

Design Thinking Phase 2: Observe

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Learning Objectives.



By the end of this module, you will:

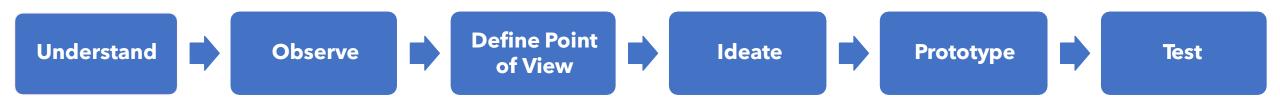
- 1. Be familiar with the objectives of the "Observe" design phase
- 2. Understand how interviews are planned, conducted and documented as part of the design thinking process
- 3. Be familiar with some additional methods used in this phase
- 4. Have practiced conducting interviews and using some additional methods related to Observation



Phase 2: Observe.



Develop an empathetic understanding of people's thoughts, feelings, needs and behaviours





Mindsets for the Observe phase

- Beginner's mindset
- Notice everything
- Build empathy
- Immerse in daily life
- Listen openly
- Look for problems and needs



Brainstorm

What are some approaches we could take to **Observe**?



Methods for the Observe phase

- Interviews
- Shadowing
- Fly on the Wall observation
- Unobtrusive measures
- Image sorting/picture cards
- Triading
- The Love Letter and the Breakup Letter
- Methods for documenting findings
 - AEIOU
 - POEMS
 - 5 human factors



Interviews

Open-ended interview, often a one-on-one conversation Typically conducted in the actual location/context being studied

Process:

- 1. Prepare an interview guide ahead of time
- 2. Make interviewees comfortable and build trust
- 3. Assign roles among team members: interviewer, note-taker, photographer (always ask permission before taking photos)
- 4. Write down statements in their exact words



Interview tips

- Ask neutral, open-ended questions (avoid yes/no questions)
- Ask follow-up questions to dig deeper. This can include follow-up about unspoken information (such as nonverbal expressions). Try asking "Why?" 5 times
- Ask interviewees to recount specific stories (this is also called Directed Storytelling).
 For example, "Can you tell me about a time recently that you..."
- Look for inconsistencies
- At the end of the interview, summarise key points and invite the interviewee to confirm, clarify or add more detail



Activity: Practicing interviews

Within your project teams, practice conducting interviews related to your challenge topic Preparation (5 minutes)

• Each team member should spend 5 minutes writing a list of interview questions

Interview (10 minutes)

- Within your group, select one interviewer and one interviewee to start. Interviews should take up to 10 minutes
- For each interview, assign someone to take notes and someone to capture photo and/or video footage (ask permission first!)

Debrief (5-10 minutes)

- After the interview has concluded, take 5-10 minutes to debrief as a team. Discuss the following information:
 - What are 1-2 things that the interviewer did well?
 - What is something to do differently next time?
- Repeat the exercise, selecting different team members to interview, be interviewed, take notes, and capture documentation



Considerations - recruiting interviewees

- Stakeholder mapping
- Think about extremes and mainstreams
- Consider involving lead users
- Think about social dynamics for example, will a woman feel comfortable discussing this topic with a man?
- Also consider languages spoken
- Can start with group interviews and identify members of the group for further one-onone interviews



Stakeholder mapping

- Stakeholders are people who are influenced by a design project or might have influence related to the challenge topic. For example:
 - Target customers
 - People who relate with target customers (parents, community members, etc)
 - Existing people involved in providing a service
 - Potential people involved in providing a service
 - Etc.
- To map stakeholders:
 - Create a broad list of stakeholders
 - Visually represent on a page, drawing out connections between them



Shadowing

- Follow people going through their daily life or work
- Document, through notes, pictures, etc.
- Discuss with the "subject" and obtain permission ahead of time



"Fly on the wall" observation

- Observe without interacting
- Look at the situation from several vantage points



Unobtrusive measures

Make observations about human behaviour without interacting with people

Can be based on:

- Physical traces things such as pathways worn in the grass or places where litter is thrown
- Archives newspaper articles, receipts, sales records, etc.
- Datasets that reflect behaviours (eg, calling patterns, media watched/listened to, etc.)
- Evidence of workarounds such as a paper sign taped to a machine to help users understand a poor interface



Image sorting/picture cards

- Provide a set of cards with pictures to interviewees
- The cards can be used a variety of ways interviewers can ask respondents to sort/group the cards, and/or pull out specific cards and ask respondents to talk about the topic depicted
- Cards can depict current and future product/service experiences
- Combine concrete ideas with abstract ones



Triading

- Researcher or participant selects 6-10 related brands, products or services from a particular domain
- Ask the participant to select three examples (a triad)
- Ask the participant to explain how two of the three examples differs from the third
- Repeat a few times, asking the participant to pick additional triads and again explain how two examples differ from the third



The love letter and the breakup letter



- Used to understand how people feel about a product or service
- Ask respondents to write (or dictate) a "love letter" to a product/service they love
- Or ask them to write or dictate a "breakup letter" to a product or service that they no longer use



Approaches for documenting findings

AEIOU

Activity - What is happening? What are people doing?

Environment - What is the nature and function of the space?

Interaction - How do systems interact with one another? How do users interact with one another?

Objects - what objects/devices are used?

User - Who are users? What role do they play? How are they influenced?

What? How? Why?

What are people doing?

How are they doing it?

Why are they doing it?

POEMS

People

Objects

Environments

Messages

Services

5 Human Factors

Physical

Cognitive

Social

Cultural

Emotional



Key Learning Points

- During the Observe phase, we work to develop an empathetic understanding of people's thoughts, feelings, needs and behaviours
- We can be most effective if we adopt a mindset that is focused on listening, building empathy, questioning and being keen observers
- There are several different methods that we can use in this phase, including interviews, fly-onthe- wall observations, or structured activities like triading and using picture cards
- Documentation is very important in order to organise the information we capture and use it to communicate
- We can use frameworks like AEIOU, POEMS and Five Human Factors to observe and document a range of activities





You have the floor...



THANK YOU!