Reflections

The IDEO card research went quite well. Planning a timeframe helped us delegate time to each task and ensure we had enough time to gather survey responses to use in subsequent cards. Setting up the survey to show different sections depending on previous questions was also helpful, as participants seemed happier to give detailed responses. These responses also helped the team with scenario creation, which, in turn, was helpful for creating tasks. Finally, using flow analysis last was helpful, as it led the team to think about some odd cases to consider. Doing this analysis together in LucidChart also helped to spark thoughtful conversations.

Given the limited timeframe and our limited experience levels, the team thought nothing went particularly poorly. But given the chance to do the process again, there were some areas we would improve. While it was easier to generate the tasks after conducting some research, having a few defined at the beginning would have given the team more opportunities to research interest and have a more structured approach to task prioritization. We would also try to send out our survey even earlier in the process to give ourselves as much time as possible to collect responses and better analyze results.