

User-Centered Design – In-Class Activity

Redesigning the Morning Experience

Before brainstorming any concept, it's essential to gain an understanding of your user or users and pinpoint the challenges, preferences they face and the behaviours they take. In this activity, you will engage in a user-focused interview to identify morning routine challenges and develop creative app concepts to address them.

Step 1:

Form groups of three or four individuals. Designate at least two (or three) students as interviewers and one as the interviewee.

Step 2:

Interviewers should request the interviewee to describe their typical morning routine out loud. (Note: If their evening routine poses more challenges, they can switch to discussing that.)

The objective of this interview is to enhance the interviewee's morning routine in some way. **Pay attention to moments of frustration or inefficiency.** This could involve difficulties getting out of bed, problems fitting in a healthy breakfast, or simply feeling irritable, etc.

Interviewers should take detailed notes. After the interviewee finishes describing their morning routine, ask follow-up questions to gain further clarity. For instance, if they wake up feeling generally irritable, they attempt to identify any factors contributing to this mood, such as their diet, sleep patterns, school-related stress, excessive smartphone usage, etc.

During the interview, avoid attempting to solve the interviewee's problems. Instead, focus on gaining a deeper understanding of their morning routine.

Step 3:

Following the interview, interviewers should separate from the interviewee and collaborate to generate ideas for an app that can alleviate a specific morning pain point. Feel free to brainstorm imaginative concepts as long as they address the user's needs.

Concentrate on resolving one source of frustration in each concept. Your app should target a single, precise morning issue experienced by the identified user (the interviewee). Generate as

many ideas as possible, select the most promising one, and complete an elevator pitch template to succinctly convey the idea. Do not share your idea with the interviewee at this stage.

Part Two: Elevator Pitch

Instructions: An Elevator Pitch is a concise statement of your concept, brief enough to communicate it during a single elevator ride. Once you've identified your strongest idea, fill in the provided template to craft your pitch. Do not disclose your idea to your interviewee just yet.

For [user's name] who experiences [their pain point], [app name] offers [benefit/solution].
Unlike [alternatives], [differentiators].

Examples of Completed Forms

Example 1:

For [Phil Miller] who struggles with [getting up for school early each day], [The Snooze Destroyer app] [syncs his morning phone alarm with a friend's phone alarm to discourage snoozing]. Unlike [annoying loud alarm clocks], it [leverages friendship and peer pressure].

Example 2:

For [Susannah] who needs [a hot morning shower to wake up, despite her siblings hogging the bathroom], [The Shower Genie app] [connects wirelessly to the hot water heater, temporarily shutting off hot water after 8 minutes to ensure all three siblings get a hot shower]. Unlike [an alarm or a frustrated parent], it [utilizes the refreshing jolt of cold water].