1.Design Thinking 1 Assignment – Adam Emile Aske

I worked with Theebthan Jeyakumaran, Madhushan Nimalmohan, Abdulkarim Shlal and Matthew Standford.

2. Stereotype Character

Name: Greta Solberg

Age: 74

Wants & Needs

Time with grandchildren

Independence

3. Describe your stereotype based on your insights

Greta lives in the outskirts of Oslo with her husband Hans. Greta retired many years ago and stopped driving cars at the same time, ever since Hans has been the designated driver. However, Hans became sick and can no longer drive nor attend all activities. Therefore, Greta now must navigate and use ticket-applications.

Greta has never needed a great deal of digital skills. However, these are becoming more and more mandatory to live the life she wants.

Going to the kiosk takes too much time.

Having a physical card gives a high risk of losing it.

Navigating all the applications required in modern life is unintuitive for many people, how can applications be developed with a user focused mindset to make them more accessible for people without prior knowledge or experience in similar applications?

4. Point-of-view statement: Greta needs public transportation ticket applications to be designed and developed with her needs in mind because the physical alternatives are too time-intensive and require too much travel.

5. What makes a good POV Statement?

A POV statement should be limited to defining a problem, not a solution. The POV statement is a red line going through the rest of the design phases. A good POV statement is user centered. Everyone should be able to read the statement and understand the goal and purpose of the entire project.