

Hear a good story

Interview your partner about his/her
experiences as a freshman

Your goal is to hear (at least) one good story from your partner

Create a quick interview guide

(with open-ended questions!)



Interview your partner

(just have a conversation!)



A. Be human: build rapport.

"Introduce yourself. "How are you today?"

"Nice to meet you. Tell me about where you're from?"

B. Seek stories.

"Could you tell me a story about a time you . . ."

(... travelled by yourself to a new place on campus?)

(... had an unexpected adventure on a new campus?)

"What would I find surprising about how you . . ."

(... packed for your freshman year?)

(... navigate a new campus?)

(Write more of your own)

FAVORITE DINING HALL
DID YOU LIKE THE LAYOUT OF YOUR DORM

C. Talk about feelings. Dig deeper by following up.

"Why do you say that? . . . "Tell me more."

"How did you feel at that moment, when . . . happened?"

(Write more of your own)

2 min

Go deeper into one story: remember to ask "Why?"

- SHE would prefer the top bunk versus the loft bunk reasoning was that the loft bed had a smaller desk and a smaller closet.
- If the tables and closets were all the same size, then she would pick the loft bed because there is more privacy and personal space.
- She felt this way about the loft but never complained. Said it didn't feel right to complain. Her roommates never mentioned it either. 3 min each

Inspired by Stanford d.school

What does it mean?

Gain insights by thinking of what might be the deeper meaning behind what you heard. Have fun with it.

Your goal is to take an extreme, inspired stance.

Imagine the meaning

(notice something, then infer what the meaning might be)



Imagine possibilities for the following statements:

It's interesting/surprising/telling that s/he ...

- enjoys equality
- wants a bigger desk & closet
- bed doesn't matter

One thing that seems to be important to him/her is ...

- that the bed does not matter but the desk and closet does

I wonder if this means ...

[WRITE A FEW POSSIBILITIES]

- if everyone else feels this way
- if having the same sized desk would change

Take a stand with a point-of-view:

partner's name/description
needs a way to have a same size closet/desk
user's need as everyone else

because (or "but..." or "Surprisingly...")

everyone is paying the same fees and rent

insight

5 min

Create brainstorming topics

(flip your insights into questions)

How might we ...

- make the desks bigger and still fit everyone?
- make a triple dorm more comfortable?

How might we ...

- make the dorm room equal amongst the residents?
- change the layout of the room?

How might we ...

- make room for same sized desks?
- change the layout of the beds?



New ideas!

Generate a diverse set of concepts in response to your brainstorming questions.

Your goal is to build on the ideas of others.

Share your work, then brainstorm as a team

(recap one story, share one inference and your brainstorm question — then lead a brainstorm) 2 min share, 3 min brainstorm, each

- change the layout of the beds to allow for more space.
- priority of desks and closet in the dorm room
 - beds come secondary
- New ways of placing the beds and furniture.
- change up the furniture. Get new furniture to accommodate space.
- share desks?

Sketch it out

Pick an idea and stay in a generative mode
as you work out the details.

Your goal is develop the idea and make it visual.



Choose one idea and flesh it out into a product or service

(what is it? how does one use it?)

Change layout of dorm to accommodate same sized furniture for all

- How to make large furniture fit everyone, even though it is a small room?
 - A Bed that can collapse upwards and a desk will form under it.
 - The beds will be able to be pushed up and it will reveal a bed underneath it.

→ having beds that can collapse makes the room much bigger!

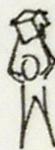
Let's get physical, physical

Let me hear your body talk.

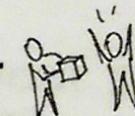
Your goal is to test your solution by making it tangible.

Build your solution (to test desirability)

→ 7 min



Test with your partner (get feedback)



What's working?

- more space is available
- better lighting
- space convenience
- clever desks.

What could be improved?

- concaved walls will take more time to build versus buying new furniture.

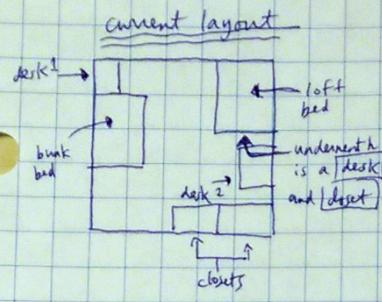
- durability of the beds from opening and closing
- how to make concaved walls?

• have ~~the~~ the bed just pull up without the concaved wall. This will only add around 12-14 inches of the mattress sticking out.
↳ still saves space.

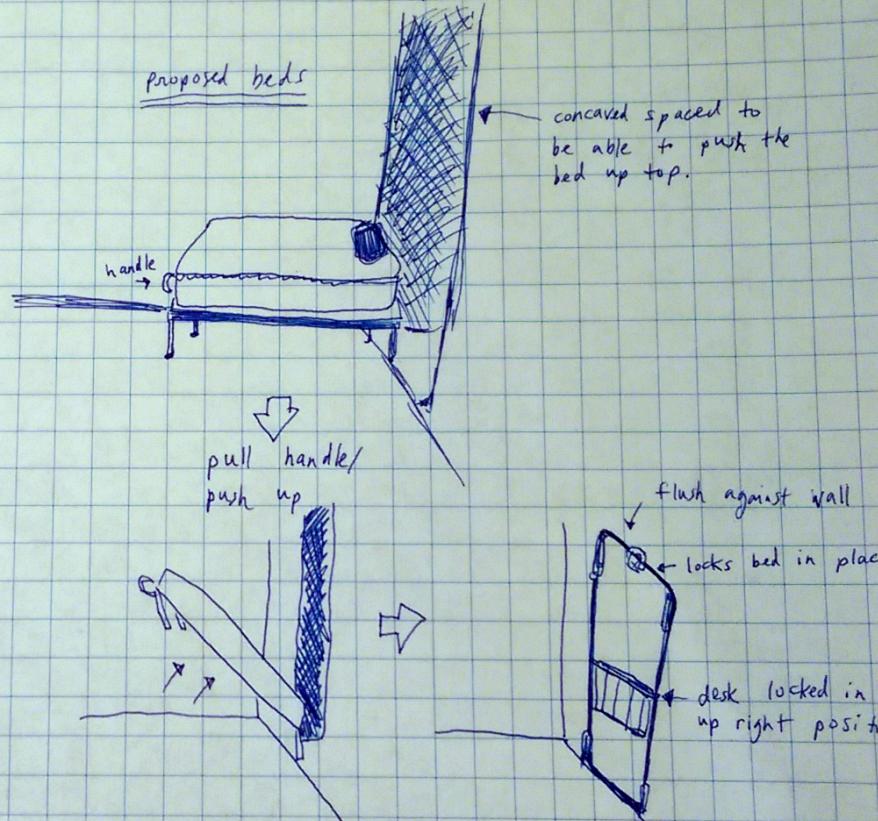
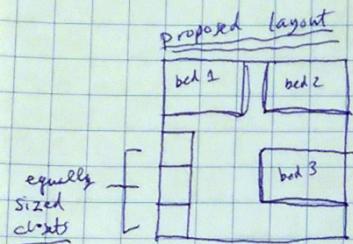
New questions

4 min each

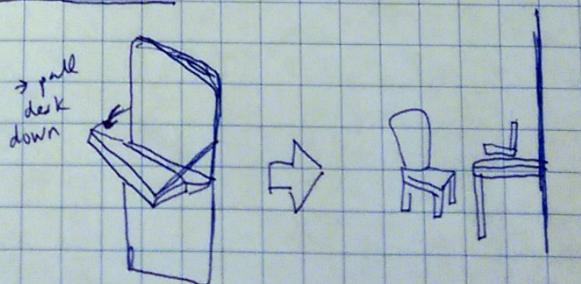
New ideas



- in this layout you can see that the loft bed has the closet/desk underneath the bed
- it is smaller and less space is available
- it is also the only desk underneath something. This makes it more dark and cramped compared to the other two

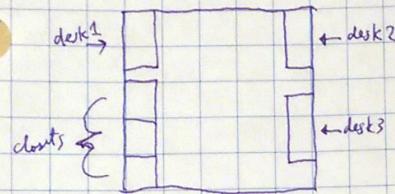


proposed desks



complete room

room layout w/ beds collapsed



- larger open space w/ beds in upright position

- everyone has same sized beds/desks/charts

- equal lighting from above

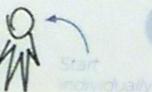
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"What would I find surprising about how you ..."

(... packed for your freshman year?)

(... navigate a new campus?)

(Write more of your own)

dorms? classes?
dining halls?

C. Talk about feelings. Dig deeper by following up.

"Why do you say that? ... "Tell me more."

"How did you feel at that moment, when ... happened?"

(Write more of your own)

2 min

Interview your partner

(just have a conversation!)



Now pair up

Interview notes:

- bio chem major
- sixth college
- living in dorm, in a loft bed.
- hits head on the top because loft bed is really high up.
- getting textbooks are annoying for him
- getting food from food worx is annoying for him

4 min each

Go deeper into one story: remember to ask "Why?"

- getting food is annoying because he has to walk from the dorms all the way around the canyon to get food
- it is a journey and takes a while
- worse when it is raining
- too much walking.
- sometimes doesn't eat!

3 min each

What does it mean?

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Your goal is to take an extreme, inspired stance.

Imagine the meaning

(notice something, then infer what the meaning might be)



Imagine possibilities for the following statements:

It's interesting/surprising/telling that s/he ...

• would not eat because getting food is too much of a hassle

One thing that seems to be important to him/her is ...

• convenience, the ability to get food quickly and easily

I wonder if this means ...
[WRITE A FEW POSSIBILITIES]

• they are lazy
• the trip is too difficult to get food

Take a stand with a point-of-view:

Alex

partner's name/description

needs a way to get food quicker from the sixth college dining halls

user's need

because (or "but..." or "Surprisingly...")

he needs to cross a canyon

insight

5 min

3 min

Create brainstorming topics

(flip your insights into questions)



How might we ...

- bring the food to him
- make it less annoying to get food

How might we ...

- make it more convenient to order food

How might we ...

- help the lazy people
- make trip less taxing



New ideas!

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Share your work, then brainstorm as a team

(recap one story, share one inference and your brainstorm question — then lead a brainstorm)

2 min share,

3 min brainstorm, each

- create a bridge across the canyon
- have a catering truck located in the res dorms
- have online delivery for a fee
- open a new dining hall

Sketch it out

Pick an idea and stay in a generative mode
as you work out the details.

Your goal is develop the idea and make it visual.

Choose one idea and flesh it out into a product or service

(what is it? how does one use it?)



Online delivery

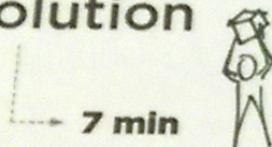
- have deliveries to res halls every 30 minutes
- deliveries cost a premium to pay for a staff member to drive the food in a golf cart over to the res halls
- Uses the Android/iPhone app to order food with a click of a button.
- goes directly to your doorsteps

Let's get physical, physical

Let me hear your body talk.

Your goal is to test your solution by making it tangible.

Build your solution (to test desirability)



7 min

Test with your partner (get feedback)



What's working?

- convenience
- quick and user friendly
- familiar technology

What could be improved?

- have food available quicker
- use less gas
- automate the process

- Is the extra cost enough to cover the driving and extra worker?
- Will enough people use this for it to be profitable?
- What if too many orders

- Since seating is not required, building a new restaurant would make this process quicker.
- Can build restaurant in the res hall area

New
ideas

4 min each

Inspired

Scenario

- I'm hungry but I don't want to walk across the canyon to get warm food.

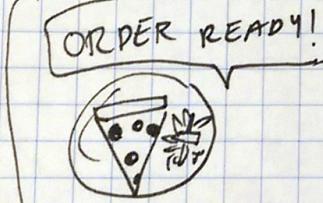
- Good thing there's an app for that.

App

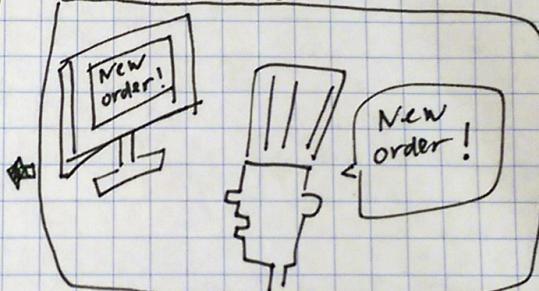
- ORDER
- Prime Ribs
- Hamburger
- ✓ fries
- drinks
- pizza
- steak
- chips

- tap all that app extra 50¢ charge per item

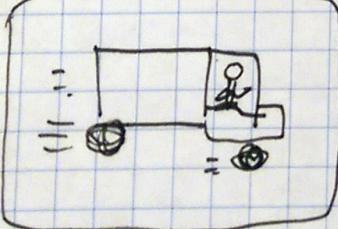
chef cook food



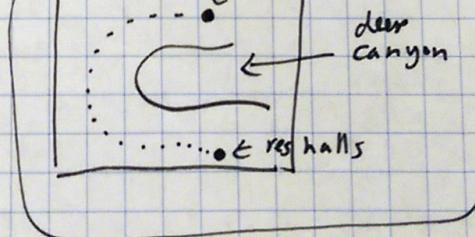
sends order to dining hall



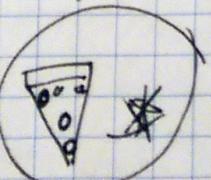
delivers every 30 mins



map dining hall



enjoy!



dining long

your food
is here!

- DEEP HANGING OUT HELPS BUILD NEW THINGS THAT CAN IMPROVE THE OVERALL PRODUCT. KNOWING WHAT THE USER IS STRUGGLING ON WILL ALLOW US TO KNOW WHAT TO IMPROVE.
- PAY ATTENTION TO WHAT PEOPLE ~~SAY~~ DO NOT WHAT THEY SAY.