UX Crash Course Form

[Original Wallet Design Guide](#)

Redesign.

1 Interview

Notes from first Interview
- Hold lots of cards
- Holds cash
- Not super extravagant, but also not plain
- Contents of the wallet aren't easily damaged
- Wallet doesn't wear out over time
- Keep money and cards secure
- Some sort of feature to prevent people using your physical wallet to pay for things (think the touch to pay)
- Have an easy way to flash your ID should you need it
- Thin wallet
- Smallest enough to fit in a pocket but large enough to fit other stuff
- Easy to access and organize contents of the wallet

2 Dig Deeper

Notes from second interview.
- Leather wallet
- Don't have to worry about it degrading too much
- Likes to have it associated with something you like
- Some sort of branding
- Likes to have things separated by use, like an area for more used cards
- Doesn't like velcro on fabric, wants it easy to open
- Doesn't want to worry about the wallet tearing from opening
- Likes a metal clip because it makes things feel secure while still being easy to access things you might need quickly like cash
- Downside if it doesn't have multiple pockets for cards
- Would be nice if it had some sort of organizing system
- Likes to have it look like a shelf where you can see the top of each card
- Doesn't care about loose change, only carries cash and cards really

.

Reframe the problem.

3 Capture Findings

Goals and Wishes: what is your partner   trying to achieve through wallet selection?
*use verbs
An organized wallet that is secure and keeps it's contents safe. Also wants the wallet to be stylish and cares about how it comes off towards other people.

Insights: new learnings about your partner's feelings and motivations. what's something you see about your partner's experience that maybe s/he doesn't see?*
*make inferences from what you heard
Wants it to be easy to access and seeks to minimize the time wasted on things like pulling out your wallet, opening it, and finding what you need in that moment.

4 Take a stand with a point-of-view

|	
Interviewee	Austin
needs a way to	Keep items in the wallet safe

<div align="center">user's need</div>

because (or "but . . ." or "Surprisingly . . .")	The point of a wallet is to keep the items safe, and by having something that secures items from being stolen or falling out, your wallet successfully fulfills its task.

<div align="center">insight</div>

Ideate: generate alternatives to test.

5 Sketch at least 5 radical ways to meet your user's

Magnetic Flap to clip the wallet closed
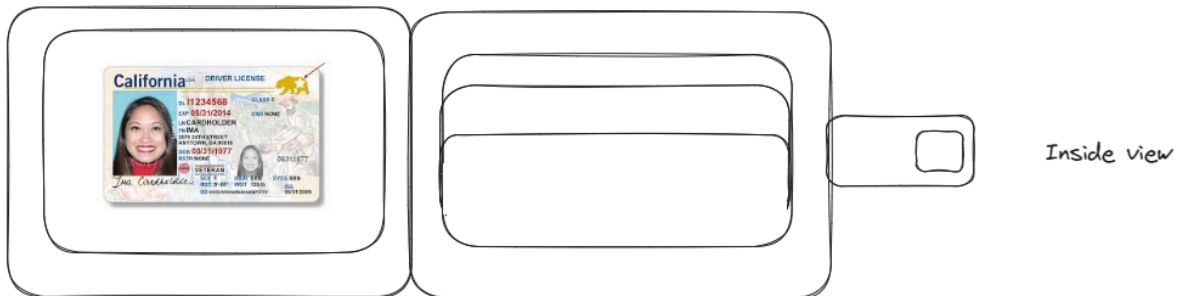
Silver button
to clip wallet
closed
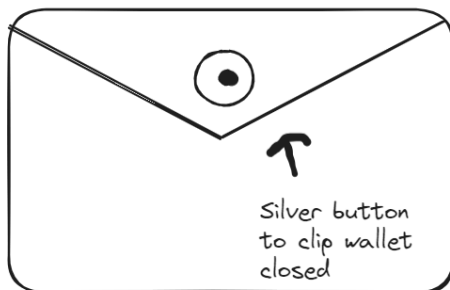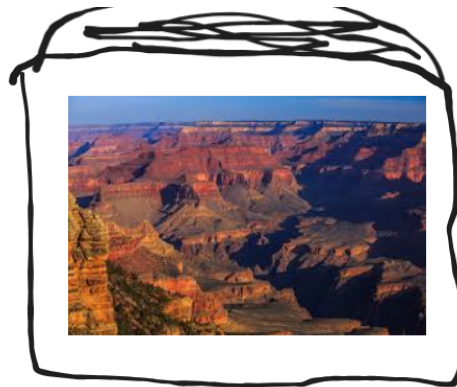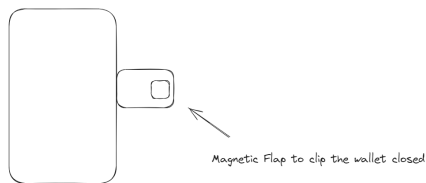
6 Share your solutions & capture feedback.

Iterate based on feedback.

7 Reflect and Generate new solutions

Sketch your big idea note details if necessary

Inside view

Outside view

Build and test.

8 Build your Solution

9 Share your solution and get feedback.

- Likes the solution, thinks that more features could be added, but doesn't know exactly what they are, the wallet just feels kind of empty

Lastly; Group debrief and discussion

How did engaging with a real person affect the direction of your prototype?
It made me better understand where the priorities of my customers were at and allowed me to design based around specific issues they wanted their ideal wallet design to address.

What was it like to show someone else your unfinished work in order to obtain feedback?
It felt kind of nerve racking because I didn't want the customer to think that my prototype was a representation of the final product.

How did the pace feel?
It felt fast because I only had one class to do it. Whether it was coming up with a bunch of different designs or creating my final prototype design product idea, it felt like I was running out of creative thoughts to come up with.

What step would you return to, if you were to do another iteration of the design and why?
I would return to my coming up with radical solutions, because the way I designed my solutions was so that each one individually addressed a problem or feature that my partner wanted implemented.

If you were to apply one of the principles or tools from the design thinking methodology tomorrow, what would it be and why?
I would apply the one about coming up with a bunch of weird solutions, seeing which ones work, and merging them to come up with one bigger overarching solution that combines features from all the sub-prototypes.