DESIGN ODYSSEY

3-Day Design Innovation Program with Thammasat University

// 2 May -4 May 2018 //

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SUTD-MIT INTERNATIONAL DESIGN CENTRE (IDC)   SUTD SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN   J.P.Morgan

SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN
A Better World by Design

SUTD SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN
Established in collaboration with MIT

Established by SUTD-MIT International Design Centre, in partnership with the J.P. Morgan Chase Foundation, Design Odyssey 2.0* aims to be the model of innovation incubators of the future.   Design Odyssey provides the platform of integration between academia, industry and society, in order to facilitate a seamless transition for students to professional practice by developing a human-centric focus rooted in design, innovation, social awareness.

What is Design Odyssey?

* Design Odyssey 1.0 was inaugurated in 2016 – 2017, established in partnership with J.P. Morgan Chase Foundation

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Learning Mindsets

be beautiful,

be Yourself

Dare to try

Respect One another

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Thammasat University: Agenda for Day 1

Agenda is subject to change.

Welcome, Ice-Breaker	9:00am-9:40am
Team Forming & Project Scoping	9:40am-10:30am
Tea Break	10:30am-11:00am
DISCOVERY: Lecture Segment	11:00am-12:30pm
Lunch	12:30pm-1:30pm
DISCOVERY: Project Time // Interview Users	1:30pm-4:15pm
Wrap – Up	4:15pm-5:00pm

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Thammasat University: Agenda for Day 2

Agenda is subject to change.

DEFINE: Lecture Segment	9:00am-10:00am
DEFINE: Project Time (including lunch bento)	10:00am-1:00pm
DEVELOP: Lecture Segment	1:00pm-2:00pm
DEVELOP: Project Time	2:00pm-4:30pm
Wrap – Up	4:30pm-5:00pm

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Thammasat University: Agenda for Day 3

Agenda is subject to change.

DELIVER: Project Time // User Testing	9:00am-10:30am
DELIVER: Project Time // Create Presentation *(including lunch bento)*	10:30am-1:00pm
Admin: Slides Upload & Arrival of Guests	1:00pm-1:30pm
Opening & Welcome of Guests	1:30pm-1:45pm
Project Presentation Time	1:45pm-4:15pm
Closing by Guest-of-Honour	4:15pm-4:30pm
Wrap – Up	4:30pm-5:00pm

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<u>Project Statement for these 3 Days:</u>
Inequalities in Education for People with Disabilities in Thammasat University

DESIGN PROCESS

Discover
Identify & understand opportunities & needs collaboratively through co-creation with stakeholders

Define
Interpret & reframe needs and map them into activities, functions & representations

Develop
Ideate and model concepts based on identified opportunities

Deliver
Iteratively prototype & test concepts & models with users
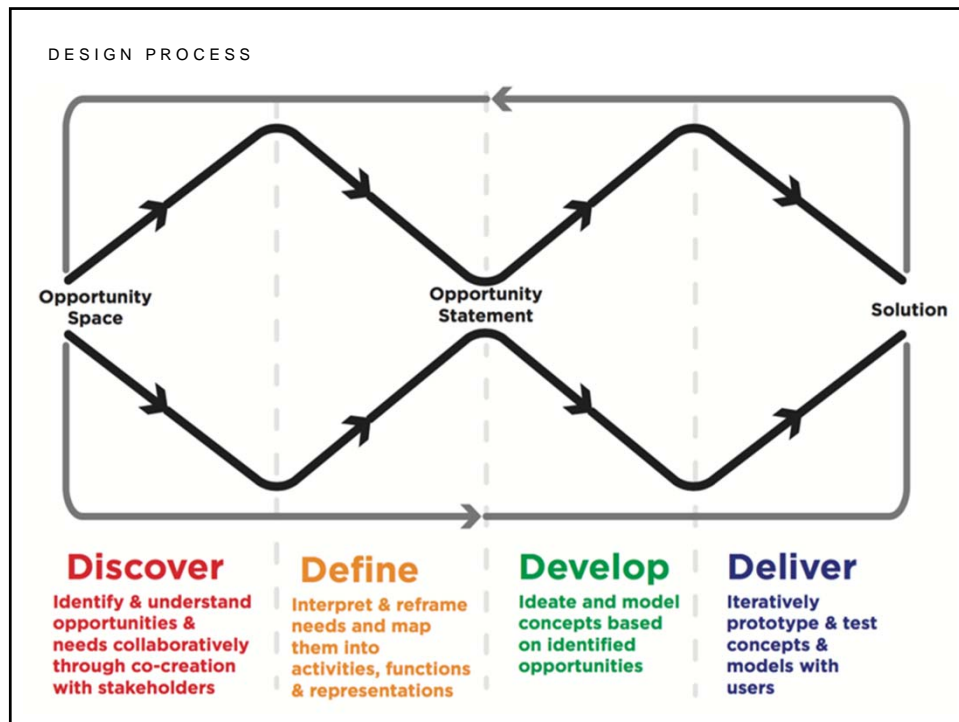
PROJECT SCOPE

ACTIVITY: 20 minutes

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Innovation Ready Design

WE'RE DESIGNING FOR:

Please specify your user segment

WHO HAVE THESE NEEDS:

What do you think are the needs of these users, with respect to your space? It's okay if these are your assumptions for now.

HMW PROJECT STATEMENTS?

What is 1 or 2 HMW statement that will scope the project for these users?

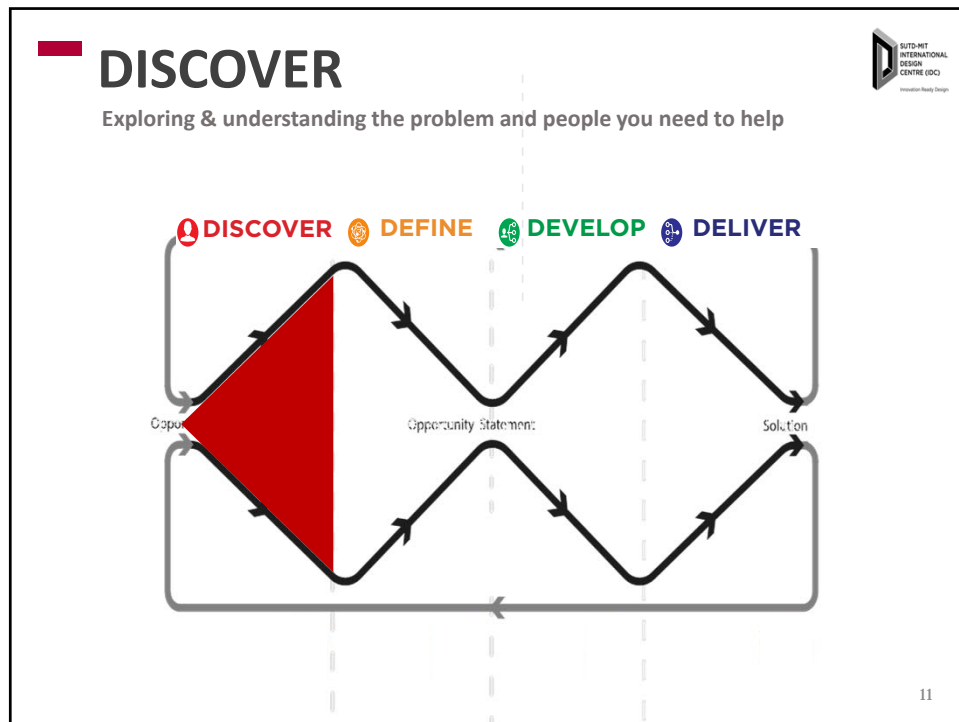**WE HAVE THESE BIG QUESTIONS:**

List down the big questions or hypothesis you have about these users that you would like to find out.

TO LEARN MORE,

What user research would you do? Interviews? Observations? Where and how can you recruit your users?

THIS IS WHAT WE ENVISION:

Draw out what you envision the solution to be. Here we are doing minor ideating

DISCOVER

Exploring & understanding the problem and people you need to help

DISCOVER   **DEFINE**   **DEVELOP**   **DELIVER**

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How do we research?

EMPATHY

Crunch Data

INTERNET RESEARCH, STATISTICS, TRENDS

Look Around

OBSERVATIONS

Talk to People

INTERVIEWS

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OBSERVATIONS

LOOK AROUND 🔍

A way to discover

Shadowing

How Tag along with people to observe an understand their routines, interactions and contexts.

Why This allows you do ask questions in context and identify pain points and opportunities for design.

Fly on the Wall

How Observe and record behavior within its context, without interfering with people's activities.

Why It's useful to see what people actually do in real life, rather than accept what they say they do.

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LOOK AROUND 🔍

A way to discover

Personal Inventory

How Document the things that people write down, keep in their house, carry around in their bag or arrange on their phone.

Why This helps you understand what's important to your users and at a deeper level, their lifestyle and values.

A Day in the Life

How Catalog the activities and contexts that users experience throughout an entire day.

Why You may uncover unexpected issues that your users experience everyday but didn't think much of them to raise them as pain points

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POEMS Framework

A way to frame our observations

People – Who is there? demographics, roles, relationships, behavioral traits, quantity of people,

Objects – Items people are interacting with, including furniture, devices, machines, appliances, tools, etc.

Environment – Observations about the mood, architecture, lighting, furniture, temperature, atmosphere, etc.

Messages / Media – What messages/media is there? What languages are used, the tone of message, signs, etc

Services – All services, apps, tools, and frameworks used

OBSERVATION TEMPLATE

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PEOPLE

Take notes, and photos.
In particular, anything interesting?

OBJECTS

Take notes, and photos.
In particular, anything interesting?

INSIGHTS

An insight is a statement with creative tension
" _____ but/yet _____ "

ENVIRONMENT

Take notes, and photos.
In particular, anything interesting?

MESSAGES / MEDIA

Take notes, and photos.
In particular, anything interesting?

PROJECTED NEEDS OF USERS

Who are the users? What are their needs?

SERVICES

Take notes, and photos.
In particular, anything interesting?

Name of place, Date, time, day of observation

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Ask for Permission
Before you take photos (of people)

INTERVIEWS

INTERVIEW FLOW
A way to discover

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Emotions

Specific
Stories

Summary

General
Stories

Questions

Rapport

Wrap up
Thanks

Permission
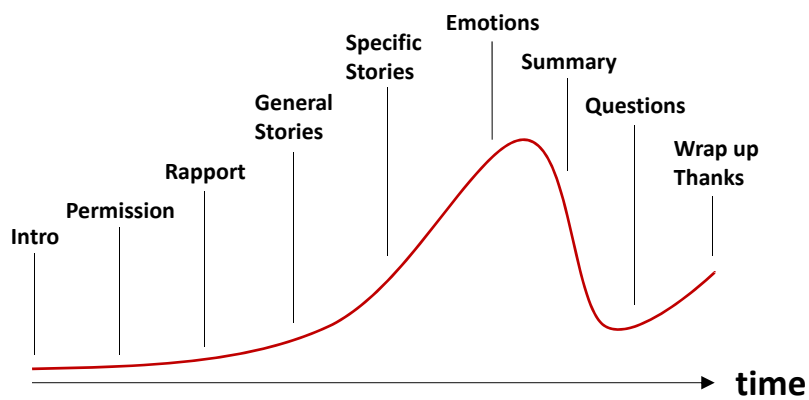
Intro

time

The bulk of the interview is on evoking stories,
exploring emotions and following up with what
your user shared with empathy and curiosity.

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BEST PRACTICES

Getting yourself started

60-90 minutes x 15 users

2 staff (1 interviewer, 1 scribe) to 1 interviewee

Lead interviewer, scribe/note-taker

Arrive early to set up the space

Always ask for permission

Maintain confidentiality

Allow for emotions, vulnerability

Prep a discussion guide, but go with the flow

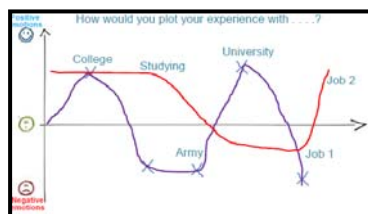Be curious! But be respectful. Suspend judgement.

Interview "on-location"

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WHAT QUESTIONS TO ASK?

TALK TO PEOPLE

A way to discover

Draw a timeline

How Ask your users to tell you a specific story and how it unfolds over time. It can be a timeline of one's day, week or even entire life, depending on your scope.

Why This allows the user to stay focus and recall details of a specific incident more accurately.

Five Whys?

How Ask "Why?" questions in response to the user's answers (without being too annoying like a 3-year old kid).

Why This allows you to dig deeper and understand the primary reasons for people's behaviors and attitudes.

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CIRCLING QUESTIONS

To help you evoke general stories

What's a **typical** day like?

What's a bad day like?

What's a good day like?

Were there times you felt _____?

What kind of problems do you **mostly** encounter?

What do you **usually** do?

What got you here?

What's the journey like?

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DEEPENING QUESTIONS

To help you evoke specific questions

Tell me about the **most recent** experience.

Tell me the **worst/best** experience.

Why did you _____? What happened then?

Can you draw the timeline? What happened?

What happened before/after that?

What were you doing?

Tell me a **story** about…

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FOLLOW-UP QUESTIONS

To help you explore further

You sounded _____. Can you tell me why?

Why? Why not?

What were you seeing/hearing/smelling?

What were you thinking then?

How did you feel at that point?

How did you know?

Can you show me?

Can you draw it out?

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BAD QUESTIONS

Catch them early

Long questions. Keep your question concise. Avoiding conjunctions like "and", "or", "but" etc.

Leading questions. Stay neutral. Avoid letting your judgement take over your curiosity. "How did you feel?" is better than "Did you feel sad?"

Dead-end questions. Use "How", "Why" to avoid one-word responses.

Opinion-based question.

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NON-VERBALS

This is the other half of the interview

Observe how your interviewee has arranged his/her home or desk. Or if you are meeting at a café, ask why he/she picked this place.

Listen for tone. Watch out for body language. "You looked _____ when you said _____. Can you tell me why?"

"What was that all about?"

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PREPARE INTERVIEW GUIDE

Template

Team Activity

• What are the questions you would ask your users about their needs? It is important that those are real needs and not your false assumptions!

• Write down what you know now and what you want to ask on post-its. One point per post-it.

• Group similar post-its together into themes.

• Your Interview Guide should have 6-8 questions only.

• Present to the whole class later

ACTIVITY: 20 minutes

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INTERVIEW DOWNLOAD

WE INTERVIEWED OR OBSERVED...

Write down their real name. But include their profile including relevant demographics, interests, etc

HE/SHE IS...

List down interesting facts about him/her. Motivations, behaviors, pain points, etc.? what are highlights or delights for him/her?

HE/SHE SAID...

Quotable Quotes that surprised you or got you thinking.

HIS/HER NEEDS ARE...

What did they reveal about their needs? How did you validate their needs? What are your interpretations of their needs?

ONE INSIGHT ABOUT HIM/HER

What's one insight, about this person? " _____ but/yet _____ "

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POST-INTERVIEW DOWNLOAD

WE INTERVIEWED OR OBSERVED...

Write down their real na_____ their profile including _____raphics, interests, etc

HE/SHE IS...

List down interesting facts about him/her. Motivations, behaviors, pain points, etc.? what are highlights or delights for him/her?

HE/SHE SAID...

Quo_____ at surprised you or got you thinking.

HIS/HER NEEDS ARE...

_____ did they reveal about their needs? How did you validate their needs? What are your interpretations of their needs?

ONE INSIGHT ABOUT HIM/HER

W_____ t, about this person? _____ but/yet _____ "

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What's Next: 1:30pm-4:15pm

Project Time

- **Observe or Interview 2-3 users AND Download to your interview guide template for each user**
- Observe/interview in pairs or in threes.
- Always ask for permission to interview, to take photos.
- Assure Anonymity of users.
- Have Empathy. Be Mindful.
- Beginner's mind // Fresh Eyes // Big Ears
- Be Curious, but Non-Judgmental
- You are here to improve a certain aspect of the problem. Have fun!
- Rapidly prototype something and test if you can!
- See what's unique about Thammasat Campus.
- If you have time, you can share your findings with each other!
- See you back here at 4.15pm.

Meet yours users

Project Time

- **First batch of users: 1.45pm**
- **Second batch of users: 2.45pm**

- Free and easy, go out and meet your users. Do not have to stay in the classroom. Ask your users to show you how they go around the Campus, etc. Observe users in their environment. Build rapport with your users, and listen to their stories.
- Request for a contact number of your user (if they are willing to) in case you would like to follow-up with them on more questions or to invite them to co-create with you the next 2 days! Be sensitive of communicating with them after working hours.

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