

Needfinding

Informative Visualization

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Mollie Fox

- ❖ Art History Major
- ❖ University of Michigan



Amber Wilkie

- ❖ Photographer/Programmer
- ❖ Sweden



Chrystal Lau

- ❖ Med school student
- ❖ Arkansas



Lauren Kim

- ❖ Professional Golfer
- ❖ Palo Alto



Interview Results

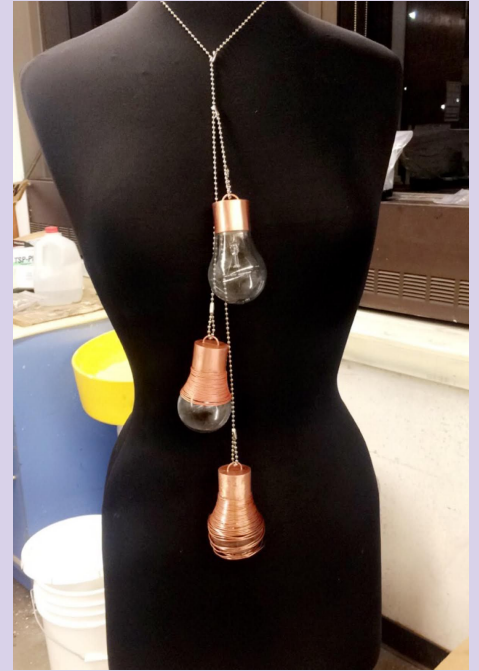
Our Findings

- Visualization
 - Anatomy
 - Design inspiration
 - Golf course
- Guidance
 - Lost in a new place
 - Own boss
 - Initial push



Tensions

- “High school cliques” - Chrystal
- Balance between social life and golf - Lauren
- Foreign environment - Amber
- Struggle to convey idea - Mollie



Contradictions

- Discrepancy in practice hours - Lauren
- “Sweden is not all that different culturally from the states” - Amber



Surprises

- Desire for guidance
- Artistically inclined



Inferences & Analysis

SAY

“**Visualization** is everything”

“Everything is all on you”

“Professors will sometimes shut down my ideas without fully understanding the **visualization** I have for the final product.”

“I need to be my own **disciplinarian**”

“It’s so sad. I have no life and no friends”

“I’m gonna do the thing that no one else does”

THINK

Has to find her own way and be **independent**

Feels like she needs to **visualize** every hole and know every angle of the course

Very **independent** and career oriented

Likes to think and plan projects out before starting the creation process

DO

Takes **inspiration** from surroundings, art books, museums, and online

Dives in head first to learn something new

Watches a ton of golf videos

Seeks **isolated** places to work

Starts design process by sketching/doodling

FEEL

High **stress** since sponsors demand high performance

Loneliness from a packed and demanding schedule

Anxious to get past the design process and start working on the project

Isolated in a foreign country

Analysis

- Very different people, yet have common attributes
 - Highly independent individuals
 - Stress now → Reward later
- Do we want to alleviate the stress they're feeling or is it a part of the learning and growing process?

Common Theme: Needing Guidance





Thank you!