

# Lab 7: Bridging the Gap: Moving from Problem to Solution

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**Due** Jul 22 by 11:59pm **Points** 20 **Submitting** a file upload **Available** after Jul 15 at 12pm

## Bridging the Gap: Moving from Problem to Solution

**Step 1:** Meet and greet with your new team (Group: module 5)

So, in the past, I used to have students in one team for the entire quarter, but based on course feedback and with online learning keeping everyone at home, I'm trying something new and am changing the groups fairly regularly. Not only is this surprisingly common in industry (you get moved on and off projects and teams shift) but it also will stress the importance of strong artifacts (maps, personas, etc) to communicate to team members. Do your personas and maps hold up? Are they helpful for team members who weren't part of their creation? We'll find out in today's lab.

Start with the following icebreaker to get to know your new group members:

### Icebreaker

[According to PsychologyToday](https://www.psychologytoday.com/us/blog/why-we-need-heroes/201404/5-surprising-ways-heroes-improve-our-lives) (<https://www.psychologytoday.com/us/blog/why-we-need-heroes/201404/5-surprising-ways-heroes-improve-our-lives>), research on heroes shows that having a hero can improve our lives in surprising ways. For example, heroes nourish our connections with other people and they show us how to transform our lives.

Discuss briefly with your partner a hero you have (or if you don't help each other pick one). It can be a real life person or a fictitious character and how this hero can help you get through a difficult time and move towards a life that you want to have.

Include a sentence or two in your lab write up.

### Lab

You've spent the last three labs talking to users, building a map of your understanding and creating personas. Now it's time to select a problem and form a digital solution.

*Caveat - don't get too hung up on the perfect problem and solution. Just pick something you'll enjoy working on enough for the next few weeks. The most important thing is getting experience applying the user-centric design process.*

**Step 1:** Take a moment to review all the different maps and personas each group member brings to the table. You've all been exploring the same problem space "The US population is aging rapidly. However, with this comes some challenges. Seniors often report loneliness and difficulties doing the things they once did as they age. Digital technology may offer solutions in mitigating the challenges of aging, but seniors often resist using these technologies." By working in separate groups, you likely have diverged from this singular problem prompt to a number of different themes that lie within your problem space.

What different findings did each team member uncover? What are some insights and themes? How do the personas differ? How are they similar? What are some common themes that you uncovered? Individually, pick a few problems that you're interested in exploring and use those problems for step 2.

*Take notes on your discussion for your lab submission (each member will turn in their own lab submission, so everyone should be keeping their own notes).*

**Step 2:** Now let's have some fun. Spend at least 20 minutes, and **write at least five How Might We questions each**. Push yourself to come up with at least five. You can use [this worksheet from the Stanford d.school](https://static1.squarespace.com/static/57c6b79629687fde090a0fdd/t/589cc8b8d2b85721b37d3efe/1486670008488/HMW-Worksheet.pdf) (<https://static1.squarespace.com/static/57c6b79629687fde090a0fdd/t/589cc8b8d2b85721b37d3efe/1486670008488/HMW-Worksheet.pdf>) or [Innovation Champions worksheet](https://www.innovationchampions.com.au/toolkit/hmw-statements) (<https://www.innovationchampions.com.au/toolkit/hmw-statements>) to help you.

**Step 3: Review your HMW questions as a group.** This should feel like you're opening up lots of opportunities to provide unique solutions for the personas you're designing for. In the next step you're going to narrow in on what problem you're going to focus on solving.

**Step 4: Individually, write a problem statement.** You may all agree on the same problem statement, but it's okay if you have your own that differs from your group members. Pick something you're actually interested in solving, cause you'll be creating a prototype based off this problem statement. You can use other group member's HMW questions as your source of inspiration.

**Step 3: Individually, make a list of the expectations of the persona you're solving for.** This may be the persona that you created in your last lab, or perhaps you were inspired by another group member and are designing for a problem felt by their persona. The following questions can help you do this:

- Your persona's attitudes, experiences, aspirations, and other social, cultural, environmental, and cognitive factors that influence the persona's expectations
- General expectations and desires the persona may have about the experience of using the product
- Behaviors the persona will expect or want from the product
- How that persona thinks about basic elements or units of data (For example, in an email application, the basic elements of data might be messages and people.)
- You may have to go back through your interview recordings for this information

**Step 4:** Now we're going to start moving into the design space, where you can start imagining scenarios in which you've created a solution for your user's problem. Let your imagination run wild. Don't limit yourself to what's practical or currently feasible. Pretend you're in a sci-fi movie and let yourself have ideas that will push the bounds of technology.

Each team member will **write a context scenario** for a solution that they envision. This is not your final solution, you'll come up with even more ideas in the next lab. Remember, your first idea is rarely your best, but you have to start somewhere. Focus on how the product you are designing can best help your persona achieve their goals. Context scenarios are narratives that establish the primary touch points that your persona has with the system over the course of a day or some other meaningful length of time. Your context scenario should address questions such as the following:

- In what setting(s) will the product be used?
- Will it be used for extended amounts of time?
- Is the persona frequently interrupted?

- Do several people use a single workstation or device?
- With what other products will it be used?
- What primary activities does the persona need to perform to meet her goals?
- What is the expected end result of using the product?
- How much complexity is permissible, based on persona skill and frequency of use?

**Step 5:** After you've written your context scenario, have each team member share their context scenario and help each other analyze them to extract the personas' needs and **create a list of design requirements**. These may change as we do more divergent thinking design activities, but this will at least get your group thinking about some of the features that you'd may want your solution to have.

**\*\*** Keep in mind, as we go through this course my intention is to expose you to many UX tools to add to your problem-solving toolkit. Based on what stage each group is at, they may find some of these steps more helpful than others. If your group is struggling to come up with a solution right now, that's totally ok, our next lab will help with that, and then you may find you need to come back to this lab and recreate your design requirements based on a totally new design concept you may land on.

**Homework:** Hopefully this lab has inspired you and brought to mind many different ideas for creating digital products that older generations would actually find helpful. In our next lab you'll be coming up with even more ideas, so don't feel like you're committed to any idea you came up with today.

To prepare for the next lab, **spend about 20 minutes on your own looking at inspiring products and capture (jot down) ideas that you may be able to use for your product.**

Don't worry about whether or not you can use every idea, this just gives your team a bunch of great raw material to inspire your solution sketches for our next lab. I won't be grading this, there's nothing to officially turn in, but doing this exercise will make the next lab much easier for your group!

As always, please don't hesitate to let me know if you have any questions, I'm here to help.

**Submission:** Each team member needs to **submit their own doc** for today's lab. This doc should include:

1. A sentence or two about your hero from the icebreaker activity (1pt)
2. Notes on your initial discussion of the problem space (2pts)
3. Your 5 HMW questions (5pts)
4. Your problem statement (3pts)
5. Your persona expectations (3pts)
6. Your context scenario (3pts)
7. Your design requirements (3pts)