

WAIT! DON'T OPEN THIS YET!

TEAM MEMBERS (3-4)

**A NUMBER
BETWEEN 1 & 30**

Name & Sketch

Name & Sketch

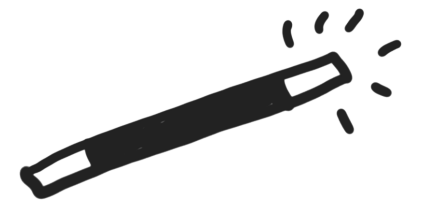
Name & Sketch

Name & Sketch

Number 1-30

OK, NOW YOU'RE READY.

You're going to REDESIGN...



Circle the topic that matches the number you picked.

- | | |
|--------------------------------------|--|
| 1. Breakfast | 17. Being at the airport |
| 2. Lunch | 18. Taking a road trip |
| 3. Dinner | 19. Traveling in a country where you don't know the language |
| 4. Exercising | 20. Learning a new language |
| 5. Meeting new people | 21. Grocery shopping |
| 6. Keeping in touch with old friends | 22. Doing the laundry |
| 7. Moving to a new house/apartment | 23. Reading the news |
| 8. Celebrating your birthday | 24. Recycling/composting |
| 9. Sleeping | 25. Cleaning your house |
| 10. Listening to music | 26. Giving gifts |
| 11. Waking up | 27. Exploring your own city or town |
| 12. Commuting | 28. Preserving memories |
| 13. Gardening | 29. Personal style/beauty routine |
| 14. Volunteering | 30. Friday night |
| 15. Watching TV/movies | |
| 16. Planning a vacation | |

Get to know your TEAM



Each team member shares 3 ways they connect to this topic.

Name & Sketch

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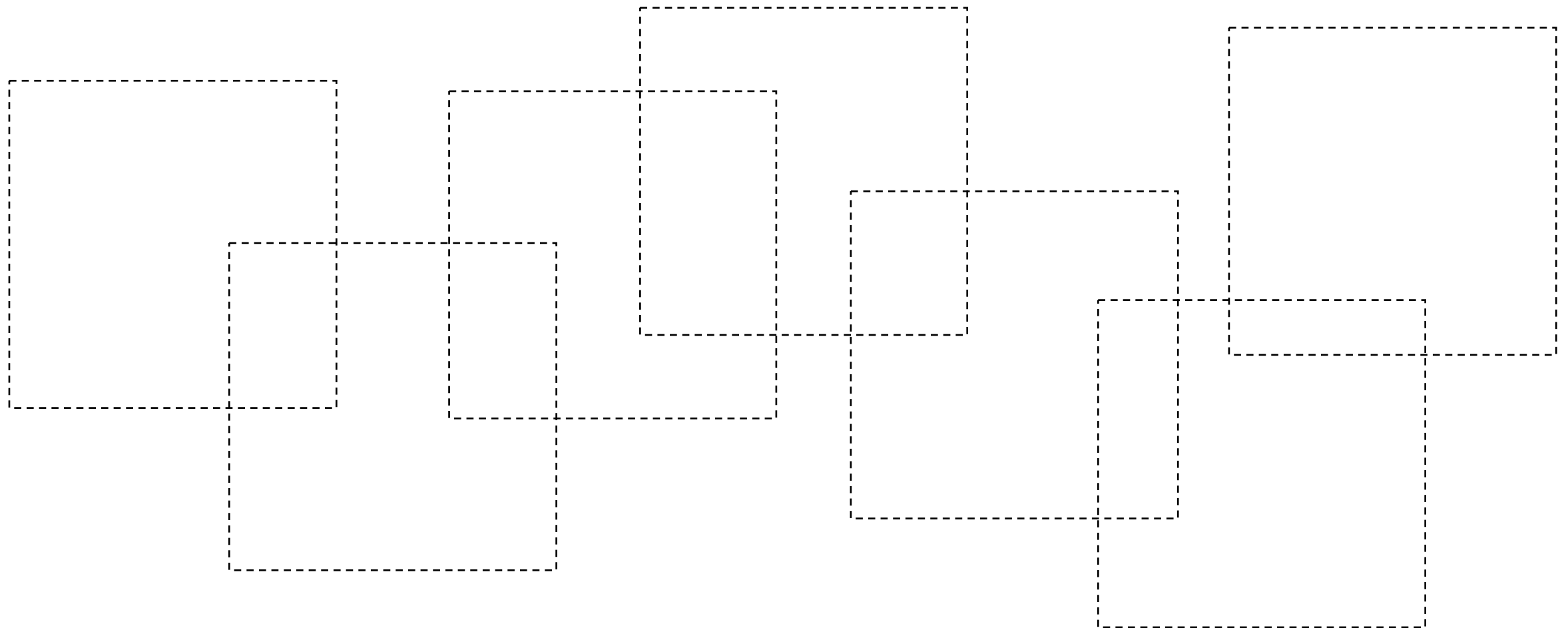


OBSERVE a new perspective



Invite an interviewee from another group to a conversation.
Get to know your topic through someone else's eyes.

NOTES

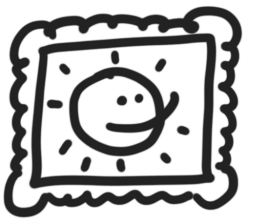


Conversation Tips

- Listen 80% of the time; talk 20% of the time.
- Look for problems, pain points, and challenges.
- If you hear something interesting, ask "why?"



DEFINE your challenge



Use your interview to frame a human-centered design problem.

WE TALKED TO

Draw a picture

WE'D NICKNAME THEM

e.g. Mr Clean,
The Queen of DIY,
The Calendar Wizard

THEY SAY THEY NEED TO

What do they think are the
main problems and
challenges?

BUT HERE'S WHAT WE THINK IS THE REAL PROBLEM

What do you see that
they don't see?

What's the need behind
their need?

DRAW an idea



Draw an idea that solves the problem you found.

YOUR CHALLENGE

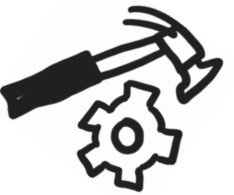
YOUR SOLUTION

What do you see that they don't see?

What's the need behind their need?



PROTOTYPE your idea



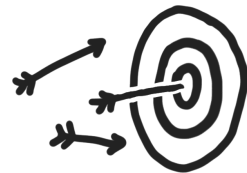
Build your idea! Make it tangible using the objects around you.

Prototyping Tips

- Don't over-discuss! Just start building and see what happens.
- Build something people can interact with.
- You can be part of your prototype – as an actor, or as a smart object.



TEST your prototype



Hand your prototype to your interviewee. What do they think?

A large dashed rectangular box intended for notes on what works in the prototype.

WHAT WORKS

A large dashed rectangular box intended for notes on what doesn't work in the prototype.

WHAT DOESN'T

QUESTIONS WE HAVE

A large dashed rectangular box intended for notes on questions that arise during the test.

NEW IDEAS

A large dashed rectangular box intended for notes on new ideas generated during the test.

ITERATE your prototype



Finally, improve your prototype based on the feedback you received.