

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.

1 Create a quick interview guide

(with open-ended questions!)

A. Be human: build rapport.

Introduce yourself. "How are you today?"

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

B. Seek stories.

"Could you tell me 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)

get lost in campus

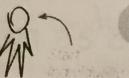
C. Talk about feelings. Dig deeper by following up.

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

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

(Write more of your own)

you lost on campus



2 min

2 Interview your partner

(just have a conversation!)



Interview notes

Yingbai wanted to go to rimac with his roommates. All of them are freshmen. One of his roommates said he knew how to get to rimac and led the road. However,

they're going from Sixth they went to main gym first and then went the opposite direction to revelle. Finally, they found rimac after one hour walk.

4 min each

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

• They were all freshmen and don't know the campus.

• The school map (both on paper and on phone app) could not get their location and directed a correct path. They need to see the map by themselves. They were not familiar with the names of the buildings on campus so couldn't locate themselves correctly on map.

3 min each

Inspired by Stanford d.school

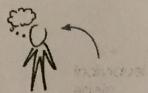
What does it mean?

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.

3 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 ...

spent an hour to go to rimac from Sixth College. Normally, it'll take about 20 minutes.
One thing that seems to be important to him/her is ...

How could he locate himself on the map.

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

- he needs to learn to pair the real buildings with the names on map.

the schools need to update the function of the campus
Take a stand with a point-of-view: Yingbai
partner's name/description

needs a way to locate himself on the map and
get a right path to the destination
user's need

because (or "but..." or "Surprisingly...")
he got lost every day in his first quarter due to
our large campus.
insight

5 min

4 Create brainstorming topics

(flip your insights into questions)



① How might we ...

learn to pair the names of the buildings on map with the real buildings.

② How might we ...

get a correct path from one place to another on campus.

③ How might we ...

know if we are on the wrong direction/path

3 min

Inspired by Stanford d.school

New ideas!



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

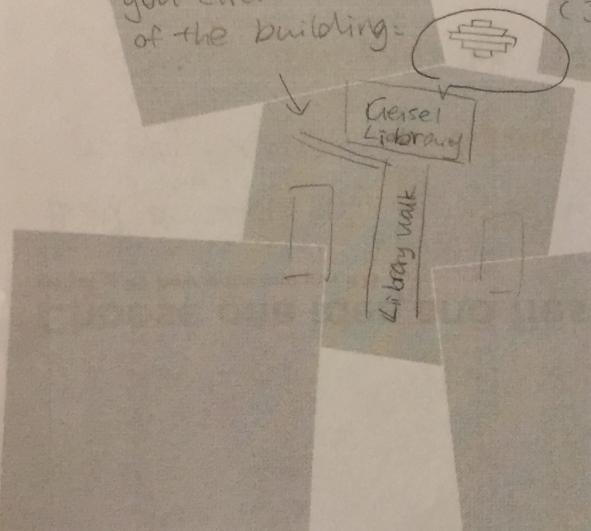
Your goal is to build on the ideas of others.

5

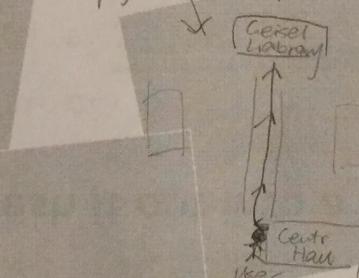
Share your work, then brainstorm as a team

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

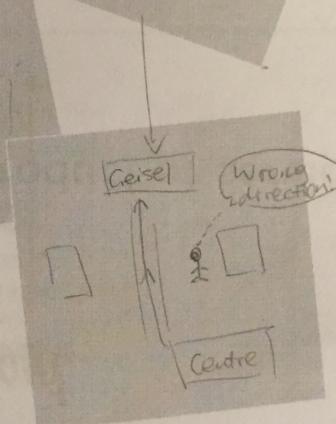
①. Show the picture of the building on the phone app when you click the name of the building:



②. Get the real-time location and the direct path to the destination.
(Just like "Google-map", but use the campus map)



③. Get the real-time location of the user and update the given path automatically. Remind the user if he is off the track



2 min share,

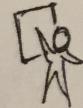
3 min brainstorm, each

Inspired by Stanford d.school

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?)

Build a campus map app, which can:

- get the real-time location of the user
- Direct a path when user enters a destination
- Shows the picture of the building when the user tap the names of the building on the map
- Alert the user when he/she is off the correct path and redirect him/her to the destination

3 min

Inspired by Stanford d.school

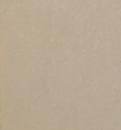
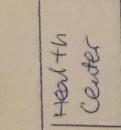
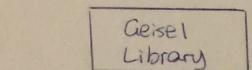
Let's get physical, physical

Let me hear your body talk.

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

LOCAT

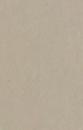
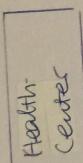
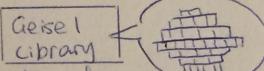
(Enter Destination) DIRECT



①

LOCAT

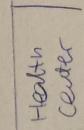
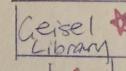
(Enter Destination) DIRECT



②

LOCAT

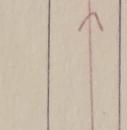
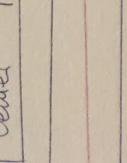
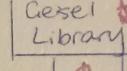
Geisel Library DIRECT



③

LOCAT

GOING TO: Geisel Library



④

Inspired by Stanford d.school

Let's get physical, physical

Let me hear your body talk.

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

7 Build your solution (to test desirability)

7 min



8 Test with your partner (get feedback)



What's working?

- The user can recognize the buildings with names
- The user can know whether he/she on correct direction/path

What could be improved?

- Now the LOCAT can only show the walking path, I can add restrictions on roads where bike/motors cannot go through, and direct a correct path for them.

- Will students use the app other than freshmen?

- I can also estimate the distance and time needs for the path

- Will it be more useful if the app can direct the user to classrooms

NEW questions

4 min each

New ideas

Inspired by Stanford d school

Hear a good story

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experiences as a freshman

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A. Be human: build rapport.

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"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)

about
Could you tell me a time you found a food
you like on campus.

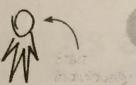
C. Talk about feelings. Dig deeper by following up.

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

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

(Write more of your own)

You found a food you like?



2 min

2 Interview your partner (just have a conversation!)



Interview notes:

Lulu is an international student from China.
She first time found a food she like on campus
was the seafood congee from HiThai where her
friend took her to there on the third quarter.

She lived in Sixth Apartment and had never been to
HiThai before that. She was not used to the food here
and missed the Chinese food.

4 min each

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

- It is hard to find good and authentic Asian food on campus since most food on campus want to achieve quick and cheap.
- People's tastes are different, especially for people from different countries. Lulu's American roommate loves "Panda Express" but Lulu thinks it is oily and tastes bad. So she don't believe in other people's recommendations any more and always eat the same food she tried before. She was afraid to try the new food.

3 min each
Inspired by Stanford d.school

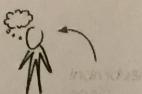
What does it mean?

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.

3 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 ...

didn't find a food she like, until her third quarter
on campus

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

recommendation from people she trust their tastes
(whose tastes are similar to her).

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

To find food she enjoys, she needs recommendations
from people who are from the same country with her
or same race (People from same place are most likely to
Take a stand with a point-of-view: have the same taste).

Lulu
partner's name/description
needs a way to get recommendations on food
from people who share similar taste with her
because (or "but..." or "Surprisingly...")
people have different tastes, Someone may like **5 min**
a dish that Lulu hates.
user's need
insight

4 Create brainstorming topics

(flip your insights into questions)



How might we ...

- find recommendations from the people
share similar tastes with user

How might we ...

group people? By country? By race?

How might we ...

group people with their tastes.

3 min

Inspired by Stanford d.school

New ideas!



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

Your goal is to build on the ideas of others.

5 Share your work, then brainstorm as a team

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

① An App/webapp "FOOD FINDER" includes all dishes from all food places on campus. Group people by countries/races and then they can rate and comment on the dish. The viewer can see the average score of the dish rated by people from the same country with him/herself.

② An App/webapp where people can post their own recipes. So Lulu can make food she like by herself. Group the dishes by cuisines and the users can post and share their own work under the recipe and comment. Since the food on campus are limited, Lulu and other people from different countries can not always find food they like. But they can always make on their own!

↗
food

ASIAN	
French	• LONGBAO CHICKEN
India	
America	• MAPO DOU FU
Europe	

→ 2 min share,
3 min brainstorm, each

③. "Food Buddy"

Lulu said she didn't want to make food on her own because it was hard to make lunch/dinner for one person. She finished her chicken soup on the third day. So I want to design an app/webapp "FoodBuddy" where the user can find people to make and share food with others. The users need to provide their nations and favorite cuisines. So people with similar tastes can find each other.

FOOD BUDDY	
FRAN	• LUNCH TMR
INDIA	- Shrimps
FREN	- Chicken
AMER	• Dinner 2/14
EURO	- Beef

Inspired by Stanford d.school

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?)

1). "FOOD FINDER"

- An app/webapp contains all dishes for all food places on campus. People can rate and comment on each dish.
- The users are grouped by their nations and tastes. When they sign up, they need to choose their nation and favorite cuisine. So people can see the score of the dish given by people share similar taste with them
- The user can also check out the average score for each course made by other people:
 - overall total/average score/comments (First rating show)
 - average score/comments from people have the same nation with the user. (2nd rating)
 - average score/comments from people share the similar taste with the user (3rd rating)

3 min

Inspired by Stanford d.school

Let's get physical, people!

Let me hear your body talk.

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

FOOD FINDER

(Signin)

Username: Lulu

E-mail: lulu@gmail.com

Nationality: Chinese

Favorite Cuisine: Sichuan

Sign up

FOOD FINDER

[SEARCH]

Explore:



Orange Chicken ★★★★☆

Chinese: ★★★★★ Sichuan: ★★★★★



MAPO DOFU ★★★★★

Chinese: ★★★★★ Sichuan: ★★★★★



CHICKEN SALAD ★★★★★

Chinese: ★★★★★ Sichuan: ★★★★★

②

FOOD FINDER

[SEARCH]

Seafood Congee



SEAFOOD CONGEE

Overall: ★★★★★

Chinese: ★★★★★

Sichuan: ★★★★★

Location: Hi Thoi Restaurant

xxx road xxx [LOCAT]

Comment:

AAA: Love it!!

Chinese, shandong

BBB: So so

American, burger

Rate myself!
IT

③

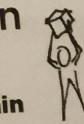
Let's get physical, physical

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?

- The user can find the rating of the dishes from people share similar tastes

What could be improved?

The 2nd and 3rd rating are confusing.
2nd one is rated by people with same nationality with the user;
3rd one is rated by people who like the same cuisine.
So I should show what these ratings mean for first time users.

Q: The person may like many different cuisines

Solution: The user can choose different cuisines he/she likes.

I can also group the dishes by cuisines so the user can find dishes under their favorite cuisine.

New questions

4 min each

New Ideas

Inspired by Stanford d.school

Video Questions:

- ①. Why create a persona as an ordinary user for designing an app/webapp instead of just asking some regular users how they think?
- ②. Some users, like my mother, just can't get used to use a phone app. So should the user interface be simple which is easy to use for most people, or contain more information which my mother like? For example, I like "uber" which I only need to enter my destination and then go, my mother like "Didi" (similar function to "uber") but tells user every step on what's going on, i.e lots of wording.