Homework for Spring 2015 IPRO 397\_100 Service design

Date given: January 29th

Date due: February 5th

This is an INDIVIDUAL assignment to be completed over the week and will be shared with your team on February 6th.

Part 1:

Complete one interview / observation. The duration of the interview and observation must be no less than 45 minutes. The topic of the interview / observation should be based on the activity or activities you plan to support with your product. For example, if you are creating a new cat toy, interview someone about their cat and their toys. Observe how they keep their cat entertained / their cat playing with toys.

Each student must interview a different person. If you have five team members that means five different interview subjects.

Be sure to take pictures when possible. For example, when interviewing someone about their cat and cat toys, take pictures of the cat’s toys, bed, and so on.

When you complete your interview type your notes into the following table:

|  |  |  |
| --- | --- | --- |
| **What did you hear?** Your notes can be direct or paraphrased quotes. Make sure to limit this section to only WHAT they said, not your interpretations. | **What did you learn?** In this section, focus on your interpretations, what new insights you learned about the user. What surprised you? Did they discuss any polarizing issues? | **Implications?** Based on your insights, what actions should you take? What are the implications for your design? What will you need to include or not include based on your findings? |
|  |  |  |

Part 2:

Create an empathy map for your interview. Use the template as a way to summarize what you heard / saw. Create this on a separate 8.5 X 11 page, have it printed and ready to share at class next week. You need to have at least three or four sentences in each section of the empathy map.

Part 3:

Create a user journey to document the activity or activities you discussed during the interview. The user journey should include the same fields and be at the same level of detail as the Miller’s example presented in class. Create this on an 8.5 X 11 page or 11 X 17 page. Have it printed and be prepared to share it with you team next week.

Please note the idea shop does not have printing facilities – you will need to have the assignment printed before you come to class next week.

Email your assignments to your pod instructor.