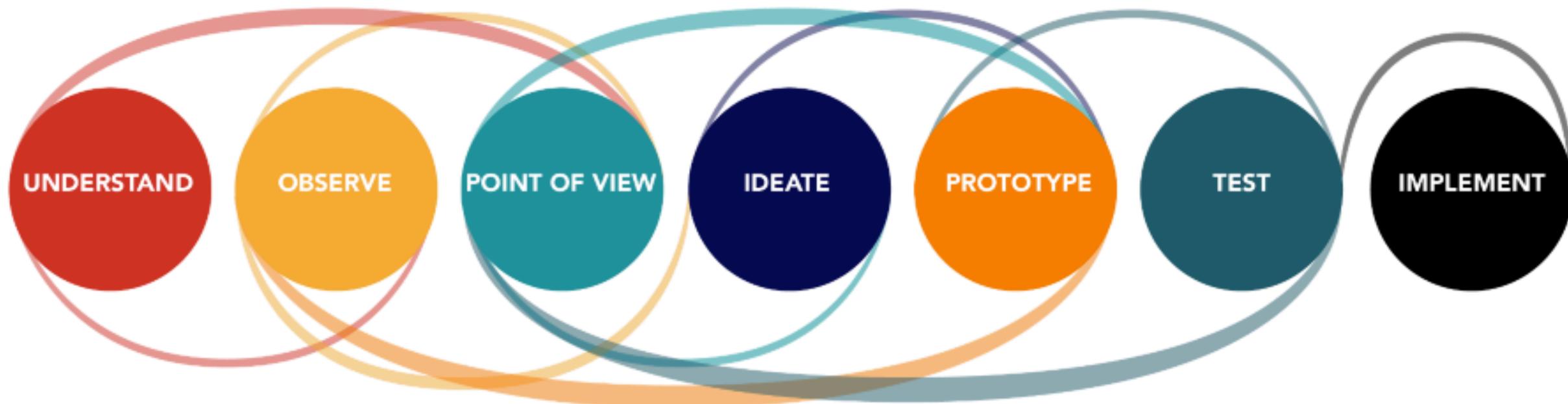


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The Observation process ...



Observe

What?

The Problem Finding Space

Understand

Observe

POV
(Define)

Ideate

Prototype

Test



Remember, we're still deep in the **problem space**.
Let's move beyond the team's understanding

Observe

Why?

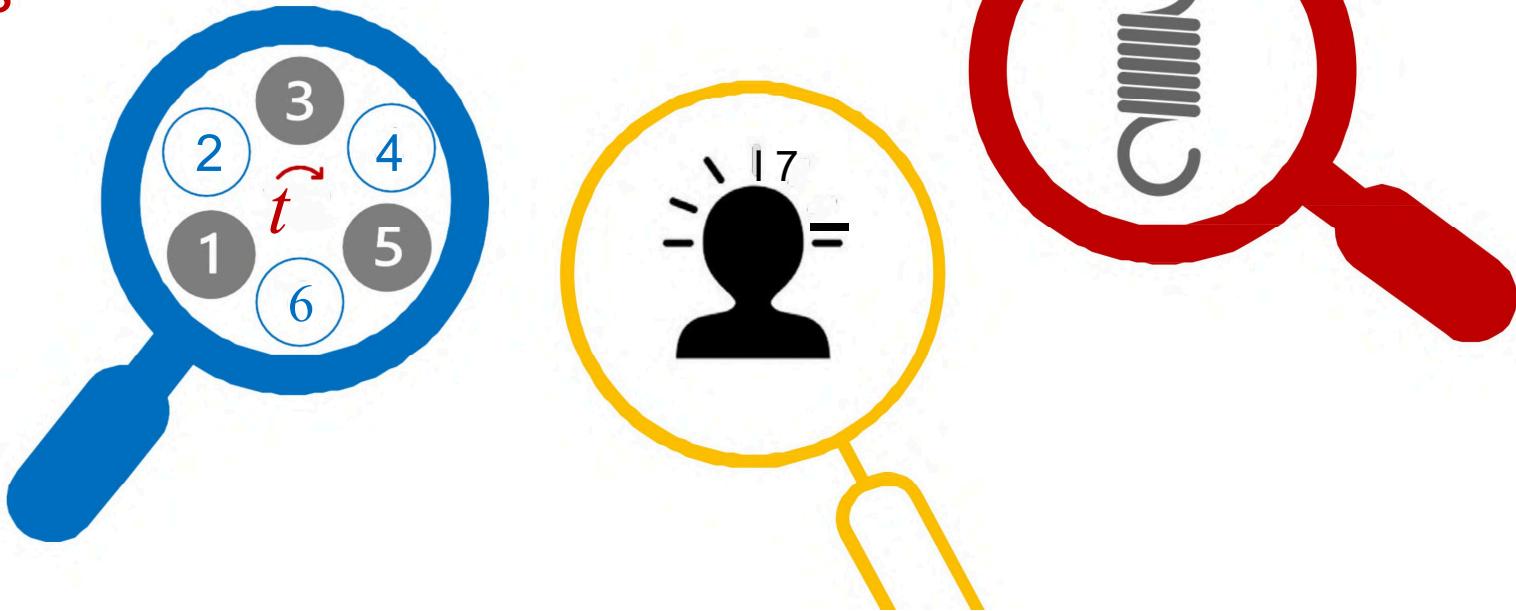
Our aim is to gain **empathy** for users
by exploring how they **experience**
the challenge



Observe

Why?

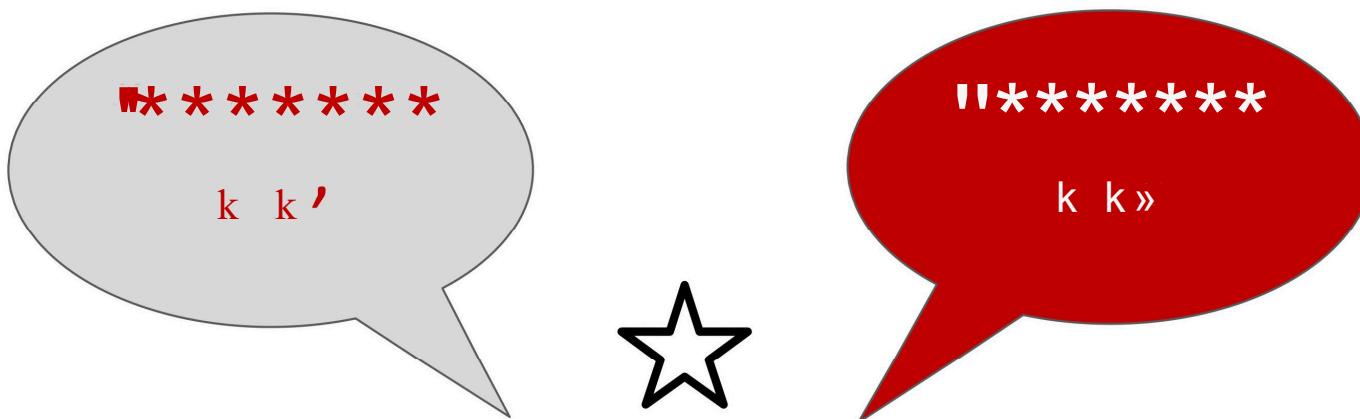
We're looking to uncover
opportunities, unexpected insights
and **tensions**



Observe How?

The key methods:

- Observation
- Interview (structured but conversational - facts and stories)



Observe How?

Interview **roles** and **responsibilities**

Interviewer



- Builds a connection
- Holds the conversation
- Listens and reacts
- Why? Why? Why?

Note Taker



Captures everything
the interviewee says



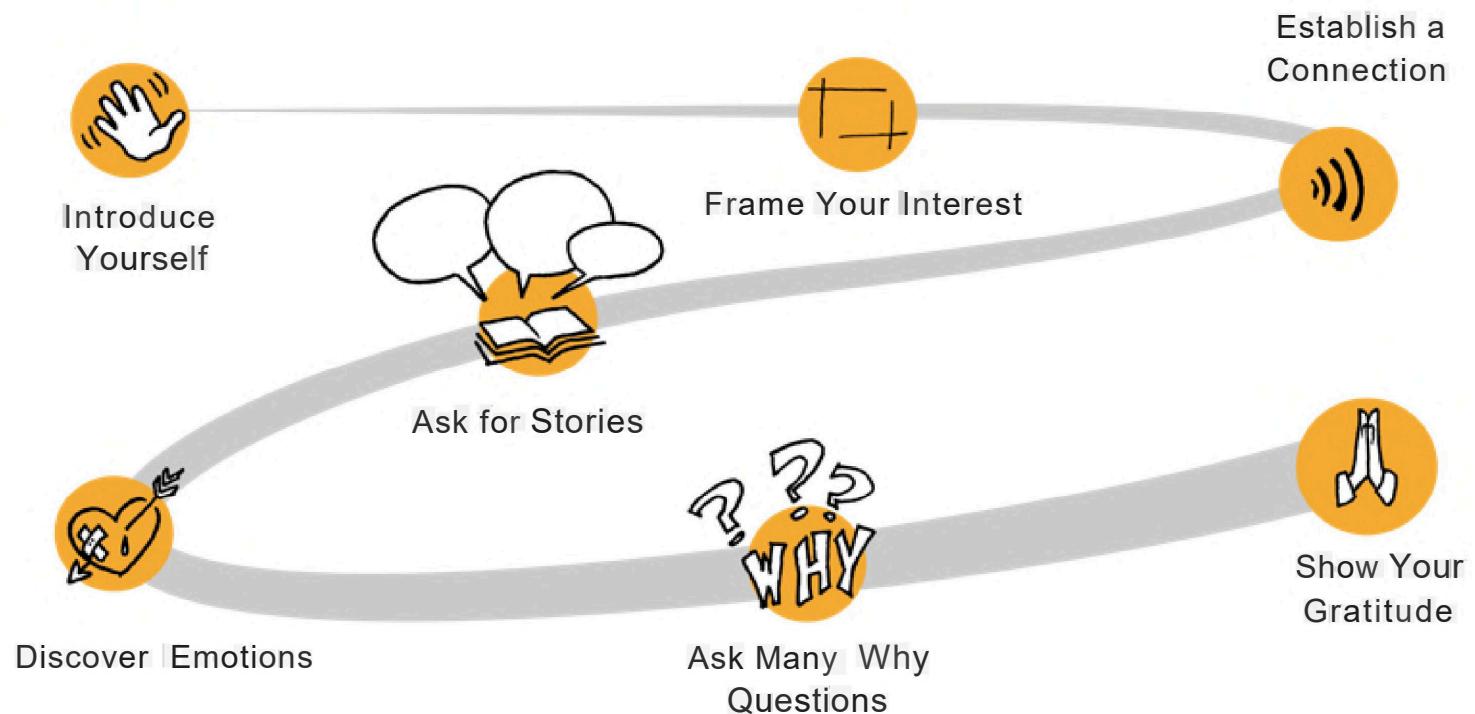
Observer



- Looks for inconsistencies
- Reads body language
- Gives feedback to interviewer

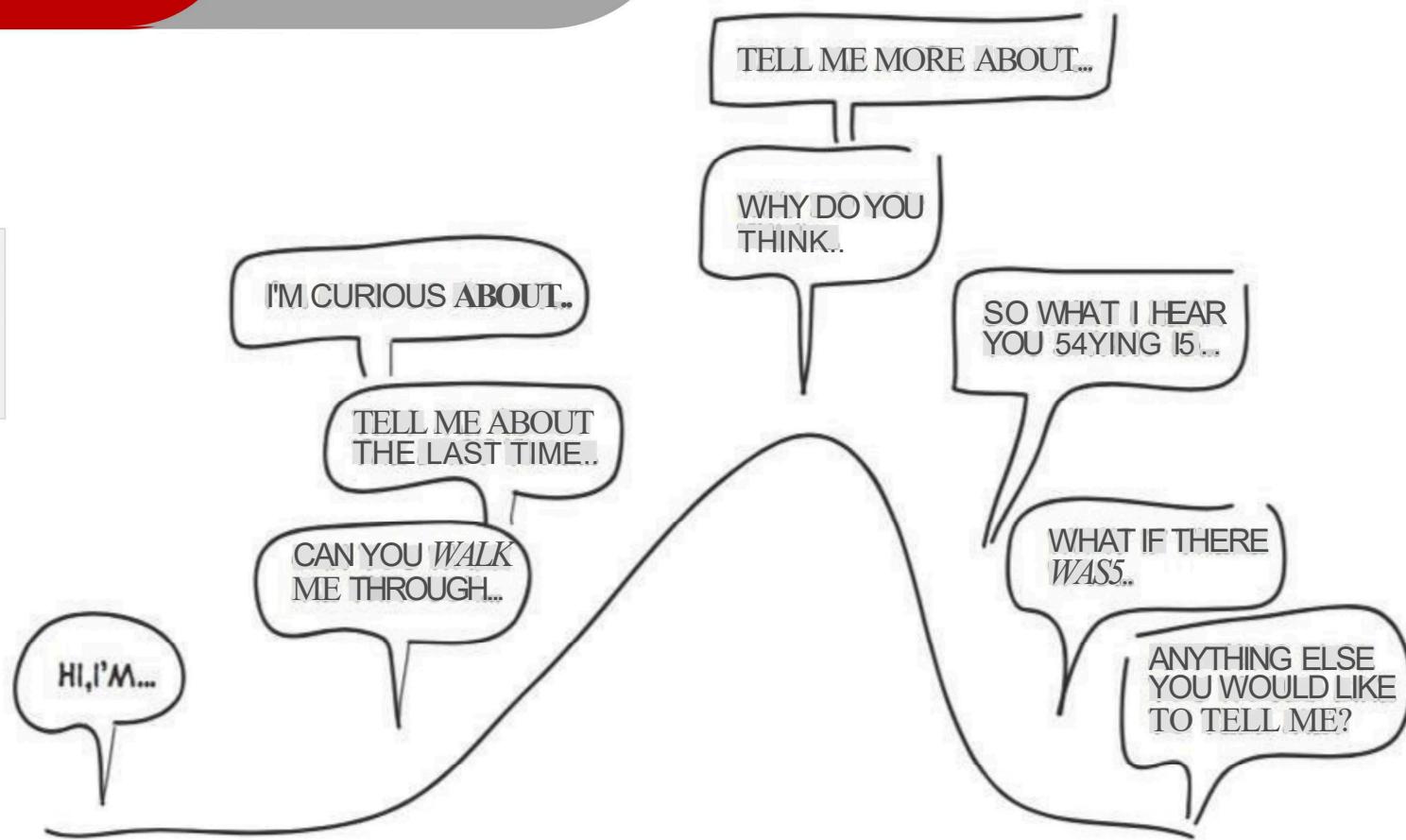
Observe How?

Interview Journey



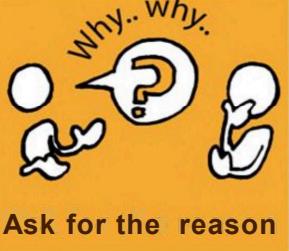
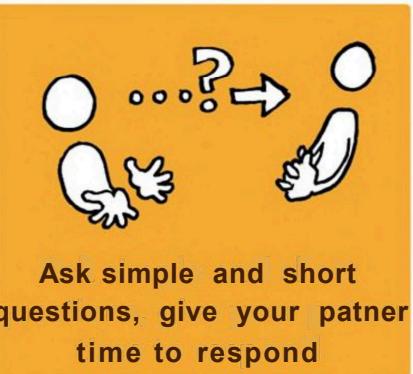
Observe How?

Interview Roadmap

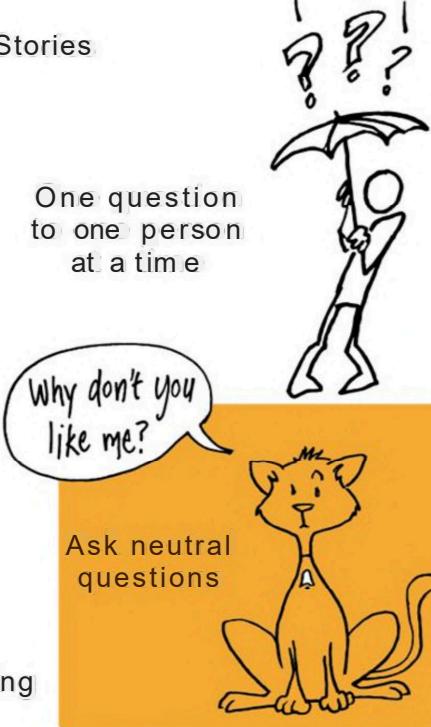


Observe How?

Tips for Interview



Refrain from using generalising questions like
U S U A L L Y



Time for Interviews!

POV

Where?

The Problem Finding Space

Understand

Observe

POV
(Define)

Ideate

Prototype

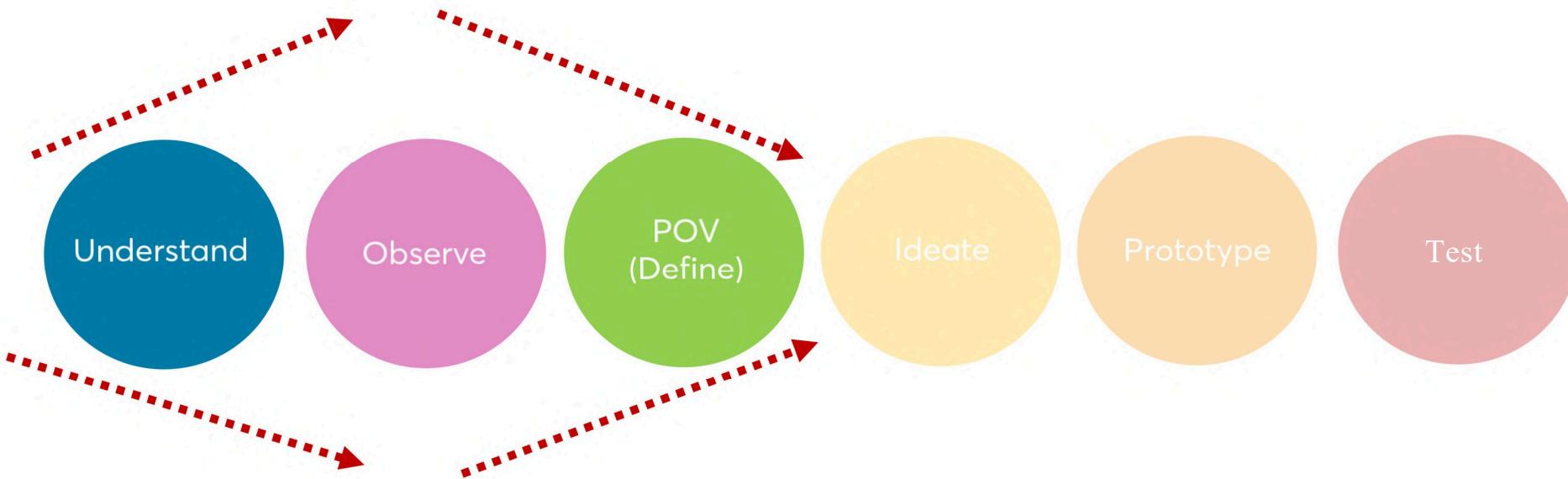
Test



End of Problem space

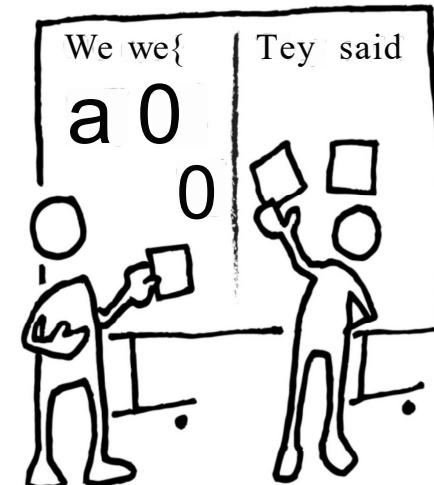
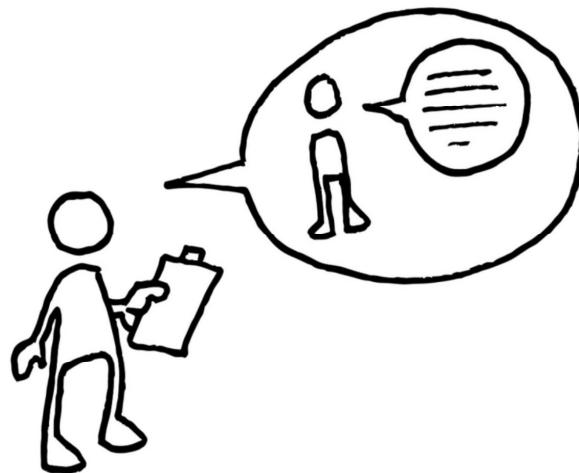
POV

What?

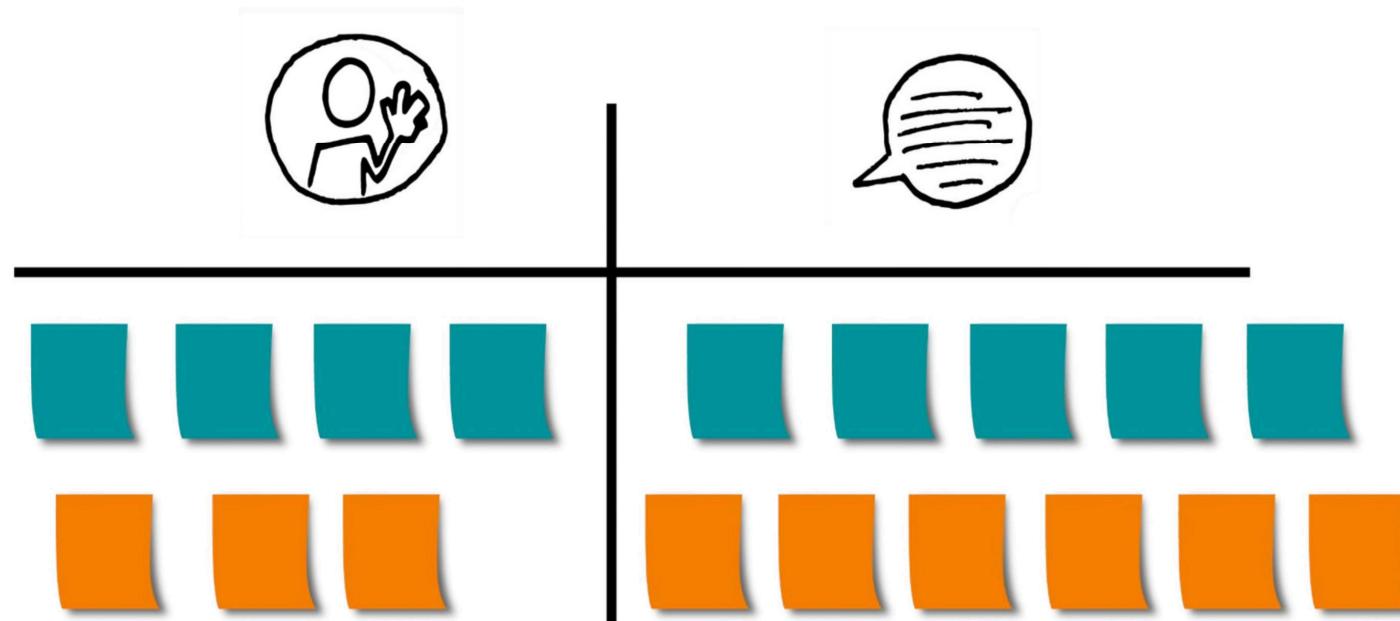


From divergent to convergent thinking
Focus and leave behind

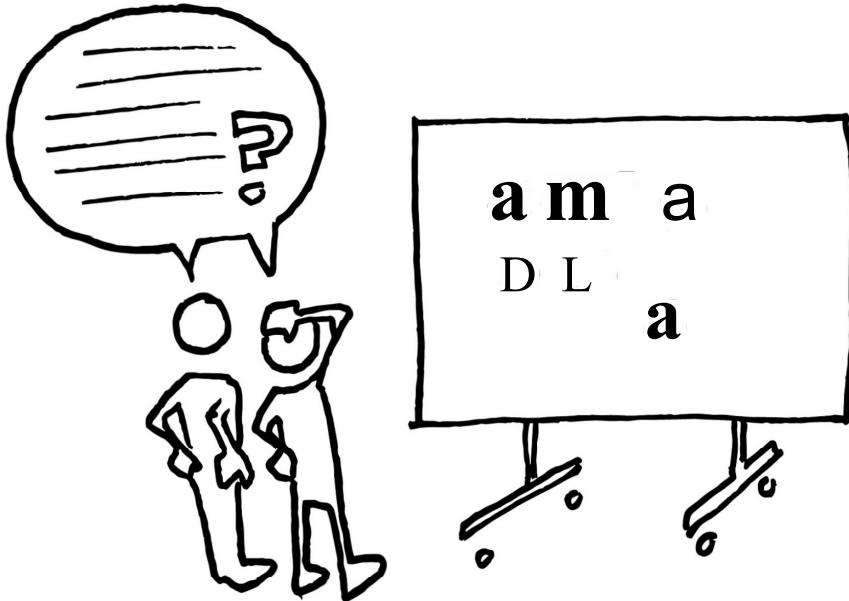
Share stories of our users



Unpacking interview data



Sense-making & synthesis



Patterns
Themes
Contradictions
Tensions
Surprises

We see things they cannot

POV

Why?

Generate **new insights**
(based on what we heard/observed)

Uncover an actual **need**

Not a solution / ask WHY questions to get to the root need

Reframe the challenge from user's POV

What makes a Point of View?

USER

Think **sroecific** - empathetic language about who the user is

NEED

Think **verbs** - physical or emotional necessities

INSIGHT

Think **observation and interpretation** - what has been learned that changed our understanding

POV

POV statement has:

- **USER and CONTEXT**
- **NEED (inferred)**
- **INSIGHT (taken from data)**

EXAMPLE

Let's imagine the original challenge statement read:

'Design a way to reduce infant mortality rates in rural areas of India where medical care is limited'

We met



Bilhana, 32 yr old Nepalese mother from Thalara.

Who needs a way to

Insert NEED here

, because, in their world

Insert INSIGHT here

Keep her premature baby
warm in the early days of life.

The nearest hospital is 4 hours drive away so most mothers in rural areas are not able to bring their premature babies to the hospital in a time of need.

POV

Example



The USER:
a teenager

Super vague

The NEED:
needs to eat nutritional food

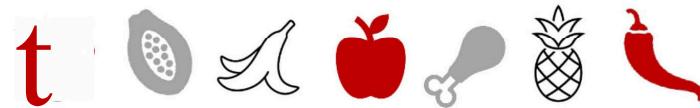
Your need - not the user's

The INSIGHT:
because (what we didn't realize) a good diet is
vital for adolescent growth and development

Obviously

POV

Example



The USER:

14 yr old girl at a new school

Vivid user

The NEED:

needs to feel socially accepted when she eats her healthy lunch

Her need, not yours

The INSIGHT:

because (what we didn't realize) in her neighborhood, a social risk is more dangerous than a health risk

Surprising finding from empathy work

Possible How Might We (HMW) questions

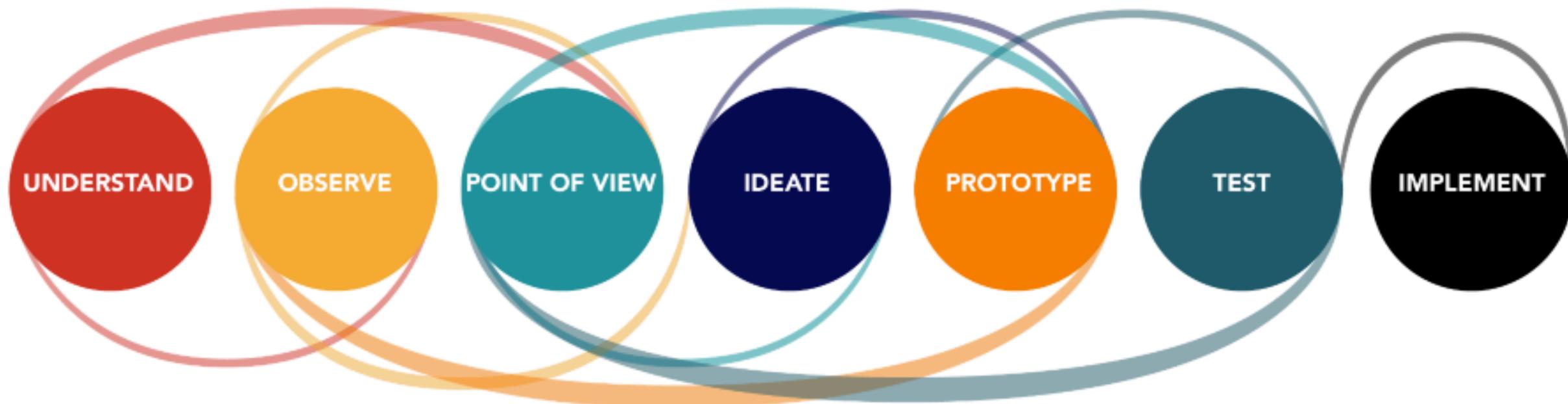
- HMW make nutritious food appealing to young girls?
- HMW inspire teenage girls towards healthier eating options?
- HMW make healthy eating something teenage girls aspire to?

- We met children aged 4 - 7 who didn't like going to the 'scary optometrist' (**USER**)
- We were amazed to learn one in six children have a vision problem and yet many were not having regular eye tests (**RESEARCH FINDINGS**)
- We wonder if this means parents do not prioritize taking their children for regular eye tests since it is not an 'urgent' thing to do in an otherwise busy day (**INSIGHT**)
- We think they need a way to test their children's eyes that is easy, fun and can be done at home so that more children's eyes can be tested more regularly (**NEED**)

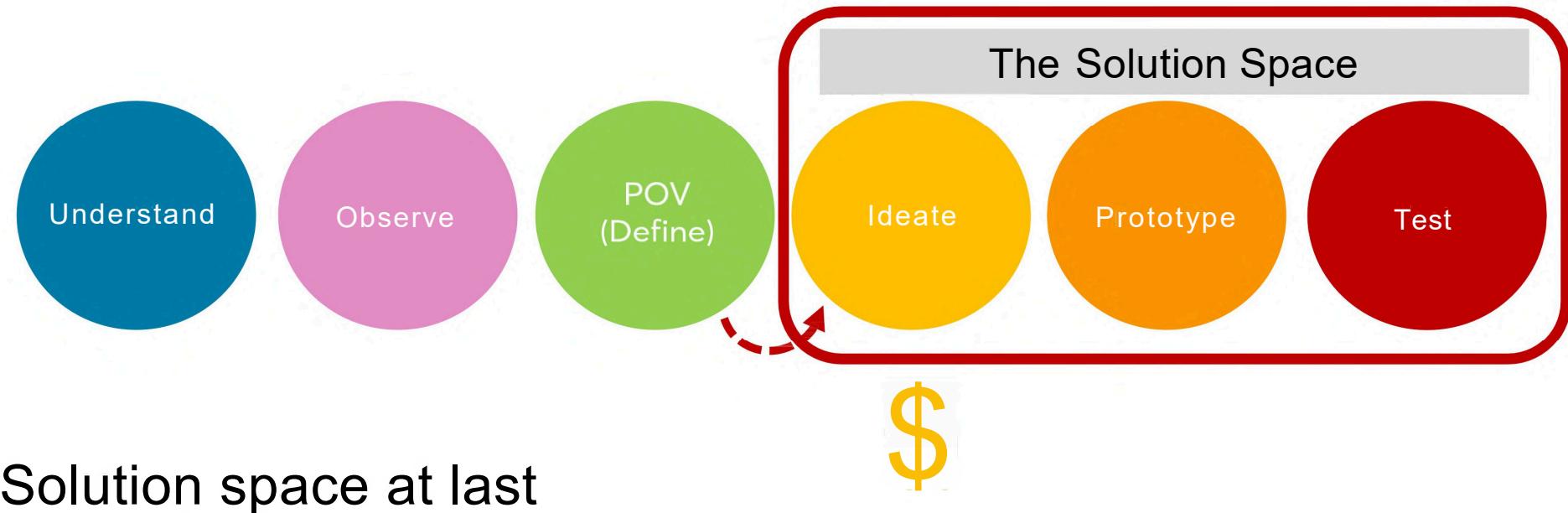
How might we help busy parents test their children's eyes in a way that is easy, fun, and can be done at home so that we can reduce vision problems among children through scalable and regular testing of more children's eyes?

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The Ideation process ...

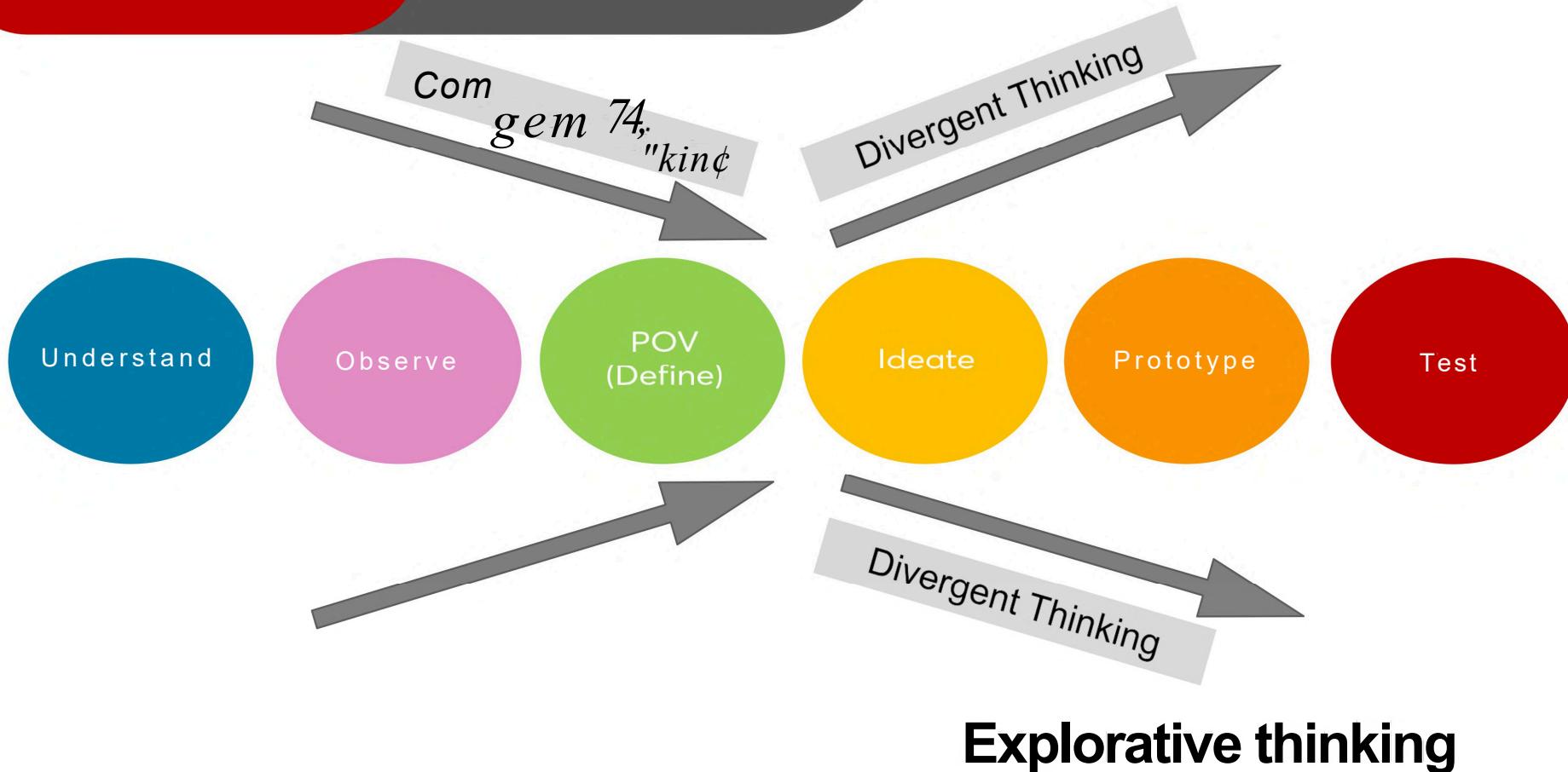


Where are we?



Ideation

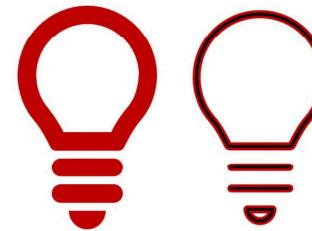
What?



Ideation

What & Why?

- Generation of many ideas to meet user need
- Explore different avenues
- Uncover new angles



Ideation

How?



"How Might We" questions

Convert POV into HMW

Steers Ideation in right direction

Breaks POV into **actionable chunks**

- **HOW** - admits that we don't have the answer
- **MIGHT** - suggests a solution is possible
- **WE** - encourages collaborative approach

Ideation

How?

Ideation principles



Go for
quantity



Defer
judgement



Build on
ideas of
others



Encourage
wild ideas



Be visual

Ideation

How?

Ideation techniques

- Silent brainstorm
- Expand on the ideas of others
- Idea flower
- Hot potato
- Idea shopping
- Evil genius
- Aim for the stars

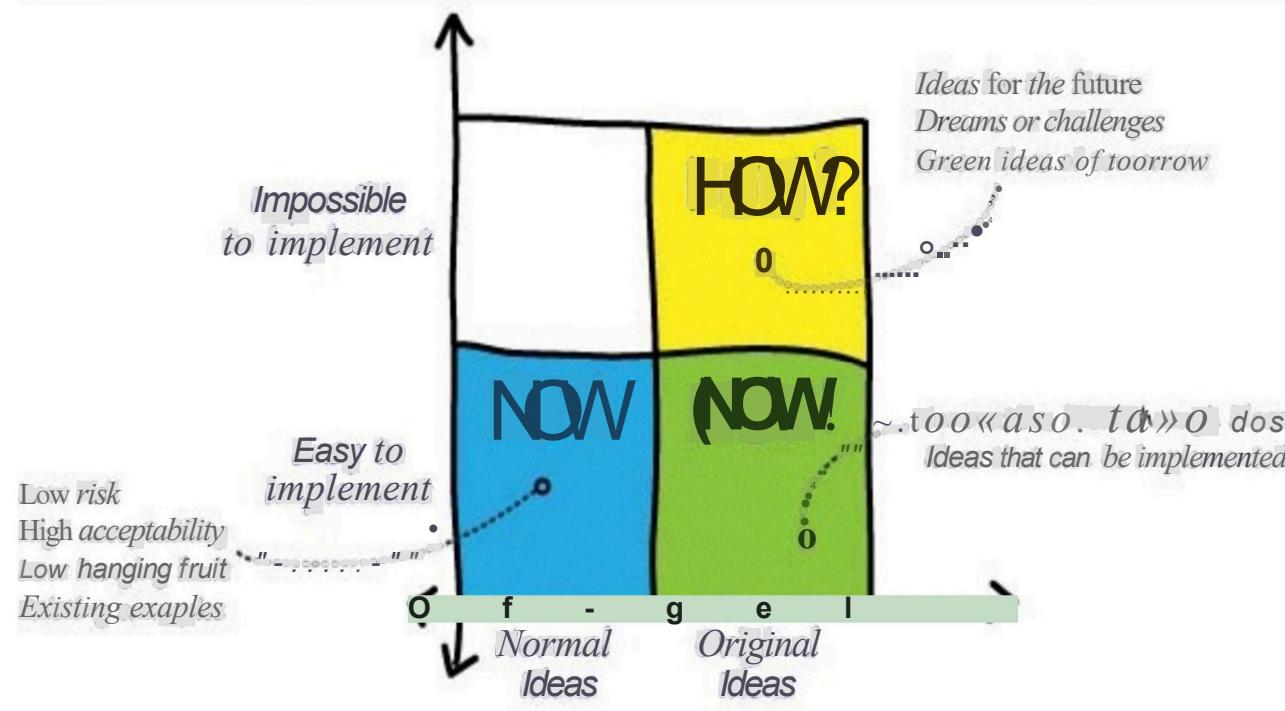


Ideation

How?

Idea selection:

- Prioritisation grid
(2 x 2 matrix)
- Idea Funnel



What is the focus of your solution?

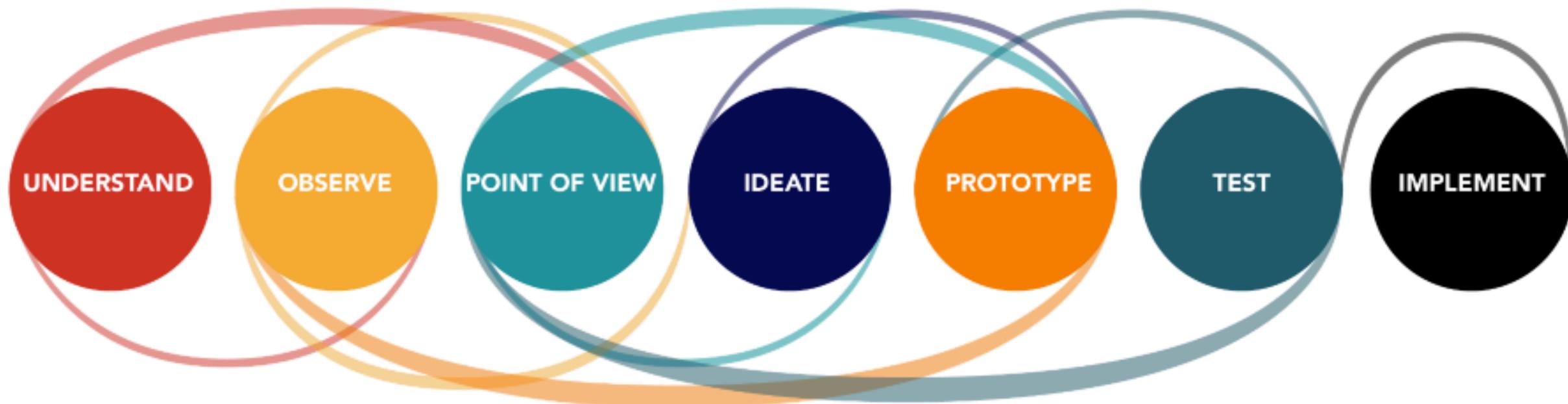


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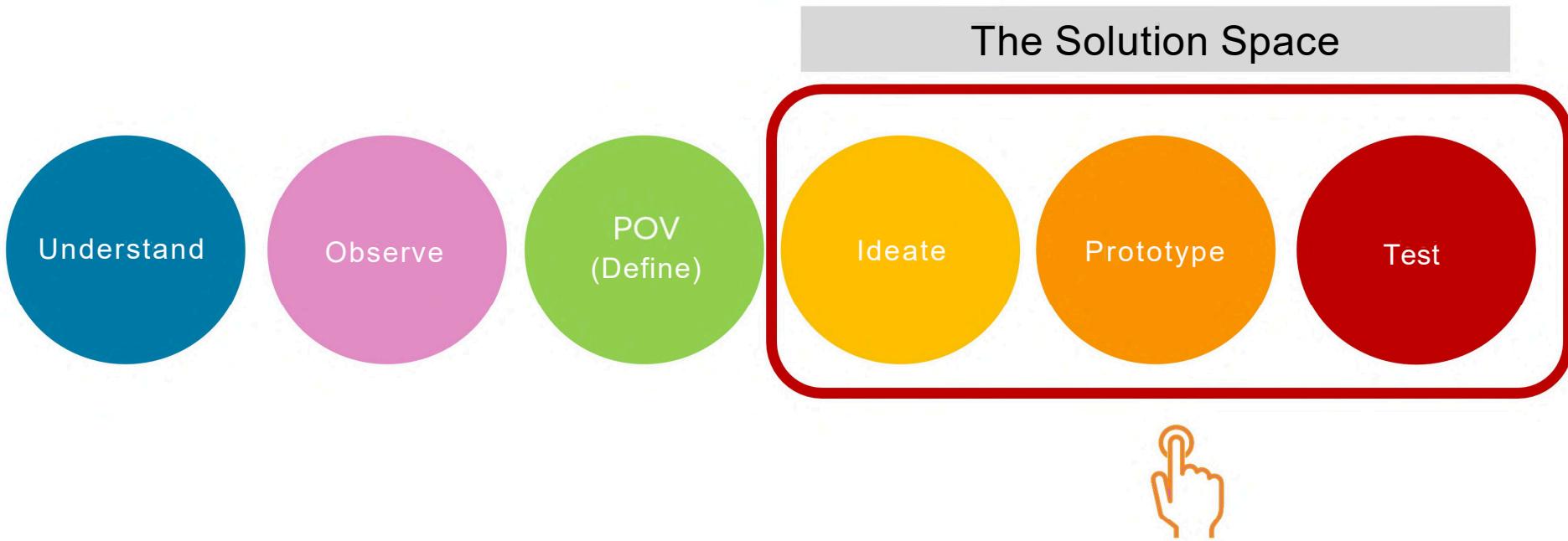
Name this ideal

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The prototyping process ...



Where are we?



Prototype

What?

- Simple **representation** of your idea
- **Tangible**
- Allows user to **interact/ experience** the idea
- Brings the idea to **life**, otherwise it remains abstract

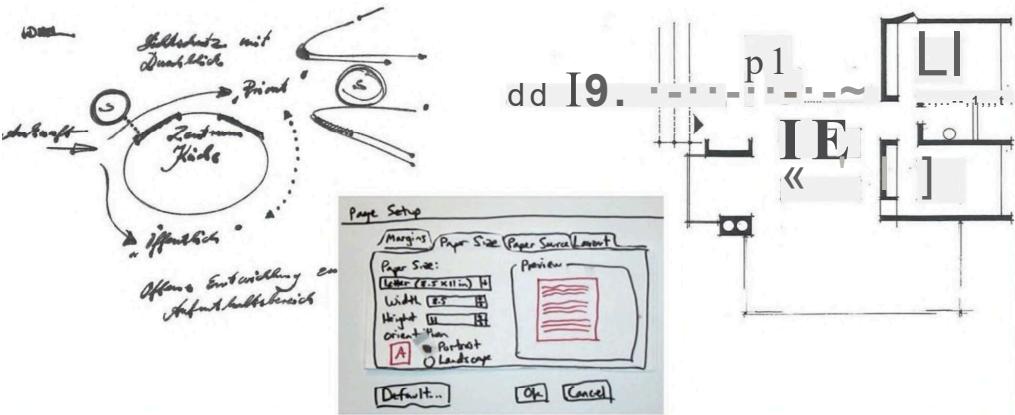


Prototype What?

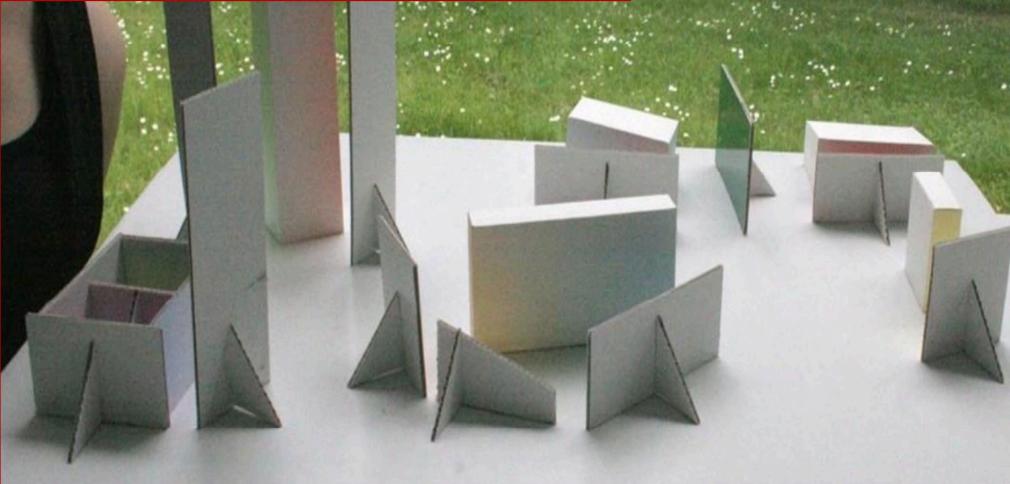
- Low-fidelity
- Higher fidelity



Two dimensional prototypes



Three dimensional prototypes



Paper prototypes



Role plays



Prototype Why?

- Gain valuable insights into user likes/dislikes
- Communicate the idea to the user
- It will aid to get feedback from the user

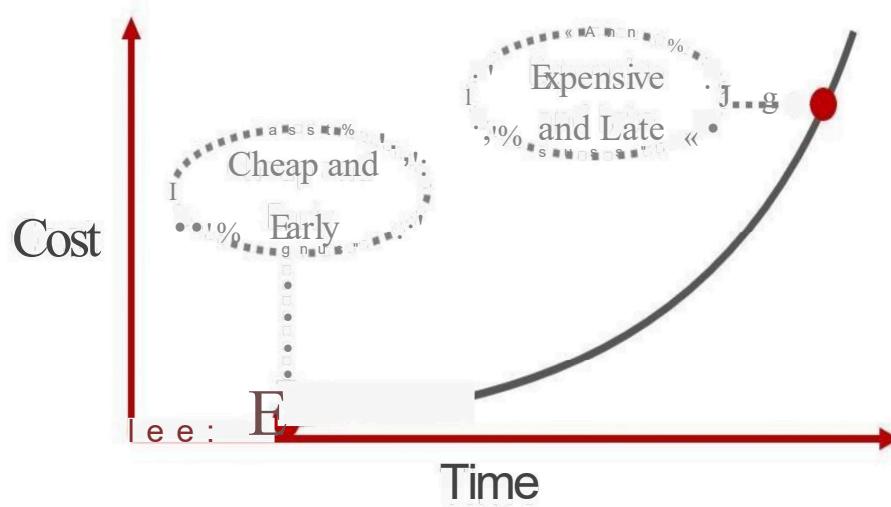


"They slow us down to speed us up. By taking the time to prototype our ideas, we avoid costly mistakes such as becoming too complex too early and sticking with a weak idea for too long."

- Tim Brown

Prototype **Why?**

- Reveal issues / flaws in the design **early** on
- Saves **time and money**
- Allows you to **fail with less consequences**



Prototype How?

Tips and tricks

- Focus on **core function** of the idea
- Just do it
- **Team** effort - build on ideas of others
- Be **visual**
- No **judgement**
- "Yes and ..." vs "No but ..."

