

CS 147 Assignment 1: Needfinding

10/2/15



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Andrew Fang



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Introductions

Needfinding Methodology

Location-based approach



Laurie @ Nike



Manny @ Nike



Dave & Leah @ Soul Cycle



Nicholas @ Mitchell Park



Aarav & Maurice @ Library

Likes?

Quality of social interactions?

Dislikes?

Exercise Behavior?

Frequently used resources?

Relationship with technology?



Possible fields for new technologies?

Wears HR watch, but doesn't look at it during workouts

Manny

Demonstrated difficult watch software interface, (too small and complex)

Dave

Very excited when we were discussing food and nutrition

Laurie

DO
THINK

Lots of scope in the nutrition & health information space

Laurie

I would use this if I could understand it better

Leah & Manny

The key is getting everyone to participate

Dave

"I don't really use the HR monitor on my wrist watch because it seems overly complicated..."

Manny & Leah

"I love how fitbit utilized the steps feature because everybody understands steps, and they can compete with themselves"

Dave

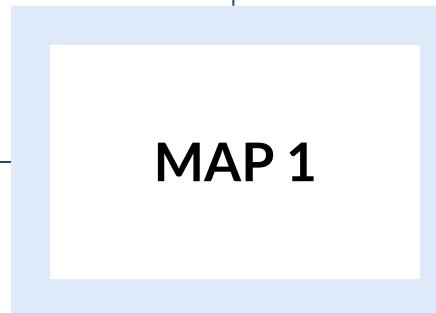
SAY
FEEL

less is more when it comes to quantifying technology

Manny

totally overwhelmed by how much she had to learn before she could use it

Leah



Has the family put away their phones during dinner.

Aarav

Frequents the parks and engages with his dog there

Nicholas

DO
THINK

MAP 2

SAY

FEEL

"There is a need for boredom for creativity to truly flourish"

Aarav

"I don't want to just know..I want to know how to do things better and where to begin to look."

Maurice

Very excited about how technology will interact with the world, but nevertheless afraid of volume.

Aarav

Believes that she could be better if she could utilize her resources in her community better.

Maurice

Fear for how exposure to technology and the ease of information will alter how we interact with the world.

Aarav

That meaningful conversation are hard to come by

Nicholas

BEHAVIORS THAT INDICATE A
(DESIRED) SEPARATION FROM
TECHNOLOGY

THE EXISTING STUFF NEEDS TO BE
CLEANER

DO

THINK

MAP 3

SAY

FEEL

EDUCATE &
ENCOURAGE PEOPLE
WITH THE U/X

EXTRACT AND SIMPLIFY THE
INTEGRATION BETWEEN HUMAN
AND COMPUTER



Tensions, Contradictions and Surprises

The Problem: Monitoring is too involved

(Too much unusable information for the average user, too much time spent on devices)

In Summary

- 7 People interviewed (~30mins)
- People vs technology
- Too much unusable information