Making Sense Methods

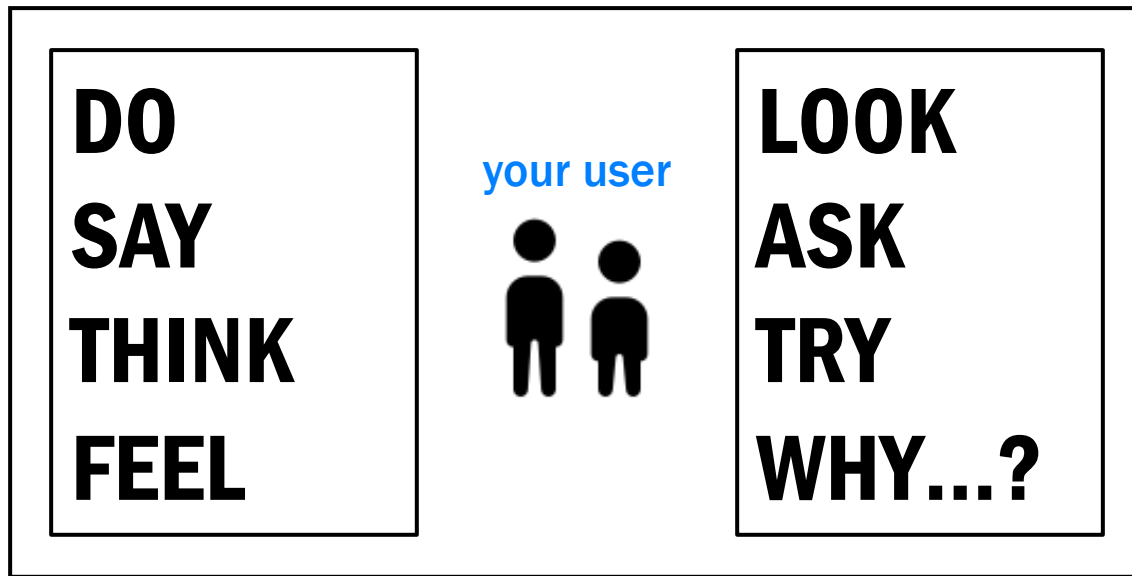## Who are the people we're talking to?

2019-10-24

Did you engage?

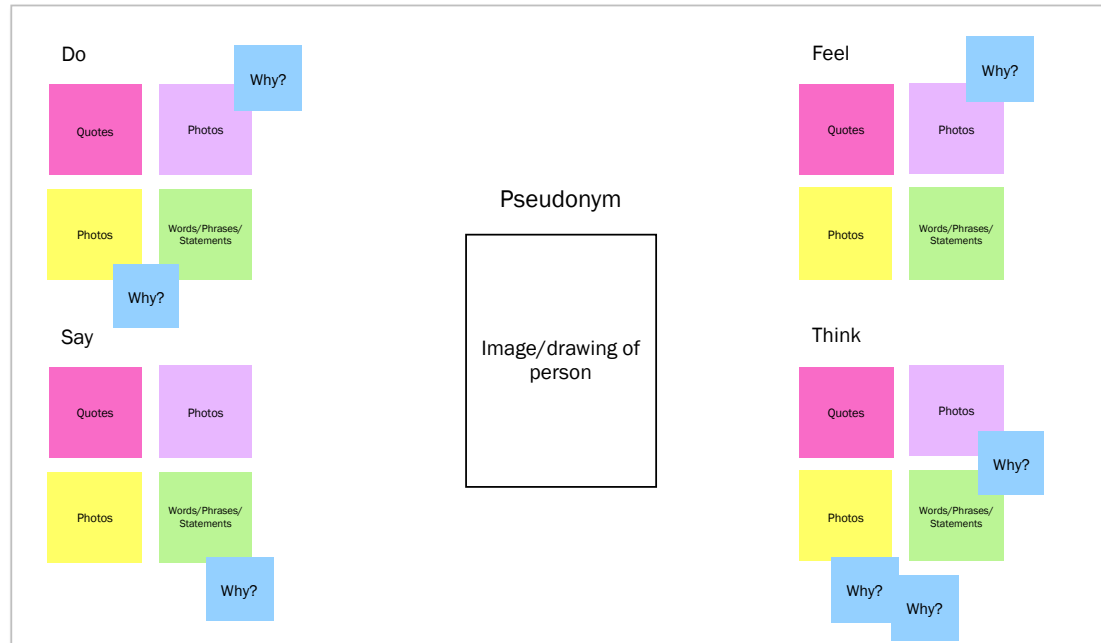(information you seek)   (ways to engage)

DO   your user   **LOOK**

SAY   **ASK**

THINK   **TRY**

FEEL   **WHY...?**

Linder, Benjamin. Making Sense Methods. Feb 2019. https://canvas.instructure.com/courses/1518820/files/74350521. Powerpoint Presentation.

Did you capture?

- People Portraits

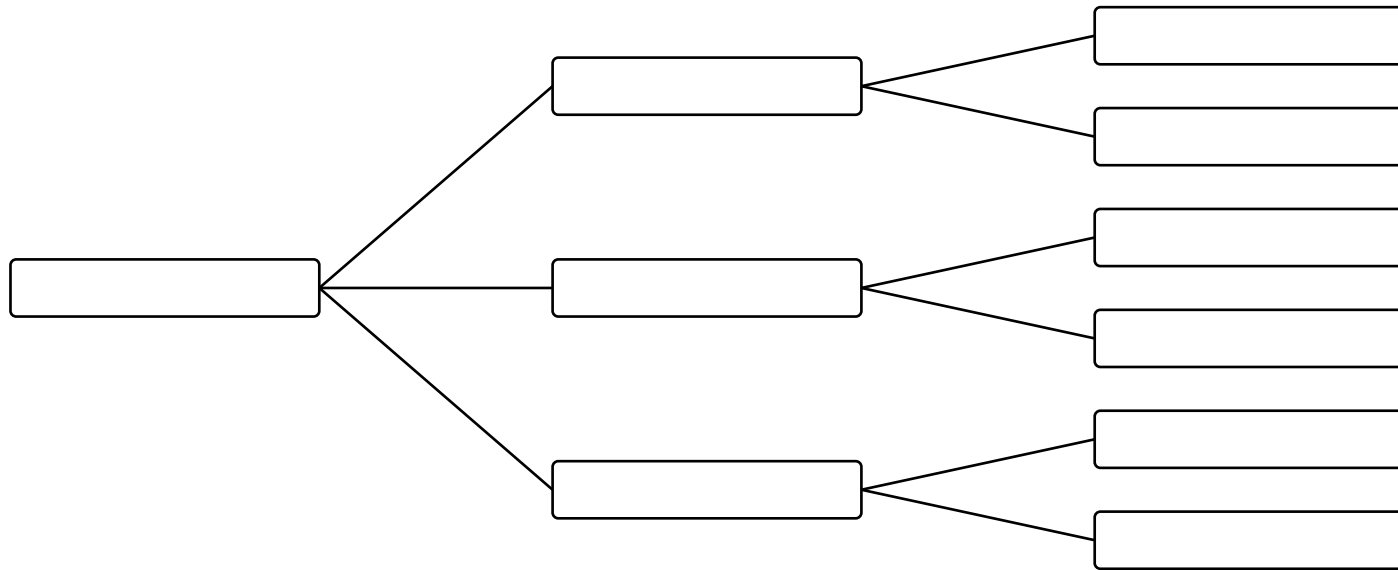Linder, Benjamin. Making Sense Methods. Feb 2019. https://canvas.instructure.com/courses/1518820/files/74350521. Powerpoint Presentation.

Now what?

Make Sense

A way to see all you've learned with refreshing clarity, and bring your own unique interpretation.

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Today

Personas & Frameworks
(Word-Mood Cards/Themes,
Experience Journeys,
Experience Maps)

Insights
(into problem areas)

Opportunities
(using HMW statements)

Ways to Show the Persona-Dependent

Personas

Purpose?

- Audience prioritization
- Product Requirements prioritization

Phenomenon of Overchoice

- (Miaskiewicz and Kozar, 2011)
  - In many design scenarios, the target consumer audience tends to be all encompassing and designers are commonly asked to design for 'everyone' (Pruitt & Adlin, 2006). Without a clear vision of the users and the specific features that these users desire, designers are able to generate endless design alternatives. Research has shown that individuals are hindered in making effective judgments when they need to consider even a dozen options. One of the reasons is that the conscious consideration of each of the option leads to the focus on a limited number of options without taking into account other relevant information (Dijksterhuis & Nordgren, 2006). Perhaps, this is one of the factors contributing to the unnecessary complexity, poor usability, and consumer frustration with many modern product designs. Designers are not able to focus on a specific design target, and as a result the available design options seem endless. Design for 'everyone' could lead to design for "no one."

Showing the Persona-Dependent

People Portraits

Real People
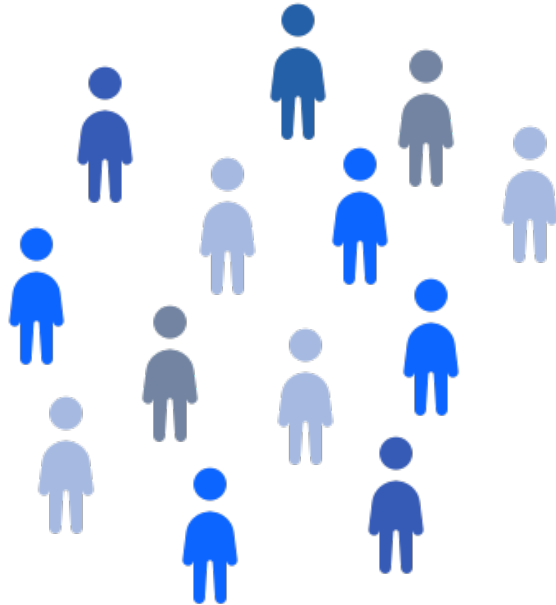
Personas

"Striving Stacy"

"Bored Barb"

Your people are likely a mix of different personas, at different times.

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Showing the Persona-Dependent

Justin

Justin is 29, a hip young professional with a passion for music and games. Always on the cutting edge, he spends a lot of his income on the latest cool acquisitions, form designer furniture to snowboards and audio gear. He buys his tracks online, likes to share music and photos with his friends and is always at the center of his social network.

Alexandra

"For me, it is important that new things work in a familiar way; I don't want to re-learn everything." Alexandra is a 51-year-old estate agent. Her daughters have left home to study and she and her partner live separately. She is highly conscious of her home interior, likes to share stories with her daughters, and enjoys hosting dinners and relaxing in the garden. She can cope with email and her digital camera, but has no inclination nor time for complex technologies.

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Personas

- Additional Resources
  - https://www.cooper.com/journal/2015/06/creating-personas/
  - https://www.cooper.com/journal/2016/07/bringing-together-personas-jobs-to-be-done-and-customer-journey-maps/
  - https://www.cooper.com/journal/2015/04/why-personas-get-a-bad-rap/
  - https://www.cooper.com/journal/2015/05/because-personas/

Ways to
Find themes & insights

Finding Themes & Insights

Affinity Diagramming: **Word-Mood Cards**

About what people DO, SAY, THINK, and especially FEEL—and why?
Connections & Distinctions

Themes, labeled with **Insight Statements**

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Insight Statements

- Ravi Prakash

Insight statements served as our anchor to ensure that our ideas and prototypes moving forward would be grounded in the real needs and findings that were uncovered during our Inspiration phase research. Furthermore, they helped us to articulate some of the key pain points that Eram's target audience was facing each and every day so that we could be sure to solve for them. So for example, when our team was considering what the entry/exit point of the eToilet should look like, we incorporated our insight about the needs of women and built an L-shaped wall for privacy. Now, women have a place to retie their saris after exiting the eToilet and, more importantly, are provided a level of comfort and dignity that they didn't have before. In the course of our design project, insight statements helped us to craft the most impactful opportunities for design when considering what elements of the eToilet's experience needed to be redesigned.

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Insight Statements

- "The first sparks in crafting how to make the [...] experience better" –Ravi Prakash
  - Succinct sentences/hypotheses to point your way forward
  - <u>Not</u> solutions, nor resolved questions
  - Convey a new perspective/possibility
  - Articulate key pain points your users frequently face to make sure they get solved
  - Point to which elements of the experience need to be redesign, then craft "most impactful opportunities for design"

Insight Statements

- Take an identified *theme* and rephrase it as a short statement/proposition/hypothesis (<30 words)

Reliability

Gender Friendliness

Insight Statement

People who live and work near a public toilet play a crucial role in directing users toward/away from it

Insight Statement

...

Insight Statement

...

Insight Statement

Women want a private space in which to enter and exit the toilet

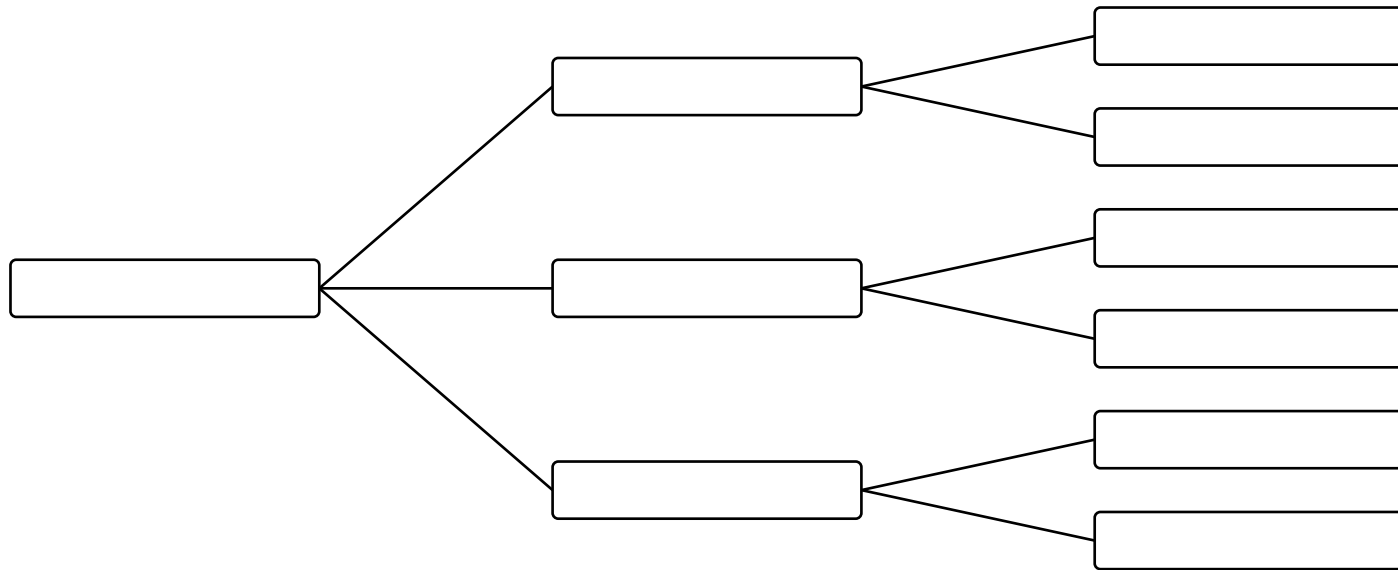**Insight Statement**

...

Insight Statement

...

://www.designkit.org/stories

Themes and Insights

STEPS

1. Define *themes* through identified Word-Mood Card groupings.

2. For each theme, create *insight statements* regarding the problem areas that pose challenges to your user.

Personas & Frameworks
(Word-Mood Cards/Themes,
Experience Journeys,
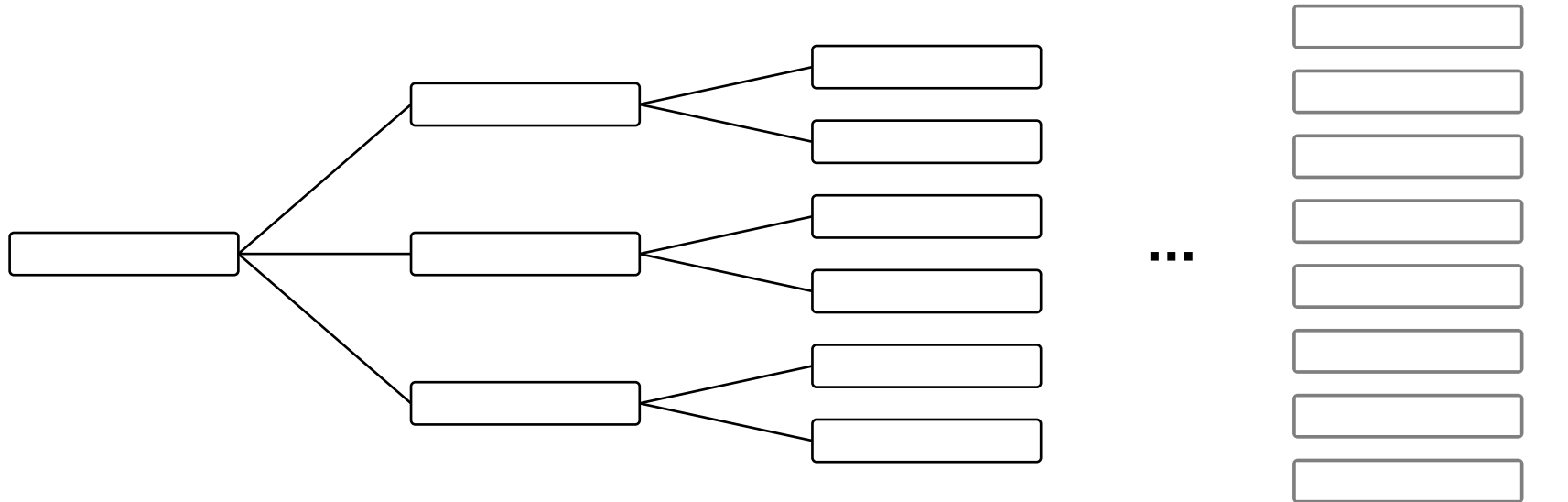Experience Maps)

Insights
(into problem areas)

Opportunities
(using HMW statements)

Ways to Identify
Opportunities

*to address a pain point or improve an experience

Opportunities ≠ Solutions

Frameworks
(Word-Mood Cards/Themes,
Experience Journeys,
Experience Maps)

Insights
into problem areas

Opportunities
to address a pain point/
improve an experience

Ideas/Solutions

How Might We (HMW) Statements

- The HMW format:
    - Reframes insight statements to translate those challenges into opportunities for design.
    - Offers a variety of ways to answer each challenge
    - Does <u>not</u> offer a particular solution (only the frame for generative thinking)

- STEPS
    - Rephrase your insight statements as questions by adding "How might we" at the beginning (if your insights suggest multiple HMW questions that's great).
    - Examine each HMW question to make sure it allows for a variety of answers. If it doesn't, broaden it. Your HMW should generate a number of possible answers and will become a launchpad for generating opportunities and ideas.
    - Examine each HMW question to make sure it isn't too broad. An optimal HMW should be narrow enough to point you to where to start, but allow enough room to explore wild ideas.
    - Try to generate several opportunities in response to each HMW.

How Might We (HMW) Statements

- Example

HMW redesign public toilets in India?

HMW create a doorknob for Indian toilets that's clean, safe, and invites user in?

HMW create a sense of safety in public toilets?

X too broad

X too narrow

just right

Ways to show themes/insights/personas **with visuals**

*especially when things get complicated, I.e. conditional characterizations, a picture is worth 1000 words

Framework

- A way of viewing reality
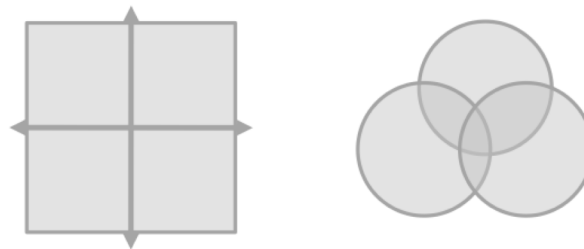- Skeletal support for something being constructed
  - (Marriam-Webster)

Linder, Benjamin. Making Sense Methods. Feb 2019. https://canvas.instructure.com/courses/1518820/files/74350521. Powerpoint Presentation.

Frameworks

- Common frameworks

Experience Journeys Breaking down parts of the experience

Experience Maps Relating different experiences

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Experience Journey Map
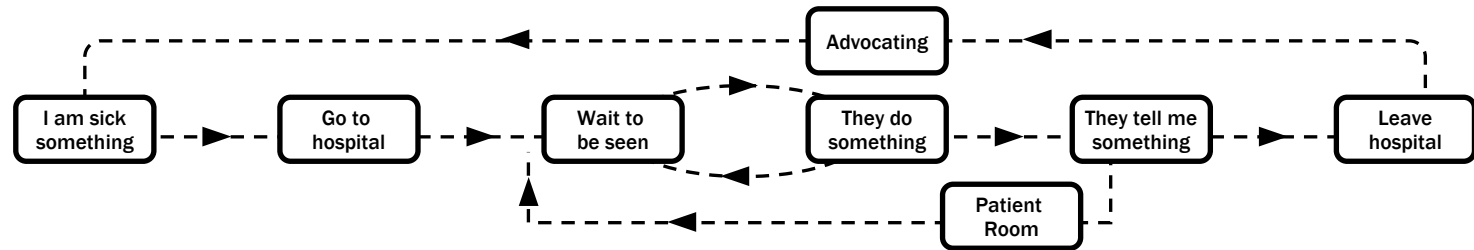
Experience Journey Map

- "A journey map should [capture the big picture](#) of your customer's overall experience—not just the moments with you, but everything leading up to and after they engage with you as well.

Experience Journey Map

Mapping out the moments of a journey to the hospital

image credit: IDEO

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Experience Journey Map

I am sick something → Go to hospital → Wait to be seen → They do something → They tell me something → Leave hospital

Advocating

Patient Room

Patient View

I am sick something
- Should I go to the hospital?
- Which hospital?
- Is there an alternative to the ER?
- What should I bring with me?
- How do I get there?
- Am I sick enough for the hospital?
- What can I expect?

Go to hospital
- Where do I go?
- Who do I talk to?
- Can I go?
- What happens if I leave?
- Is it clean?
- Is it safe?
- What is the best way to enter the system?

Wait to be seen
- What's going to happen?
- Is this serious?
- How long will this take?
- How/when can I talk to my family
- How long will I have to stay here?
- Do I have to be moved?

They do something
- What is that?
- How long will I wait?
- How serious is the problem?
- Where's my stuff?
- Can I afford this?
- When will __ happen?
- How long will this take?
- Is everything according to schedule?

They do something (right col)
- Where is everything?
- What is wrong with me?
- When will __ happen?
- Where is my staff?
- How will they find me?
- What have you found out so far?
- Why are they here?
- Who are they?

They tell me something
- How much is this going to cots?
- Am I better?
- Can I leave?

Leave hospital
- What help do I need to get better?
- Do I need to come back?
- How can I stay healthy?
- What are the prolonged costs?

Hospital View

I am sick something
- Will they choose Depaul?

Go to hospital
- Did they com through the system in the right way?

Wait to be seen
- Who's next?
- Is this serious?
- How long have you been there?
- Who are you?

They do something
- Where will be put them?
- Are there existing health issues I should know about?
- Who's next?
- Who is this (about family)?
- Are they allowed?
- What have they been asked?
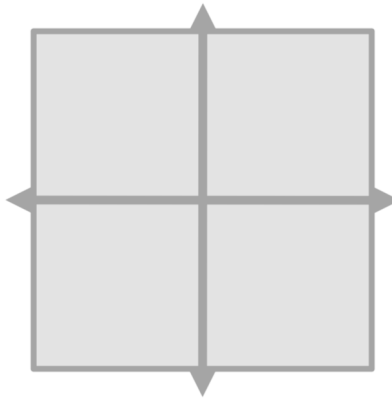
They do something (right col)
- Who is this (about family)?
- Are they allowed?
- Is this serious (call light)?
- Can it wait?
- Where did they go?
- Has the doctor/nurse been here?
- Are there new treatment orders?
- Who's next?

They tell me something
- When will the bed be free?
- How will they get home?

Leave hospital
- Will they be back?

Linder, Benjamin. Making Sense Methods. Feb 2019. https://canvas.instructure.com/courses/1518820/files/74350521. Powerpoint Presentation.
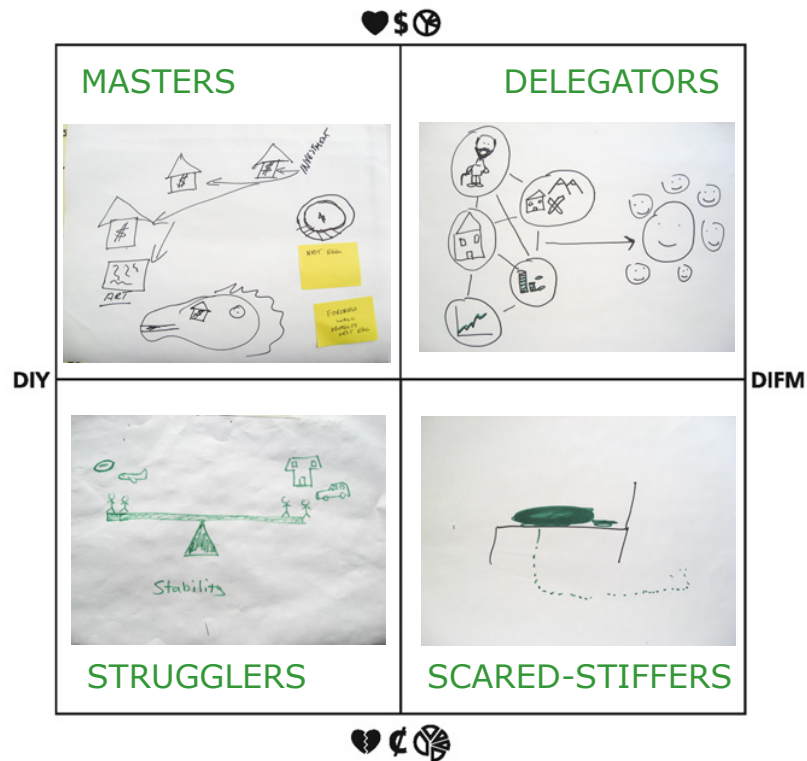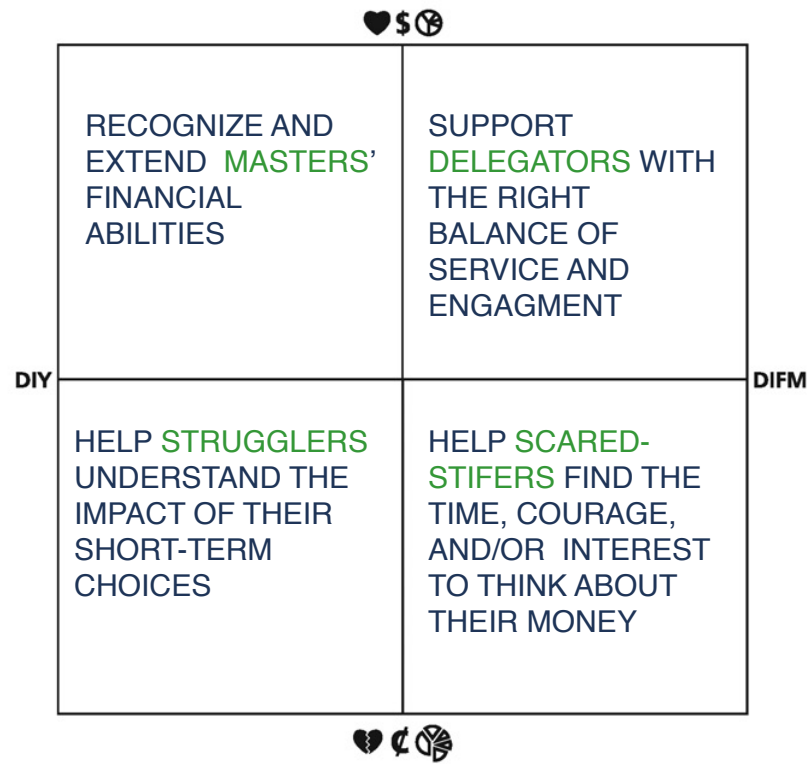
2x2 Experience Map

2x2 Experience Map

Financial Experiences

2x2 Experience Map

Financial Experiences with Opportunity Areas

♥$⊗

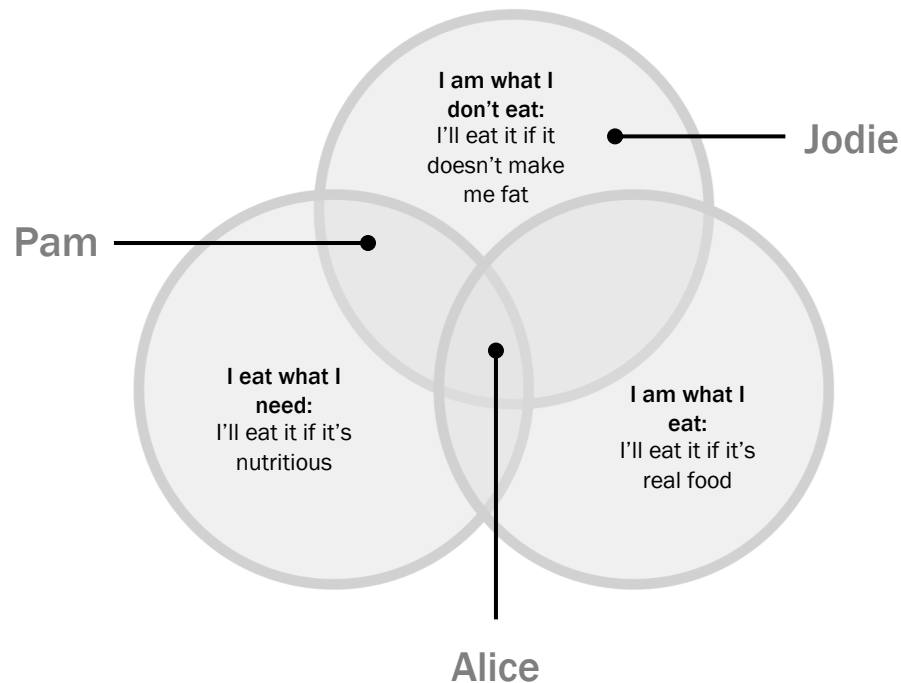|	
RECOGNIZE AND EXTEND MASTERS' FINANCIAL ABILITIES	SUPPORT DELEGATORS WITH THE RIGHT BALANCE OF SERVICE AND ENGAGMENT

DIY ——————————— DIFM

HELP STRUGGLERS UNDERSTAND THE IMPACT OF THEIR SHORT-TERM CHOICES	HELP SCARED-STIFERS FIND THE TIME, COURAGE, AND/OR INTEREST TO THINK ABOUT THEIR MONEY

💔¢⊗

Linder, Benjamin. Making Sense Methods. Feb 2019. https://canvas.instructure.com/courses/1518820/files/74350521. Powerpoint Presentation.

Venn Diagram Experience Map

Venn Diagram Experience Map

Women's food strategies

I am what I don't eat:
I'll eat it if it doesn't make me fat

Jodie

Pam

I eat what I need:
I'll eat it if it's nutritious

I am what I eat:
I'll eat it if it's real food

Alice

Venn Diagram Experience Map

Women's food strategies with opportunity areas
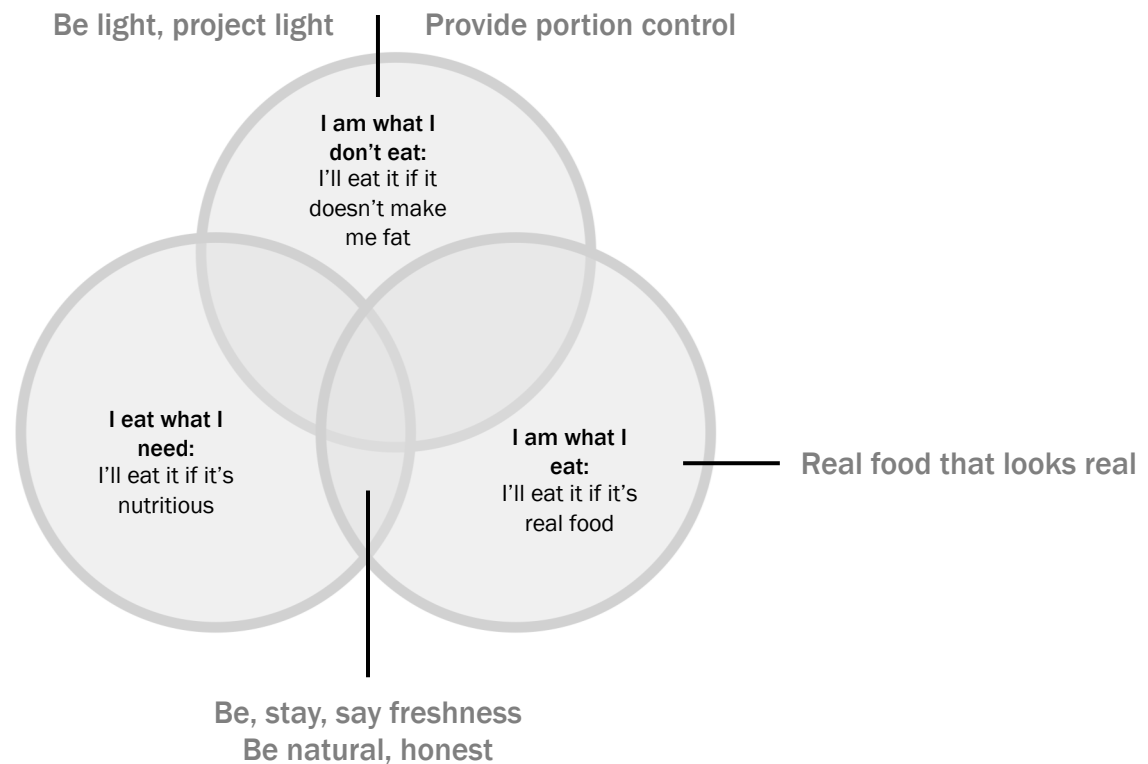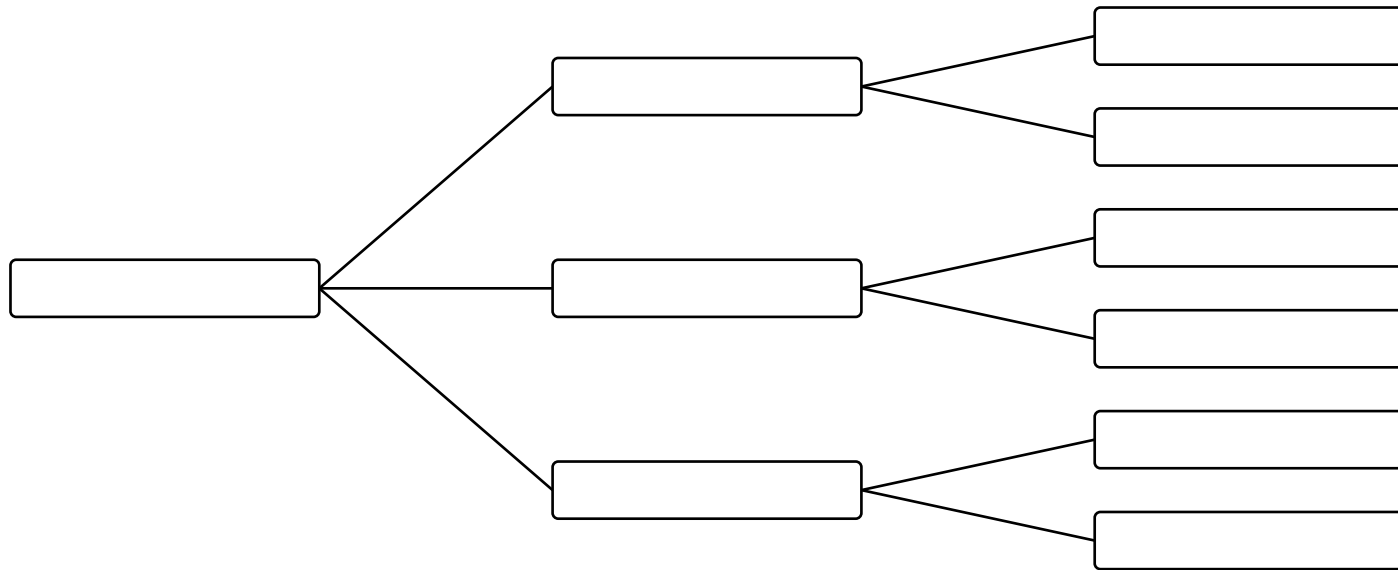
Be light, project light   Provide portion control

I am what I don't eat:
I'll eat it if it doesn't make me fat

I eat what I need:
I'll eat it if it's nutritious

I am what I eat:
I'll eat it if it's real food

Real food that looks real

Be, stay, say freshness
Be natural, honest

Personas & Frameworks
(Word-Mood Cards/Themes
Experience Journeys
Experience Maps)

Insights
(into problem areas)

Opportunities
(using HMW statements)

Experience Journey Map

- A journey map helps you think through the steps your customers—internal or external—have when going through a specific process/experience. We use maps to synthesize what we learn from interviews and observations. (Or, during field research, you can also try asking your end user to map out his or her own journey.)

- INSTRUCTIONS

  1. Choose a process or journey that you want to map.

  2. Write down the steps. Make sure to include even small steps that may seem trivial. The goal is to get you to consider the nuances of the experience that you may normally overlook.

  3. Organize the steps into a map. Usually we display the steps sequentially in a timeline. Your map may include branches to show alternative paths in the customer journey. You could also use a series of pictures or whatever method fits your data.

  4. At each step of the customer journey, map out:
     - User's needs
     - User's feelings in the moment
     - Major events
     - Specific activities
     - Touchpoints that could shape their experience

  5. Look for insights. What patterns emerge? Anything surprising or strange? Question why certain steps occur, the order they occur in, and so forth. Ask yourself how you might innovate each step.

  6. Show the map to people familiar with the journey and ask them what you've overlooked or gotten out of sequence.

Combining Frameworks:
An Example

- Probe your framework

1. Does it tell a powerful story about what's happening now?

2. Does it help shape future stories? for EACH part of your framework, try to come up with

    - Personas
    - Themes or Insight Statements, including connections, distinctions, and tensions
    - Opportunities

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Combining Frameworks: An Example

- Personas

The Doter

Love is #1, and my dog is my baby

The Doc

Religiously reads websites and dog food labels

Super Manny
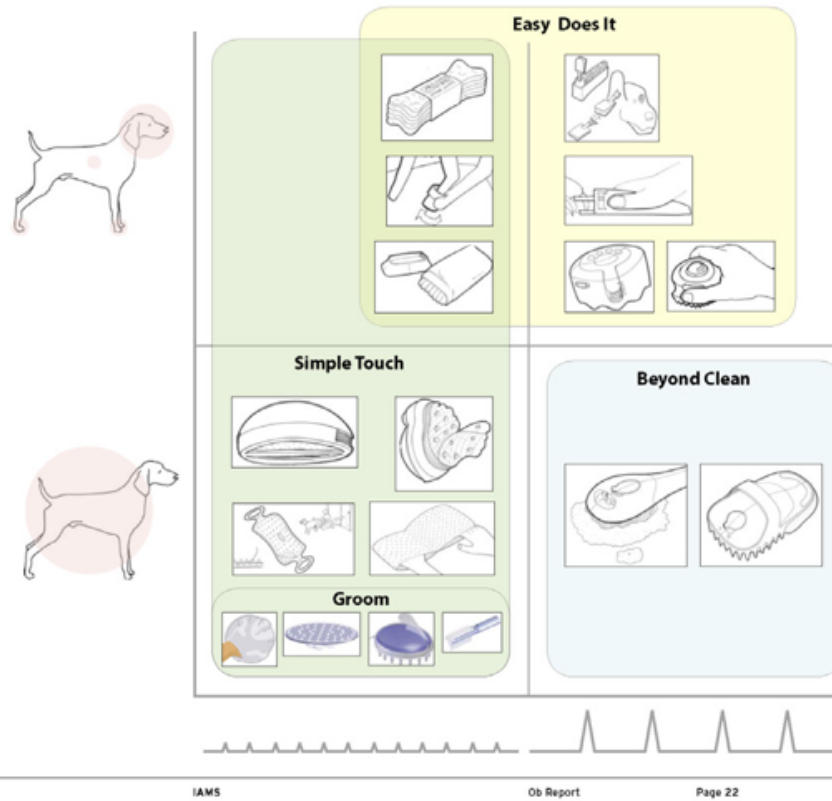
Stay-at-home dad of 6 kids and that dog they begged for
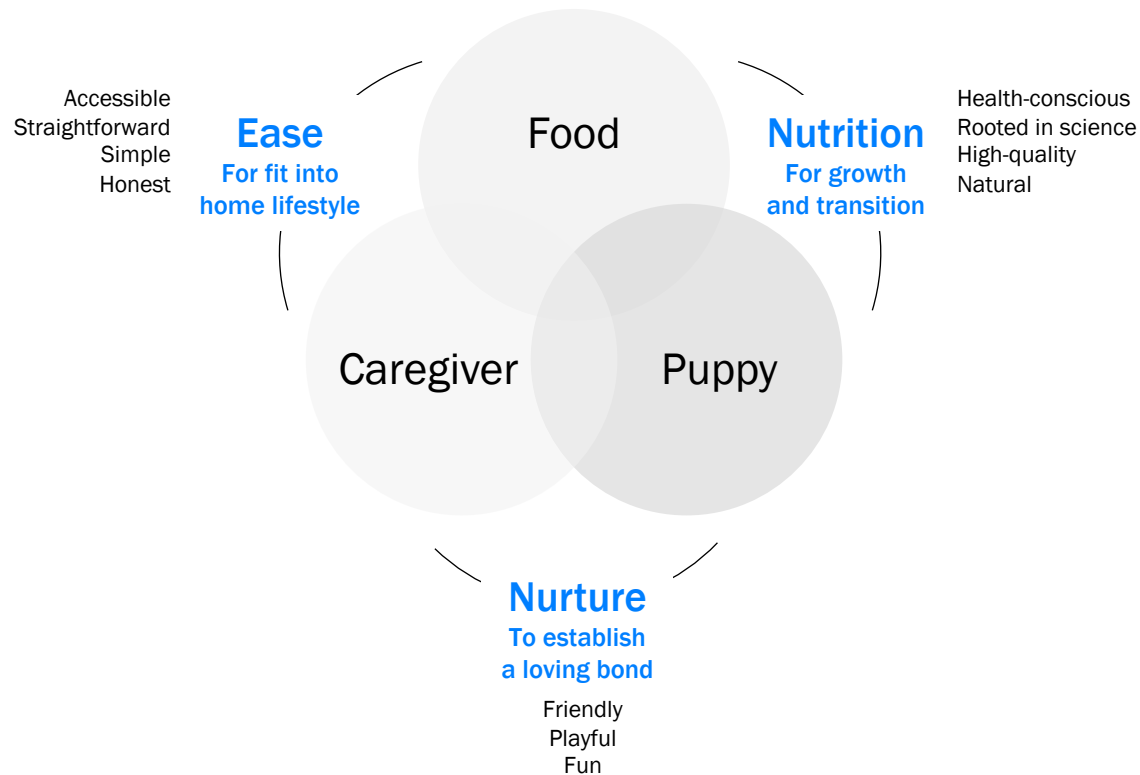
The Animal

Helping my dog to be a dog

Linder, Benjamin. Making Sense Methods. Feb 2019. https://canvas.instructure.com/courses/1518820/files/74350521. Powerpoint Presentation.

Combining Frameworks: An Example

- 2x2 Experience Map

Combining Frameworks:
An Example

- Venn Experience Map

Accessible
Straightforward
Simple
Honest

Ease
For fit into home lifestyle

Food

Nutrition
For growth and transition

Health-conscious
Rooted in science
High-quality
Natural

Caregiver
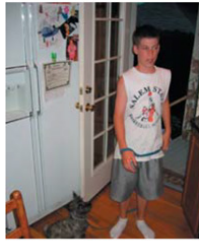
Puppy

Nurture
To establish a loving bond

Friendly
Playful
Fun

Combining Frameworks: An Example

- Experience journey with insights and opportunities
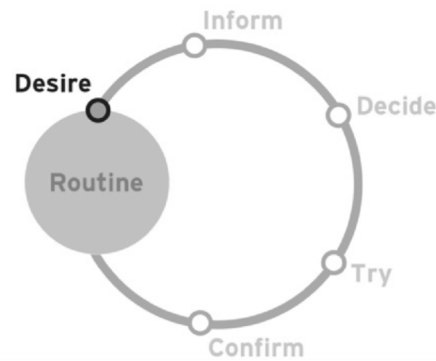
Does the food fit into my family?

Craig (13) walks Ralphie every afternoon and is taking an increasingly important role in his care.

Emma (10) is learning how to care for Max, beginning with giving him treats, and having him in her room at night. "The deal was that it would be a cooperative effort," says her Mom.

- Help caregivers prepare their families for their increasing responsibility in the pre-adoption phase.

- Respond to various family members' care-giving roles (primary, helper, treater, fill-in).

- Help all family members be good caregivers by making instructions intuitive.

Pet products framework

A couple of observations around the "desire" stage

Opportunity Areas

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Next Steps

- Thursday 31-Oct
  - Benchtop Review (20 min/team)
    - Personas
    - 2 different frameworks with Insights & Opportunity Areas (select two of the following frameworks):
      - Word-Mood Cards/Themes
      - Experience Journey
      - Experience Map
      - Combined framework