

## Design Brief

You've learned that it's not just enough to learn about what people do, think, say, and feel, but you need to make sense of all of this data. Synthesizing the data allows you to have a new perspective on the problem and identify new opportunities for creating a meaningful, accessible designed experience. Now it's your turn to try it out the techniques that designers use to identify these new opportunities. In this assignment, you'll first read a short interview conducted in the field. Based on the interview, you'll create a persona and a journey map. Recall that personas include personal information, personal profile, key attributes (knowledge, skills, and attitudes), domain specific attributes (knowledge, skills, and attitudes specific to the focal domain), internet usage if relevant, and persona's goals. Journey maps capture the things that people include think, do, say, and feel at critical touch points throughout an experience.

You'll conclude by identifying an opportunity area. Remember an opportunity area is the combination of a user, a need, and a meaningful insight. Finally, you'll write a short reflection about your experience and what you learned about synthesizing the data, creating a persona, and a journey map. Be mindful that at this stage of the design process the goal is to make sense of what people do, say, feel, and do as they go about their daily activities and use this sense-making to identify actionable opportunity areas that can inspire the design of new experiences that bring meaning to people's lives.

Here is an interview conducted with a 38 year-old father with two children (ages 5 and 8) who lives in Chicago. The tech-savvy father works out of his home office as a computer programmer, starting his day at 6am and finishing at 6pm. He is in charge of picking up his kids from their afterschool program and making dinner for his kids at night while his wife works the night shift at the hospital.

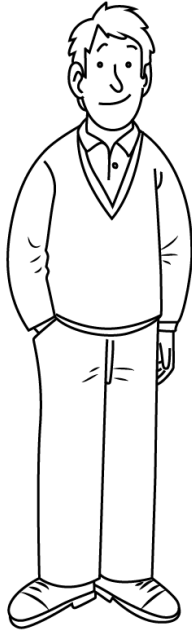
"I do not like making dinner midweek, I'd rather spend my time playing with the kids. I used to like cooking before I had kids and had more time to think about what to cook, could eat dinner at 9pm at night, and had friends who would be grateful for whatever I made. Now when I finish work at 6pm, I look in the refrigerator, well, I mostly look in the freezer and think, "What can I make in 10 minutes that's somewhat healthy?" Only it never takes me 10 minutes. It takes more like 40 minutes and it's time I would rather spend playing with the kids. I've got to cobble together a meal including protein, vegetables, grain, and a healthy dessert. I find myself always going back to the same old things like pasta, frozen fish sticks, and chicken nuggets, although I'm always wishing I could introduce more variety into what we eat. I don't really plan ahead but I look to see what food in the fridge that I've been neglecting and might go bad and see if I can use that in some way. Usually the kids are asking me if I can play with them so it's hard to keep my focus. And I actually would rather play with them. After awhile, they get cranky because dinner is taking much longer than I said it would take. I've thought about involving them in the cooking but that would just extend the amount of time it takes to get the meal ready and we are usually already running late and I have to clear the kids' homework off the dinner table before I can set the table with silverware, plates, and a glass of water for each kid. I also have to make sure everyone washes their hands before they sit down at the table. Sometimes I can enlist the kids help in setting the table but not always. They are usually pretty hungry and not in the mood to help. They just want to start eating, but I want them to pause and say something they are grateful for. Dinner goes by in a flash. It takes no more than 10 minutes and there is usually at least one spill to clean up. After dinner, I usually have a lot of dirty dishes to clean up. I don't mind putting the dishes into the dishwasher, but if I've prepared a big meal, it takes longer to clean everything up. I don't want to just rip open a bag of something frozen and put it on a plate, but its both easier to serve and easier to clean up. Making dishes from scratch requires more dishes. While I'm doing the dishes, I ask the kids to

*get in their pajamas and brush their teeth, but when I get upstairs after doing dishes, they typically haven't started doing what I ask them to do. I look at my smart phone to see what time it is – it's 8:30pm. We are starting our bedtime routine an hour later than I hope we would."*

*Read the interview about a father preparing meals for his children.*

### **Creating a Persona**

*Based on the interview, list the personal information (making up a name for the character and drawing or finding a photograph of a person who you believe resembles the character online), identify a quote that captures the essence of what the person feels, thinks, and does. Develop a personal profile, identify key attributes, domain specific attributes related to preparing weeknight meals, describe his internet usage, and his goals. Layout the information according to the example shown in the lesson.*



#### Personal information

- Name: Dave
  - Age 38
  - Marital Status: Married
  - Location: Chicago
- "What can I make in 10 minutes that's somewhat healthy?"

#### Key Attributes

- Works until 6
- Hopes that at 9 kids would sleep
- Kids are usually very hungry

#### Domain specific

- Buys similar groceries every week
- Two children (ages 5 and 8)
- Own a car

#### Internet Usage

- Owns smart phone
- Tech savvy

#### Dave's Goals

- Wants food at home with minimal effort
- Wants healthy and various dinners
- Wants to spend time with his children

#### Personal Profile

Dave is a 38 year-old father with two children (ages 5 and 8) who lives in Chicago. The tech-savvy father works out of his home office as a computer programmer, starting his day at 6am and finishing at 6pm. He is in charge of picking up his kids from their afterschool program and making dinner for his kids at night while his wife works the night shift at the hospital. Dinner preparation takes more like 40 minutes and it's time Dave would rather spend playing with the kids. Kids are usually very hungry and not in the mood to help. After dinner, he usually has many dirty dishes to clean up. Kids are starting a bedtime routine an hour later than Dave hope they would.




## **Creating a Journey Map**

Next, based on the interview, create a journey map that captures all of the things the father thinks, does, says, and feels at critical points throughout the weekday dinner making experience. The journey can begin when he picks the kids up from their afterschool program and conclude when he meets them upstairs for bedtime. Here are a few questions to get you started as you lay-out his journey: What are the key activities he does to prepare for, serve, and clean up dinner? What is he thinking during each of these key activities? How is he feeling? With whom is he interacting during each key activity? What are they saying to each other? What technologies, if any, is he using during these activities? When is he most happy during this journey? Most frustrated? Most focused? Distracted?

## **Identifying Opportunity Areas**

Based on the persona and journey maps, it's now time to identify an opportunity area. Opportunity areas are a combination of a specific user, a need, and a meaningful insight. A signature of a good opportunity area is one that excites people to generate ideas and offers key insight into a person's life that we could not have had had we not spent time talking with people in context. For example, the following opportunity area, while accurate, is not inspiring nor includes unique insights: "Fathers need a way to feed their kids when they are hungry." You may need to generate a few different opportunity areas before you come up with one that feels productive and provocative.



	Picks the kids up from their afterschool program	Prepares dinner	Serves dinner	Cleans up dinner	Meets kids upstairs for bedtime
	Tools: car, refrigerator, freezer, smart phone			Tools: dishwasher	
	Feelings: "I do not like making dinner midweek"	Thoughts: "I've thought about involving them in the cooking but that would just extend the amount of time it takes to get the meal ready"	Thoughts: "Sometimes I can enlist the kids help in setting the table but not always"	Thoughts: "I don't want to just rip open a bag of something frozen and put it on a plate, but its both easier to serve and easier to clean up"	Feelings: frustration, fatigue
	Thoughts: "I'd rather spend my time playing with the kids"	"We are usually already running late"	"Kinds are usually pretty hungry and not in the mood to help"	"Making dishes from scratch requires more dishes"	Thoughts: "I ask the kids to get in their pajamas and brush their teeth, but when I get upstairs, they typically haven't started doing what I ask them to do"
	"What can I make in 10 minutes that's somewhat healthy?"	Distracted by kids' homework	Sets the table with silverware, plates, and a glass of water for each kid. Dinner goes by 10 minutes	There is usually at least one spill, a lot of dirty dishes, It takes longer to clean everything up	"We are starting our bed time routine an hour later than I hope we would"
	"I'm always wishing I could introduce more variety into what we eat"		Distracted by kids' hygiene		
	"After awhile, kids get cranky because dinner is taking much longer than I said it would take"				
	Dinner takes more like 40 minutes. Dave doesn't plan a menu ahead				
	Distracted by kids asking to play with them				

**Submit your opportunity area statement here.**

As a father, I want food at home with minimal effort

As a father, I want my family to have a healthy and varied menu

As a father, I want the children to learn how to get ready for bed

As a father, I want children to be interested in helping me with household