The goal is to find a couple of problems **before** Sprint 1. Let’s then come together during Sprint to talk about the problems, ask questions, and then pick a core problem and generate ideas as a group. Some things to do/think about: *Please add to this*

**Timeline**

11/2 - Identify domains

12/2 - Identify at least 3 problems within the domain

13/2

- Come up with at least 3 solutions each individual (1 solution/ problem or 3/ problem)

- Finalize top 3 solutions

- Prepare the deck

14/2 - presentation

**Users**

A few areas who we can focus on:

1. Home
   1. Kitchen - Dong
   2. Bathrooms
2. Office-space - Dong
3. School (Classrooms/Library/Study-rooms etc)
4. Internal tools / processes that Samsung Research NYC has(this one might be a bit tricky)
5. Public Washrooms
6. Public spaces
   1. Shopping malls - James
   2. Hospitals - Alan/ FJ

**Empathize**

Let’s take this as the starting point and come up with a few problems that people face either in the home or office space. Some ways to do this would include

* observing how we or others dwell and interact in these physical environments
* Have a chat with our classmates and professors
* If possible, call up friends who’re working and conduct the same interview (both home and office space).
* ….

**Questions to get started:**

Start with asking about their daily life.

* When do they get up?
* How do they go to work/school?
* .........
* .........
* What are the different kinds of office spaces you have worked in. Can you describe these?
* What are some difficulties you face in class/office/home?
* What are some difficulties you think other people face in these environments?
* Can you recount a time where you felt overwhelmed about something in your office?
* May you recall a time when you were delighted by some aspect of your physical work environment?
* Do you find the office aesthetically appealing?
* Any other relevant questions...
* …..
* …..
* …..

Please add anything that you feel is important to the interview questions. Let’s aim to:

1. Think about at least 3 difficulties we face in home/office/class each
2. Interview at least **3** people **each**. The more the better our insights will be.
3. Add only our findings to the next page. But keep all the data from the interviews with you. Might need them later on.

**Our findings:**

|  |  |  |
| --- | --- | --- |
| Person | Difficulties | Notes |
| Jane *(Example. Completely imaginary. Any resemblance to anyone is purely coincidental)* | I forget to take my keys before I leave my house! I’ve been locked out multiple times :( | She is clearly stressed even remembering this. |
| D (PhD student) | * Tough to communicate with team since there are barriers * Colors are too bland * Lacks energy b/c lack of good noise level and colors | [Link](https://cornell.box.com/s/jopd82n8bz2j1uhavseqrh6ga5lozevd) to notes |
| B (Investment Banker) | * Feels depressed because always in office * Hates everyone in his office * Feels rushed when going to work because doesn't like feeling of arriving late * Hates office (mostly b/c feelings) * Gets annoyed at work because distracted b/c of location in office | [Link](https://cornell.box.com/s/n9hq7zu3h38tcv0177xs688sbniheem7) to anonymized note |
| A (Student, former consultant) | * hates doing laundry * has trouble optimizing space usage b/c lack of space * Hates messy rooms b/c makes her feel depressed | [Notes1](https://cornell.box.com/s/unlt8j23vv7ech8ng3zoekoht3szw5nx) |
| S (Student, former Intel employee) | * Can't concentrate in work space | [Notes1](https://cornell.box.com/s/ao6vehm2e5sy8oxhzyf9w2bek98nq2ya) |
| Algorithm developer | * Open seating - too much disturbance and noise * Limited meeting rooms * Communication between teams | > Open seating - too much disturbance and noise  > bad food  > lack of meetings rooms results in availability of rooms for only 30 mins  > inter-team communications  > impromptu demos requested by customers |
| Young male shopper | * Floor plans are non-user-friendly and non-interactive * Difficult to available parking space * Need discussions/ recommendations while shopping | * Overwhelmed by too many options |
| Software engineer | * Forgetting items before leaving home * Tough to remember to buy all required grocery items during weekend * High electricity bill due to the heater being on for the whole day | * realizing that ID card is left at home after reaching office * Grocery shopping during mid-week   + Too tired   + Hectic schedule * A task that you are postponing - Some old stuff to sell * Would be nice if heater automatically turns off before leaving |
| M(HR Manager) | * Hard to locate items precisely * Promotion is not announced | Gradually shifting to online shopping |
| J(Student) | * Distance between the parking lot and shopping mall, even worse in bad weather * 20% time, no suitable size or favorite color, especially for cosmetic * The map does not update timely * Not enough resting places | Mostly shopping online  Lower tax online  Free return policy |
| w(Student) | * Waiting time for some restautrants is very long * Unsatisfied with unable to do test drive * Temperature is low in the summer | Like window shopping exhib cars |
| Y(Data Scientist,) | * When doing laundry, she always forgets or sometime doesn’t understand how to split different types of clothes and wash them correctly * She likes to shop online, but when it comes to fresh products (fruits, veg), the quality is not always consistent and well guaranteed * Receiving too many scam calls every day | * Smart washing machine that automatically groups clothes and washes them properly. |
| J(Retired, former accountant) | * Having some communication problem with his children * have some sleep issues (noisy? ) * low-tech | * How to help them learn high tech |
| Student Qn who live alone | * It's hard to diagnose whether food is rotten * hard to remember which food is going bad first. * Hope can monitor the health of food in fridge |  |
| Graduate student, just start working | * Sometimes overcook things on Cooktop, Adjust the heat base on the recipe. * Have to cook while looking at instruction on the phone, but the guide is very blur do not know how much food to put in the pan. |  |
| Xs(Work already 2 years as strategy planner) | * No proper software to manage coporation ERP(Resource Planning) system, * more user friendly file sharing software. * Work management/finish achievement tool. Keep track of Work input on Monday and Output on Friday |  |
| Graduate Dr (works in public hospital) | * Problem keeping track of amounts of medicine and were in hospital |  |
| Graduate Dr (works in public hospital) | * No clear way to remind hospital staff and to keep track of when to follow up with patients * Patients forget to schedule follow-up meetings and forget when |  |
| Graduate Dr (works in public hospital) | * Lab production line very human intensive so slow an unproductive * Problem keeping track of lab tests and results |  |

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