ASSIGNMENT 2 - REFINEMENT AND PROJECT FOCUS

DUE: OCTOBER 26, 2022

OVERVIEW

Focus the scope of your needfinding to discover deeper and more specific needs. From these user needs, define the problem statement of your project. This assignment must be done in group: you can use the all the lab hours devoted to this assignment to start working on it and complete the work in the following days.

PREPARATION AND EXECUTION

1. **Prepare and conduct at least two additional interviews.** Starting from the feedback on Assignment 1 from your theme's teacher, further narrow the scope of your needfinding and expand on your insights within that domain. You can narrow the scope by thinking about frequent insights, unexpected responses, a "surprise" moment, or…
Make an extra effort and conduct a *contextual inquiry*, if possible. At least one of the additional interviews must be done with an immediate user within the selected domain. Follow the *same* instructions of Assignment 1 for the interviews (i.e., consent form, take pictures, record, etc.).

2. **Unpack your additional interviews and extract user needs.** Starting from the results of the interviews, *brainstorm a list of user needs*, also considering the outcomes of Assignment 1. Write down all the user needs that emerge from all interviews. Connect each need to one or more interviews and answers. You can brainstorm with sticky notes (physically) or with [Miro](#)/[Google Jamboard](#) (digitally), as you prefer.

3. **Define 3-4 deep user needs.** From the brainstormed list of user needs, narrow them down to 3-4 of the most insightful ones. Each of these needs should be substantive enough to become the main goal of an interactive application. **Beware**: you are <u>not</u> looking for technical solutions or specific features here.

4. **Brainstorm at least 5 possible solutions for each user need.** For each need, set a 5-minute timer and have each team member individually come up with as many ideas as possible during that period. There are no bad ideas at this stage. Then, come together and look at all the ideas. As before, you can brainstorm with sticky notes or one digital tool.
Solutions describe how you would *address* a need without offering specific and concrete (technical) features, i.e., not "an app for this". You should not immediately worry about feasibility: even an idea that is not plausible might have a useful and meaningful aspect. See an example below.

   Sample need: "couriers' drivers need to use a restroom during deliveries without travelling out of their ways".
   Sample possible solutions: 1) "Shops, gas stations, gyms, … receive recognition as 'driver-friendly locations' for allowing drivers to use the restroom". 2) "Drivers can see the location of nearby places with parking and restrooms, and provides these locations with business".

5. **Select your top solution overall.** Diversity of ideas is best at this stage. You should aim for novelty here – pick ideas that do not already and fully exist!
For selecting the top solution, you can use one of these two methods:

- *Post-it voting.* Each person gets three votes and marks three ideas they are attracted to. In this way, everybody can independently vote and make their choices.
- *Four-category method*. Each team member elects one or two ideas from the categories: the rational choice, the most likely to delight, the darling, and the long shot.

6. **Craft a project name and value proposition.** The project name should be 1-2 words max and evoke your solution or the underlying user need.

   The value proposition, instead, is a one-liner that conveys what people get out of your solution. It should be applicable *specifically* to your idea, not to several other applications. For instance, Uber has "Always the ride you want", Stripe "Payment infrastructure for the Internet", and Slack "One platform for your team and your work".

DELIVERABLES

Create a new directory called "A2" in your assigned group repository on GitHub and upload, by the deadline, a set of slides (in PDF). Keep in mind that the consent forms, any notes, pictures, raw materials, etc. might be useful when preparing the final report.

The presentation should contain:

1. Intro
   a. Team members
   b. Original and more focused domain
2. Additional needfinding results
   a. About the interviews
   b. Additional learnings and results
3. User needs
   a. Include a list/picture/screenshot of all the brainstormed user needs
   b. Present the 3-4 deep user needs; connect each of them to one or more interviews and answers
4. Solutions
   a. Include some pictures/screenshots of your brainstorms
   b. Describe the solution you choose in 1-3 sentences; connect it with the need(s) it aims to solve
   c. How and why did you selected it?
5. Project name and value proposition
   a. How did the team land on the name?
   b. One-line value proposition