

For your partner, design a useful and meaningful method for one of the problems chosen. Start by gaining empathy.

Problem topic chosen (cannot be “gift giving”): Knowing how to find clubs/team on campus

* You and your partner will each create a solution (2 total).

Step 1: Interview 8 Minutes (2 sessions 4 minutes each)

Notes from your first interview:

Have you found/joined any clubs on campus so far (and which ones)?

CTF club, thought about chess club not committed (sick)

How did you find out about them?

Club fair

What made you choose those clubs?

CTF - related to major, interested and want to get involved

Chess - know from high school, play for fun

What was your favorite part of the club searching process?

Looking at all the options

Seeing something he liked sparked his interest

If you were to become a regular member of one of the clubs, what would your motivation be? What would make you more inclined to becoming a regular member?

Personal enjoyment, break from classes

Meeting people, making friends in the club; need to find enjoyment in club

Switch roles and repeat interview

Step 2: Dig Deeper 6 minutes (2 sessions 3 minutes each)

Notes from your second interview here

Would you consider joining a club that didn't relate to your major or interests? (Trying something new/getting out of comfort zone)

Depends on the club

Only if they knew someone else (recommendation)

Do you plan on possibly taking an officer position in a club in the future if you enjoy it?

If they really enjoyed it then yes

Something on the side then no

Would have to be committed to the club first

Switch roles and repeat interview

Reframe the problem

Step 3: Capture Findings 3 minutes

Needs: Things they are trying to do (use verbs)

Relating to previous personal experience

Reaching out to like minded people/people they get along with

Forming connections between old hobbies/interests and new club (activities?)

Insights: New learning 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)

They are deciding their clubs based on enjoyment and how well they relate to the club's focus. I noticed they did not mention the interpersonal aspect of the club fair, rather the convenience of having all the clubs in one location. This ties in with their want to find clubs that cater to their personal interests best, and he values efficiency. He also mentioned he would rather find a club that he is interested in rather than going in with the intention of forming interpersonal connections, although he still values the latter.

Step 4: Take a Stand with a Point-Of-View 3 minutes

Partner's name/description -

Kevin Archer, Freshman Cybersecurity major from New Jersey

...needs a way to (user's needs) -

Find clubs that he relates to and has common interests with its members

...because/but**/surprisingly (circle one) -**

Would like the club searching process to be efficient

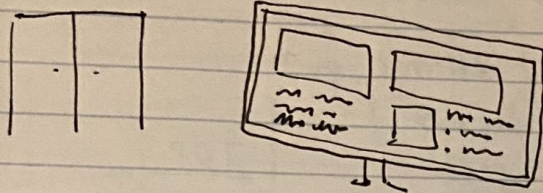
Ideate. Generate alternatives to test.

Step 5: Sketch at least 5 radical ways to meet your user's needs 5 minutes

Write your problem statement - I want to create a way for students to easily find clubs that they can relate to, while also allowing them to discover new things.

Insert picture of 5 sketches -

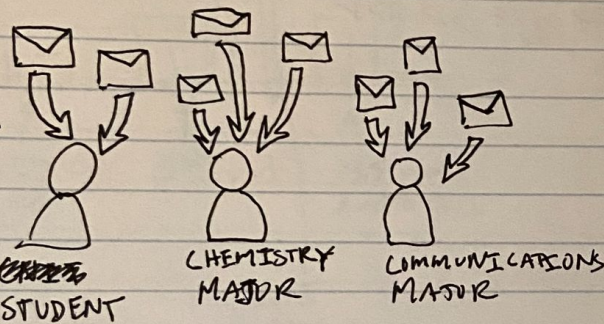
1.



Electronic Billboard / TV in Lobby

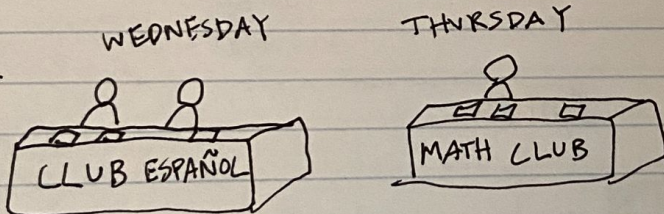
- Allows clubs to display more information on a rotating basis (dynamic)
- Clubs relevant to certain classes that occur at different times

2.



Email Mailing List for clubs relating to a major.

3.



Rotating club booths in residence hall lobbies.

4.



Newspapers sent to residence halls with for clubs to advertise.

5.

ENVIRONMENT	LEADERSHIP	GAMING
IT	COMMUNITY SERVICE	

Flyer for students to fill out at club fair with stamps indicating they visited a booth. Incentivize students to find new clubs & get out of comfort zone.

Step 6: Share your solutions and capture feedback 10 minutes (2 sessions 5 minutes each)

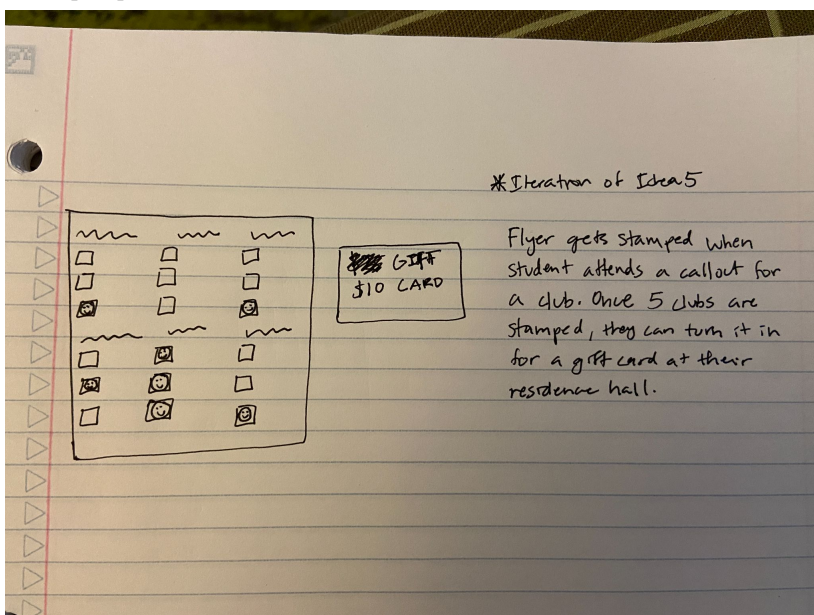
1. Expensive to implement, technical skills required to configure
2. Might get sent to spam, not checking email, ignoring emails
3. Find volunteers willing to set up booths, might only benefit bigger clubs, might miss out on clubs by using a different exit in the building or sleeping in
4. Nobody really reads newspapers anymore; useful if used but will rarely be used
5. Provide incentive to tick off clubs (prize), people may not be inclined to visit clubs that they are not already interested in

Switch roles and repeat sharing

Iterate Based on feedback

Step 7: Reflect and generate a new solution 3 minutes

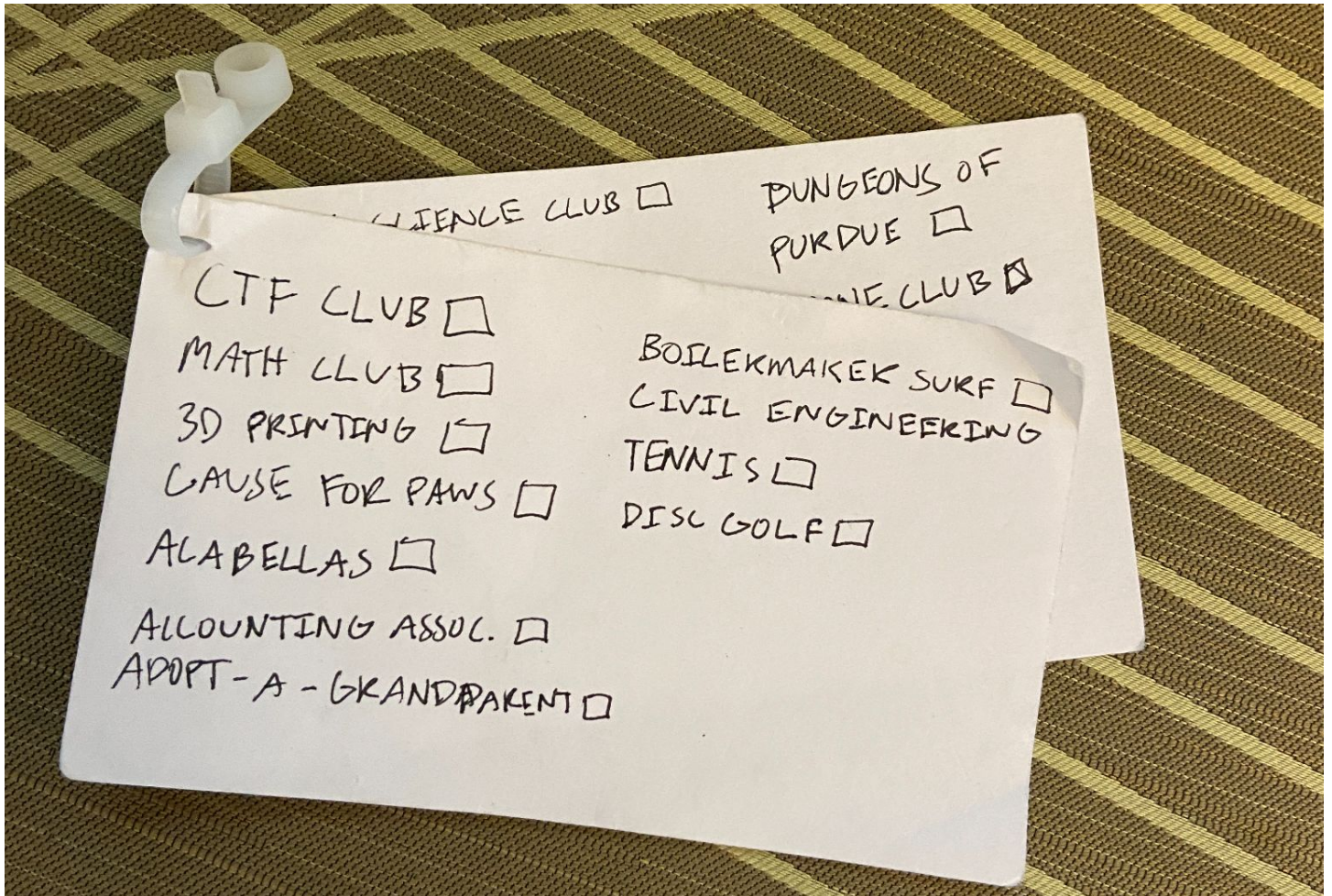
Incentivizes students to not only go to club booths at the club fair, but to attend at least one meeting so they can meet people there as well.



Build and Test

Step 8: Build your solution

Make something that your partner can interact with. Submit a picture here:



Step 9: Share your solution and get feedback 8 minutes (2 sessions 4 minutes each)

What worked...

- Good visual representation, all clubs are together
- Prompts you to explore other clubs that you haven't seen yet
- Easy to use
- Cost effective

What did not work...

- Want to move away from paper in modern times
- Have to use a lot of paper for so many students
- Could be organized better (by type of club maybe)
- Could be more visually appealing (color)
- Use something better than a zip tie

Questions...

- How would students get it?
- How would they be mass produced?

Ideas....

- Booth at front of fair to give them out
- Give them to everyone at Boiler Gold Rush
- Use a staple instead of zip tie
- Volunteers to assemble them
- Color coding different fields (blue for tech, green for sports, etc)