

Needfinding (Exercise)

Human Computer Interaction

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Goal

- Develop the plan for a Needfinding process in an example domain
- Overview of Needfinding tools
- Plan the Interview process
 - Develop the Interview tool
- **Interactive exercise** – please contribute, suggest and comment!

A sample domain


- Theme: Transportation
- Specific domain:

Target user(s)

Needfinding Recap

Design Methods – Needfinding 1

What to do in Need Finding



The most important thing about need finding in design thinking is that we look without knowing what we are looking for. We trust that our ability to define the problem will emerge during the need finding process.

PRINCIPLES


- Human Centered Design (Look to users for design inspiration.)

PURPOSE

- Uncover Latent Needs: Gaps in Use, Usability & Meaning (Look for surprises, differences between what people say they do and what actually do.)
- Gain Empathy for Users (Discover the emotions that guide behaviors.)
- Look for Extreme Users (Users who are pushing the system may reveal needs before the mainstream.)

PROCESS

- Bring back Stories (specific) and Artifacts (photos, drawings quotes) that communicate your Insights.
- After the observation phase, you will gather with your team to share findings and insights. Bias toward capturing your observations in ways that are visual, sharable & evocative.
- PHOTOS
Use photos to isolate points of interest & generate later discussion. Take as many as possible: 20 / hr is a good pace.
- SKETCHES
Sketches are a great way to interpret a scene, to create a broad representation or to call out specific details.

d. 
HASSO PLATTNER
Institute of Design at Stanford

- <https://hci.stanford.edu/courses/dsummer/handouts/NeedFinding.pdf>

Planning an Interview

- To whom?
- **Direct 1:1 Interview** vs. Focus Group vs. Survey
- General Structure
- Questions
 - How many?
 - Which ones?
- Interacting
 - Follow-ups?
- Recording
 - Paper / Audio / Video / Pictures ?

Interview Structure

Questions (examples)