

DT - Week 2

L1 Persona - Creation 1

↳ Name, Age, Address (Locaⁿ)

L1.1 Persona - Creation 2

Eg. Akansha, 10 Yrs, Pune, India → (Profile)

↳ Interests: Likes homework, Loves badminton, Loves chocolate, Likes Videogames.

- Observe, don't ask.

L2 Empathy & CTM (Customer Journey Map)

- CTM Before Activity -

1. Akansha comes home from school.
2. She finishes her homework.
3. She reaches for phone & switches it on.

- CTM during activity

1. She resumes the saved game 😊
2. She snack while playing. 😊
3. She plays the game with dinner time.

- CTM after activity

1. She stops playing on the mobile.
2. She closes on phone.
3. The next day, boasts your achievements.

L3 A Story About Empathy

- be empathetic towards users

L4 Design Paradox

- Technology simplifies life. More func^{ns} make each device harder to

learn and use. This the challenge for the designer.

- Design Team - Manufacturer, Store, Purchaser, User, Service, Aesthetics
 - ↳ E.g. of 2 types of washing Machine
- Competitive forces - Price, Features, Quality, Speed to Market
 - ↳ Competiⁿ yet same product.
 - ↳ customer focus & founding CEO.
- Good for business, good for envt.? → Problem of a durable product, dated & subscripⁿ product.
 - ↳ How to exist with older products.
- Design research vs. MR
 1. What people really need & how they actually use it?
 2. Deep insights from small no. of people.
 3. Shallow insights from large no. of people → choose

L6 Guest Interaction

1. Voice of customer
2. Voice of process
3. Voice of business