GradHack - Week 1: Understand & Explore

Agenda

- Take notes during the interview to populate within the inputs section. Whenever you identify a point point, phrase it as an opportunity by starting it with "How might we..." (HMW) - Discuss and identify top themes from the inputs and categorize your HMWs - Once everyone is ready, vote on the HMWs (each person should get 2-4 votes) - Use the inputs as reference items to

- Build the As-Is process map based on your team's understanding of the inputs and based on your highest voted HMW. - Based on your understanding of the map and the HMWs, select a step in which you would like to target within the process map

understand the current situation.

STEP 3 - Conduct market research to better understand others' pain points and their

- Also look at other sites that provide

inspiration to your team's potential solution

Step 1: Inputs

- Take notes during the interview, and whenever you identify a pain point rephrase it as an opportunity by starting it with "How might we..." (HMW).

- Conduct industry research to identify industry best practices towards inclusive and accessible technology. Feel free to use the space to include various mediums from articles, graphics, links, documents, etc.

- User profiles represent customer profiles of people with disabilities. This is not an exhaustive list of features, continue to research into these types of profiles. As you continue to gather information specific to these profiles, you should be adding them to the boxes below.

- Once you've gathered your notes, discuss and identify top themes and categorize your HMWs. Once categorized, vote on the HMWs.
- To vote, click on the "Voting Session" Tool at the top next to the stop watch icon. Name your voting session and assign 2-4 votes per person. - You can vote on individual stickies by clicking on it or you can remove your vote by holding SHIFT. Once everyone has voted, you can end the voting session and see the results of your vote. - Select one user profile and your highest rated HMW as your focus to move forward and create an As-Is process map.

User Profile A: Visual Impairment

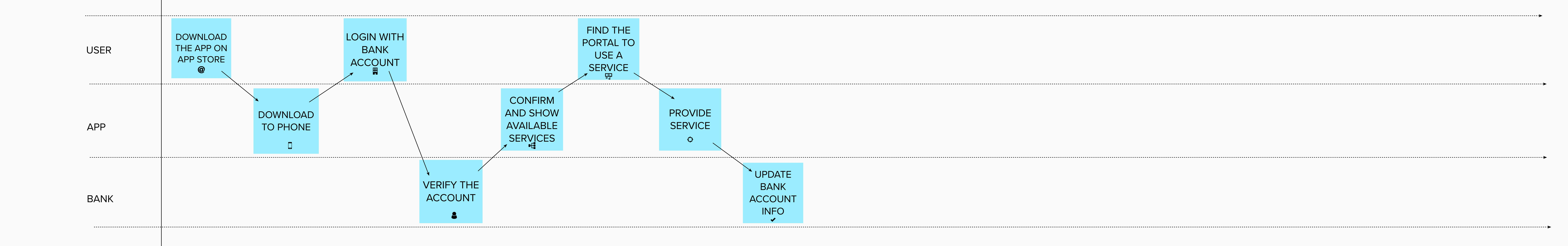
User Profile B: Neurodiversity

User Profile C: Physical Impairment

Categories of themes from your HMWs

Step 2: As-Is Process Map

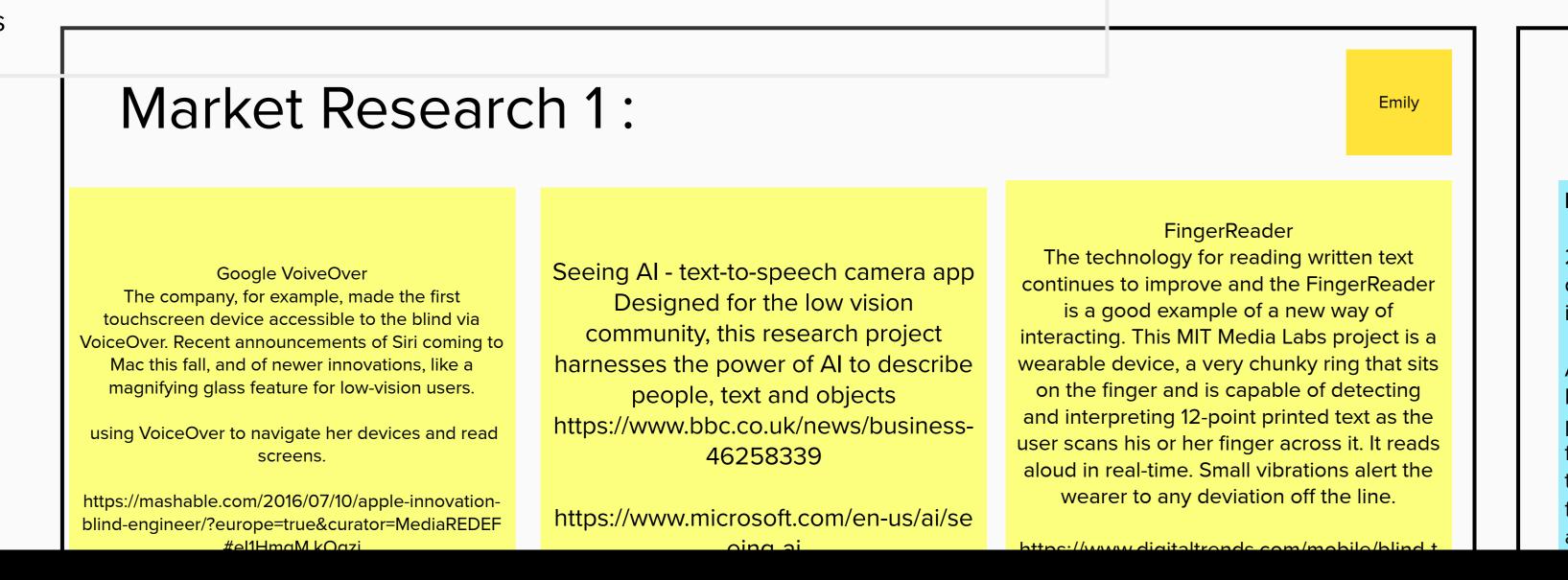
- With your **ONE** chosen profile, build the As-Is process map based on your team's understanding of the inputs - Select a step within the process that you would like to target

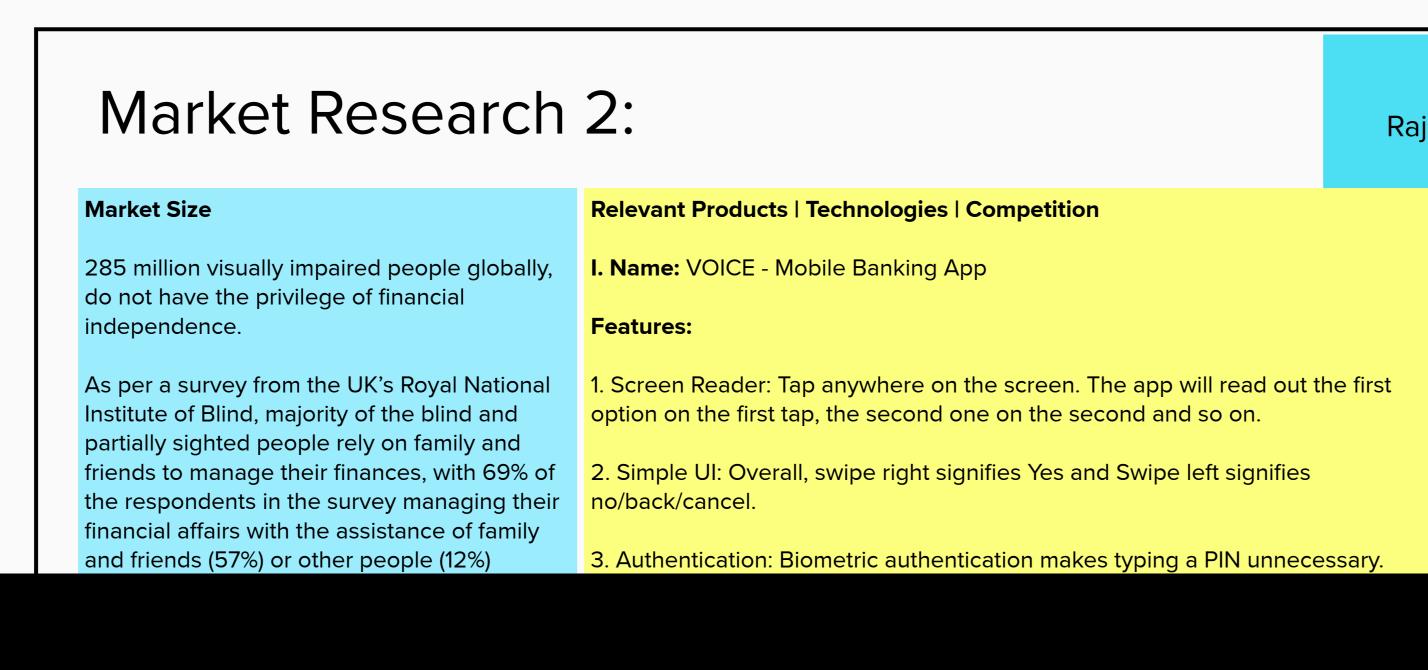




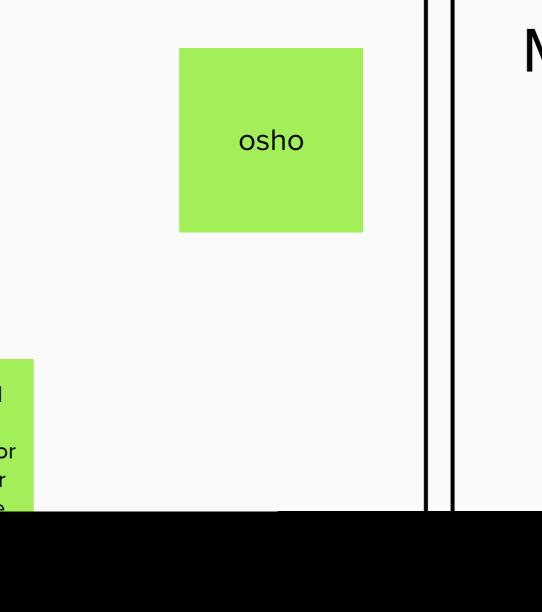
solutions (i.e. app, service, website, etc.) or related use cases and pick one to bring back and show to - Each person should congregate their findings within their box (Market Research 1-6).

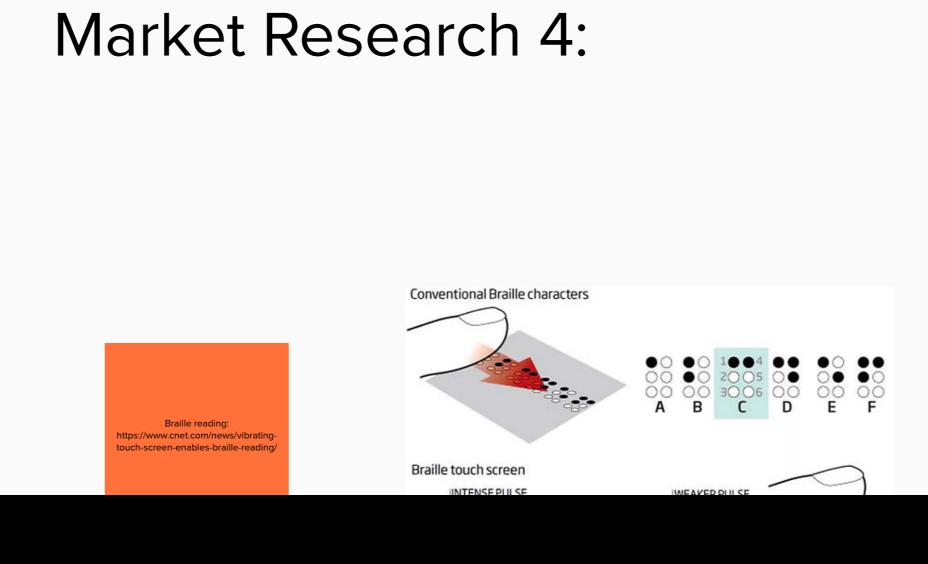
- Highlight interesting discoveries and as a team go one by one to show your one solution. team to think about what works and what doesn't as you begin to ideate your product. - After you share your findings with the team and compile your top themes

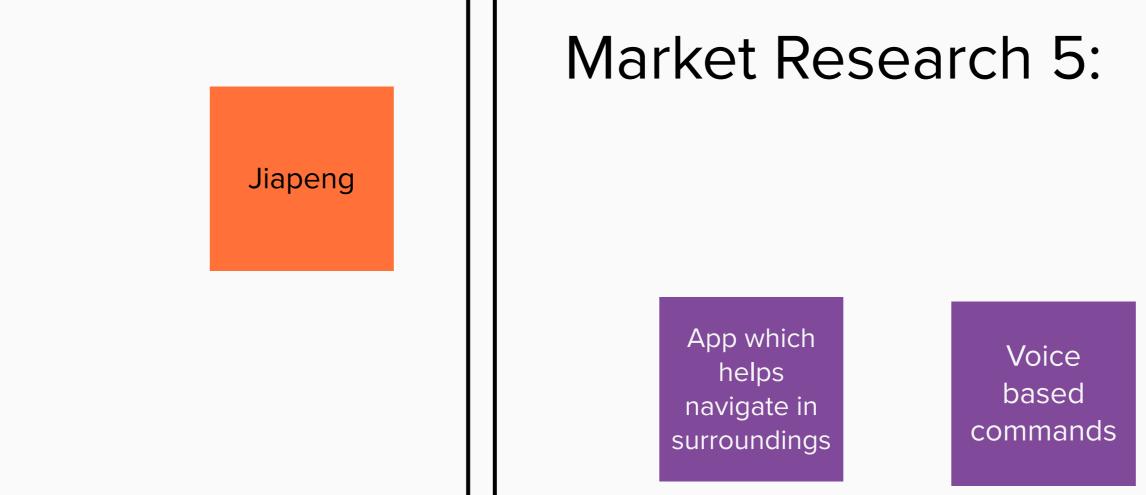


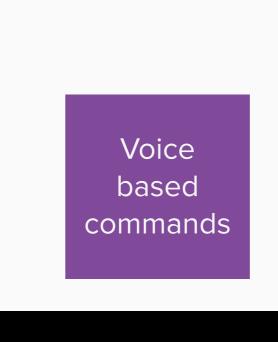


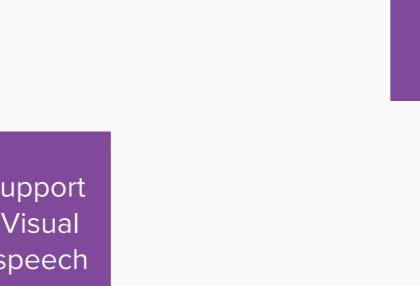












Market Research 6: Top themes from your research

