

## Introduction.

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### A0.1 Learning Activity.

#### Objective.

**Realize the context of use case, as one interview of countryside , and finally consolidate the requirement information, using the phase stage empathize proposal by design thinking.**

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### Interview

Interview protocol for the client.

- Tijuana, Baja California . March 10, 2021. Participant # 1.

Participant demographic data.

Age: 40 years

Gender: Male

Place of residence: Tijuana

Occupation: Professor at the Instituto Tecnológico de Tijuana university.

## II.Introduction

Hello good afternoon, we are a work team called Disae and we would like to ask you some questions about what your company would like for an online platform of courses and certifications, in order to gather the necessary characteristics to develop it correctly, meeting expectations of customers,the interview will last approximately 20 minutes.

## III. Questions section.

### Beginning

1. For which people would you like this platform to be directed?

*Students or workers from technical levels to engineering and postgraduate courses.*

2. What purpose would you like us to fulfill when creating the course and certification platform?

*Obtain a certificate or proof of accreditation that can show and to show off to others.*

3. What are the special features you would like the platform to have?

*Download the pdf files, Possibility of adding an alias or a nickname*

4. Do you have any specific requirements? Justify your response.

*You must connect to the user records, to obtain the data you already have. Upgrades, downloads and user updates. Through requests it will be considered whether or not it is accepted.*

## Interface

5. What aspects do you do to make a platform attractive? Mention some (e.g. elegant, colorful , etc.)

*Muted colors, with a minimalist approach.*

6. What aspects or information would you like to highlight in the interface?

*The courses that are most requested and the next or next revisions.*

7. What information would you like to be visible to users and what information to be visible to administrators?

*Administrators will have a database and users can only view the data desired by administrators.*

8. Would you like the course through videos and at the end an exam or all theorists?

*Short videos and documents, mainly the power point presentations*

9. Based on the way you imagine your platform, have you had experience with a similar one?

*Yes, ASM Educational Center*

## Functionality

10. What data do you think is needed to register a user?

- *Name and surname.*
- *Date of Birth.*
- *Email.*
- *Phone.*
- *Employee ID (active in the company).*

11. Will you register new users?

*The system must connect to an existing company database to avoid re-entering the large amount of data we have internally.*

12. Do you believe that it is necessary to have a deadline to register for a course or should it be open to register anytime for those who are interested?

*If, on the basis that the courses will progress, it is necessary to set deadlines before they can enter.*

13. How do you envision the participants being evaluated in the courses?

*Through exams.*

14. Do you think it's necessary to show progress of the course though percentage? Why?

*Yes, so that the user can validate the progress they have*

## Suggestions

15. Do you have any suggestions or comments that would help meet the platform's goal?

*That there are no limits on the platform to publish, so that it generates more knowledge. And that you can make comments to the publications of other users as a thank you that this information helped you.*

Thank you very much for answering these brief questions, your answers will help us a lot in the development stage, we continue in communication, in the same way if you need something we are here to serve you.

## Design thinking

### Empathy Phase

The first phase of a Design Thinking process is empathizing. As we have mentioned, this innovation tool is user-centric. And it is used to offer solutions to people's specific wants or needs. When designing for others, the first step will be to put ourselves in their shoes, to understand what is truly relevant to them. The more capable we are of putting ourselves in their place, the more facilities we will have to understand them and identify what can genuinely add value to them.

#### What, how, why?

Method that helps to deepen the observation to more abstract emotions and other motivations that happen in a certain situation.

- **What:** What are they doing there?
- **How:** How are they doing it?
- **Why:** we will try to guess why they are doing it that way.

#### Applying it to the case study "Courses and certifications"

##### What?

- They are taking courses.

##### How?

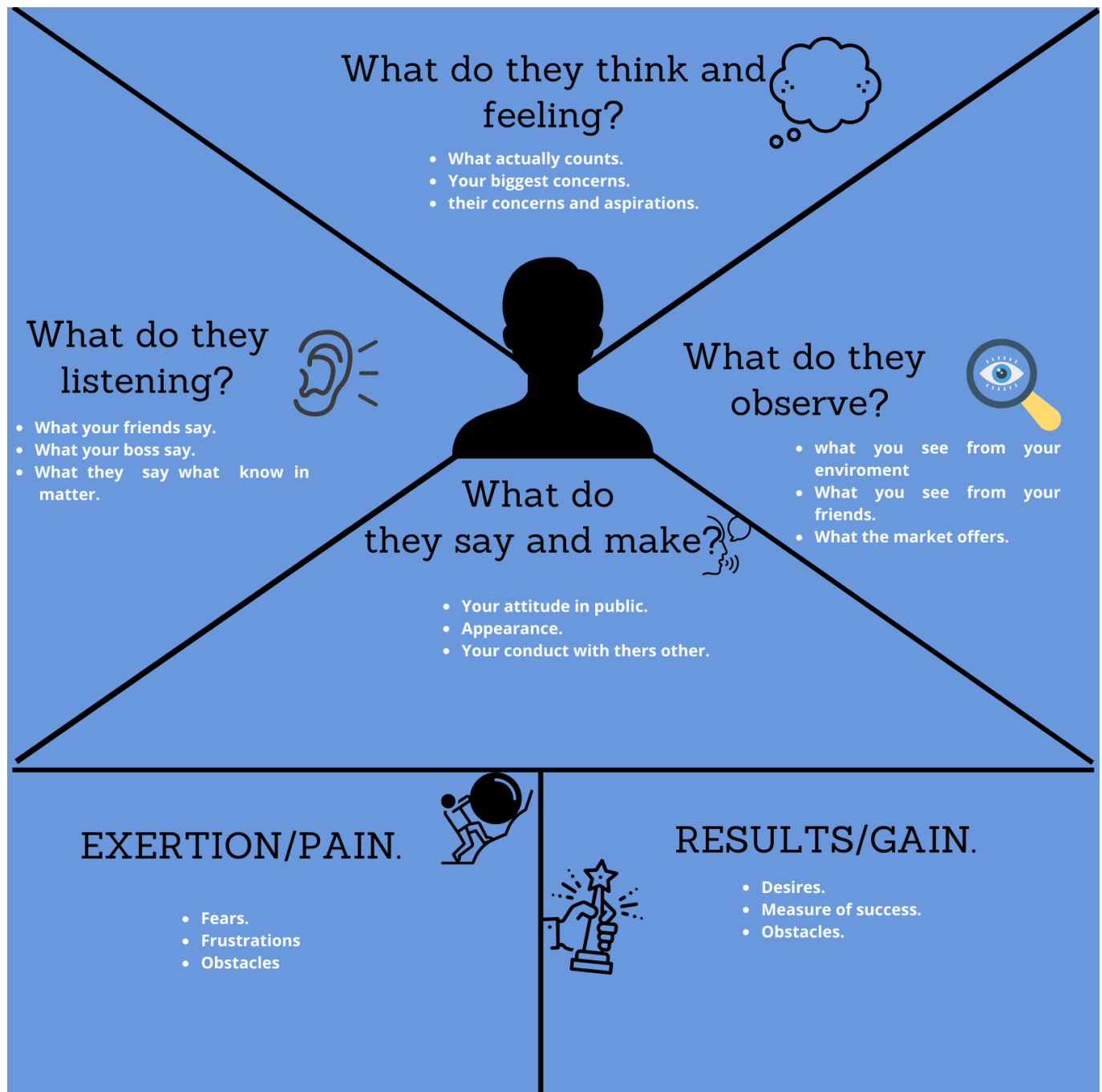
- Through an electronic platform.


##### Why?

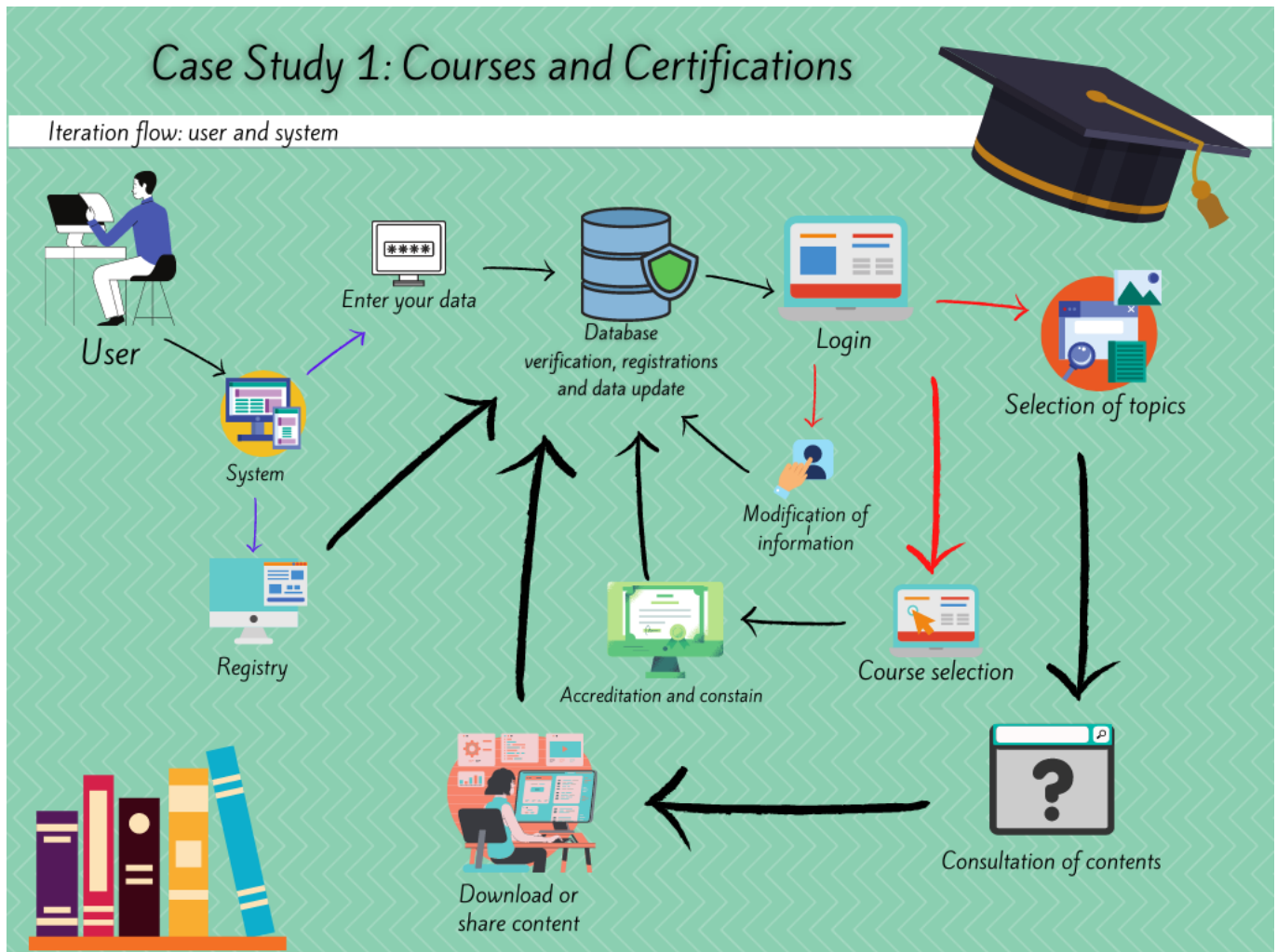
- Learning and curricular value.

### Cognitive immersion.

It is one of the most powerful techniques that you can use in a Design Thinking process, being useful at the beginning, which is situated within the process of the first empathy phase, which will help us understand the processes of services and products in a more complete way. In order to achieve the same experience that a user lives in a specific situation, being able to connect with the needs and desires that are most relevant to them.



 **Business model of the system to be developed.**



Integrants	Conclusion
Acosta Noriega Saul Eduardo	In order to carry out the research we relied on the case study, as well as it was a great challenge to know which tools to use since each one said different tools but in the end we were able to decide on some in order to carry out this project. Some of the problems we had was when asking the questions since we elaborated them badly but with the feedback they gave us, it was possible to carry out and we were able to answer them.
Garza Aguilar Sergio Alberto	Design thinking is made up of several stages in the development of this case study, we will be able to explore various phases for the development of the system, in this first stage "Empathize" we were able to collect data by means of an interview simulating field work. It allowed us to experience what the collection of information from a client is like, this activity in a certain way begins to conform to the client's needs with the case study model proposed by us and we begin to adapt both to move forward.
Hernández Fernández Diana	It was an experience that left me a great learning to how we were developing what we were asked to do in this way we managed to get to know and examine each of the tools both those that were presented to us and those that we are looking for on our part to apply them according to our use case "Courses and Certifications". The problem that there was when performing the activity was almost at the end when choosing the tool that each one considered correct since we thought very differently until we finally reached an agreement.

Integrants	Conclusion
Zazueta Lopez Diana	<p>Our case study, courses and certifications, was the basis to develop everything that is in this activity since we had to analyze its characteristics in a very detailed way to prepare the interview and not miss any details to be able to get From then on the requirements or functions of the system, it was a challenge for the team since we did not understand some parts of the case study but it was possible to understand by talking and giving our points of view. And when we got to the part of the tools of empathizing as a team, we looked for and read several until we reached the point of choosing the one that best applies to courses and certifications. I got a good experience as I came across very good tools that I didn't know existed.</p>



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