [https://issuu.com/aanhalt/docs/oi\\_brand\\_guidelines\\_su15](https://issuu.com/aanhalt/docs/oi_brand_guidelines_su15)