

HUMAN-CENTRED DESIGN: STEP 1: EMPATHISE - UNDERSTAND YOUR CUSTOMER'S NEEDS

As we saw in the video, Dennis uses different methods to understand what his customers need. For this week's tasks, we will go deeper into understanding what our customers need so that we can create products/services that meet their needs.

General interview tips

1. **Consider your audience.** Do not only interview people with similar backgrounds and interests. For example, Dennis might interview students from public and private universities.
2. **Ask open-ended questions,** instead of questions that have only yes or no answers. For example, a close-ended question could be, Are you willing to pay 2000 shillings for a bag? A better, open-ended question would be: How much would you be willing to pay for the bag?
3. **Be open-minded.** Your interviewees might say something that you do not agree with, but remember you are there to listen to their opinion and not to give yours.
4. **Be respectful.** If the person you are interviewing seems uncomfortable with a question, do not force it.
5. **Go deeper.** If an interviewee says something that interests you, asks further questions. You don't have to follow the interview questions in their exact order
6. **Expert interview** - It's a good idea to interview an expert in your field. For example, if your product is in the health industry, it would make sense to interview an expert who can provide some insights.
7. **Observe your interviewees.** Look at their body language, observe their tone of voice, and observe how they respond to some of your questions.
8. **Be comfortable with silence.** Give the person you are interviewing time to think about their answers. Do not rush them.
9. **Record your interviewees' answers as they speak.** Try to get everything exactly as they say it and avoid paraphrasing.

Creating interview questions

1. Start general

General questions help you build rapport with your interviewees and help them get comfortable answering your questions. In Dennis' case, these are the questions he asked: How many bags do you have? What do you use your bags for? If you could buy any bag in the world, which one would it be?

2. Go deeper

Once, Dennis, has the interviewees feeling more comfortable, he asks them deeper questions. These include: What do you like about your current bag? Why? What don't you like about your bag? Why? If you could add anything to your bag, what would it be and why? How much (on average) is the maximum amount you are willing to spend on a bag?

Additional reading materials

1. Some examples of companies that used design thinking to create products and to solve problems:
<https://medium.com/swlh/3-great-examples-of-design-thinking-in-action-a96461538c4a>
2. How GE developed MRI machines for children:
<http://newsroom.gehealthcare.com/from-terrifying-to-terrific-creative-journey-of-the-adventure-series/>
3. Mobisol's use of design thinking to provide solar energy:
<https://thisisdesignthinking.net/2016/05/reinventing-solar-energy-supply-for-rural-africa/>