



**I've learned that people will
forget what you said, people will
forget what you did, but people
will never forget how you made
them feel.**

- Maya Angelou

Jan 9	Intro, team building, Mini Design Sprint
Jan 16	Research Methods
Today	Behavior, Interviews & Surveys
Jan 30	Business Strategy & The Role of Design
Feb 6	Customer Journey Maps – part 1
Feb 13	Customer Journey Maps – part 2
Feb 27	Visual Design Principles
Mar 6	Sprint 1: Understand
Mar 13	Sprint 2+3: Sketch & Decide
Mar 20	Sprint 4: Prototype
Mar 27	Sprint 5: Validate
Apr 3	Presentations

Today

- 1 Behavior, Interviews & Surveys**
- 2 Project Introduction**
- 3 Research Plan**



Reflection Paper will be introduced next week.

New due date: March 13

→ revised syllabus on LEARN

1		4		7		10		13	
Francis B		Jordan M.		Jason Lee		Samridh A.		Megan M.	
Ada C.		Vansh B.		Esha B.		Qiuyi W.		Lindsay W.	
Carol Y.		Claudia S.		Yihan L.		Daihan Z.		Sze Kong	
Jesse J.		Yuting S.		Milan K.		Sully G.		Grace Y.	
Maddy B.		Rush S.		James S.		Steven K.		Boyun L.	
								Noemie T.	
2		5		8		11		14	
Max N.		Liahm R.		Ria S.		Yiwen G.		John T.	
Pallavi H.		Alicia M.		Hanna B.		Nina P.		Simran P.	
Jordan Kim		Chandu S.		Joe L.		Wenjun W.		Nuri A.	
Jia Z.		Youssef M.		Cherry X.		Aiman A.		Wesley T.	
Zaeem R.		Kritika M.		Suho L.		Chao W.		Nathan K.	
								Jin Hong Kim	
3		6		9		12			
Jimmy Q.		Alex C.		Gabriel S.		Sarthak B.			
Michelle S.		Faiz H.		Nura A.		John G.			
Sharon O.		Xuechun Z.		Joslyn T.		Rene H.			
Lea C.		Yuqian L.		Amelia N.		Sai N.			
Quinn H.		Jessica C		Gary L.		James W.			
						Yizhe X.			

CONRAD BUSINESS, ENTREPRENEURSHIP AND TECHNOLOGY CENTRE



Lesson #1

**Learn about a problem
by observing users in
their environment**



Virtual mentor meeting, Conrad Centre



jamii.global



Kenya2015
Kilimo Watch
FishMobi
Green Up Africa
Smart Irrigation System
Endeleza
Agribora
Evet
ConvilFarm
Mikulima Application
Smart Farm
Others
Egypt team
Conrad VIP
The ASPIRE Hub
ASPIRE Admin group
ASIPRE Team 1
ASIPRE Team 2
ASIPRE Team 3
ASIPRE Team 5
ASIPRE Team 6
Ukwell
ITI HUB
Team 10
ITI Admin Group
DinoGar
Community Eye
HaaS
Team 1
Team 7
Team 8
Team 9
E-Lecturefy

Community Eye

The problem we are addressing

The pain: The lack of effective reporting method between citizens and the government.

So our problem statement is:

"How to help citizens who notice or suffer from unsolved problems such as unpaved streets, sanitary sewer overflow or garbage/waste pile to report these problems effectively to the government to help

A summary of our project, and how it attempts to solve the problem we are addressing

Our solution is a mobile application and a website that connects citizens with governmental entities whereby citizens can report infrastructure problems to help in solving it.

When any user notice a problem, he will report it by following these steps:

- Choose street name and area or postcode.
- Choose problem category.
- Locate the problem on a map of the area using GPS.
- Take a photo for the problem.
- Enter problem details.
- The application sends it to the governmental entity on your behalf.
- The citizen, reported the problem, will be updated with the flow of the solving process.

How our idea is innovative and how it differs from the existing solutions if any

There is no effective solution exists in Egypt that delivers citizens' infrastructure problems to the government. Existing solutions either traditional ones or only alerts other people about the problems. Also it combines all infrastructure problems in one place as a main reporting tool for infrastructure problems.

How our project is expected to have an impact on the field of Infrastructure

We are willing to bridge the gap between citizens and the government in order to solve infrastructure problems by delivering people's reports about the problems to the government entities through the



Mark Hsu

Tech



Karin Schmidlin

Organizer



Ashna MK

Organizer



Doug Sparkes

RapidPlan



Mohammed Tarek

Member



Ahmed Ibrahim Ali

Member



Ayman Mohiy El-Deen

Member



Moham Ashra Mahmo

Member



Jamii Prototype (fully-functioning, yet ugly)

Lesson #2

**Test with your target
audience. Right away.**





HOME

TEAM

MESSAGES

LEARNING

NETWORK

PROFILE

ANALYTICS

Search for people, teams, location, roles and skills...



Entrepreneur
Akshay Srivastava
Mumbai, India

Believe in constant
innovation and a deep
thinker

#Innovative #Management # #

Entrepreneur
Anfal Alrubaian
Glasgow , UK

The land expands as
much as your dream's
measure

#Engineering
#SocialEntrepreneurship
#Innovation #Management

Jamii
Ashna Mankotia
Waterloo, Canada

"I am not talented, I am
obsessed." — Conor
McGregor

#User Experience Design
#Program Managment
#Business Development

Jamii
catherine bischoff
waterloo, canada

I make a mean chocolate
cake. I can eat it all too.

#businessdevelopment
#marketing #publicrelations
#communications

Mentor
Christina Tan
Waterloo, Canada

My Quote

#PitchCoaching
#PublicSpeaking # #

Entrepreneur
Christine Barg
Glasgow, United Kingdom

It's what we think we
know that keeps us from
learning!

#Mechanical Engineering
#Mathematics #Teaching #Data
Analytics

Mentor
Craig Hyslop
Glasgow, Scotland

Business
Transformation and
Growth Specialist.

#Operations Management
#Managing People in
Organisations #Leadership
#Financial Management

Jamii
Doug Sparkes
Kitchener, Canada

Do, or Do Not - there is
no Try

#Innovation #Technology
Commercialization #Technology
Strategy #System Design

Contact us



Jamii Network (entrepreneurs and mentors from Canada, Kenya, UK, India, Cyprus)



HUB

TEAM

MESSAGES

LEARNING

NETWORK

PROFILE

ANALYTICS

kenya

Entrepreneur
Norman Munge
Nairobi, Kenya

Be better than yesterday

#Web development #Business
Development #Communication
#Innovation



Contact us



Erb st.

Waterloo, Ontario
Photo: Jamii Team



Jamii Network (and a snowy day in Waterloo)





HOME

TEAM

MESSAGES

LEARNING

NETWORK

PROFILE

ANALYTICS

The screenshot shows the Jamii Meetups platform interface. On the left is a sidebar with navigation links: HOME, TEAM, MESSAGES, LEARNING, NETWORK, PROFILE, and ANALYTICS. The main area features a background image of a grassy field and trees.

DEADLINES

Pitch 2 - Investor Pitch
Upload your second pitch to YouTube and post link on your team page
July 11, 2017 - 5 PM GMT

FEED

Best of luck!

Ashna Mankotia
Hi friends,
With your pitch due tomorrow if you would like to do your weekly check in with me today that is no problem. I'll be in Matter of Taste for the next few hours, so drop by.

Ashna Mankotia
Reminder that the Vision, Product, Customer, Competition and Channels section of your Rapid Plan are due tomorrow at 12pm! Good luck!

Karin Schmidlin

MEETUPS

Smile tiger COFFEE ROASTERS Kitchener, Canada
empty Start

Matter of Taste Kitchener, Canada
empty Start

DVLB ESPRESSO & COFFEE Waterloo, Canada
empty Start

LABORATORIO E'SPRESSO Glasgow, UK
empty Start

papercup Glasgow, UK
empty Start

BERLIN BICYCLE CAFÉ Kitchener, Canada
empty Start

Contact us

Switches for dark mode and light mode

Jamii Meetups (entrepreneurs run on coffee)

The screenshot shows a video conference interface. At the top left is the 'jamii.global' logo. Next to it is the 'University of Strathclyde Glasgow' logo. On the far right is a user profile icon. The main title 'Topic: Check in with Ashna' is displayed. Below the title are four video feeds in a grid:

- Ashna Mankotia**: A woman with long dark hair, waving.
- Mark Hsu**: A man wearing glasses and a grey jacket.
- Doug Sparkes**: A man with glasses and a plaid shirt.
- Allen Kou**: A man with his hand near his mouth.

Below the video feeds are four icons: a blue video camera, a blue microphone, a red phone, and a lock symbol. At the bottom left is a 'Contact us' button. On the bottom right are a sun icon and a light switch icon. The sidebar on the left contains the following menu items:

- HUB
- TEAM
- MESSAGES
- LEARNING
- NETWORK
- PROFILE
- ANALYTICS

The 'CHAT' section on the right has a text input field with the placeholder 'Write a comment'.

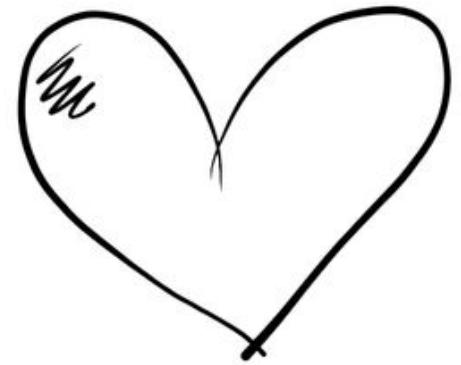
Jamii Meetups (entrepreneurs run on coffee)

Behavior

01

People Overestimate

**On a scale of 1 to 10 how
happy are you right now?**



Write that number down

Now imagine....

**That you win the
lottery today!**



**What do you think your
happiness rating would be
by the end of today?**

Write that number down

**What do you think your
happiness rating would be *in 2*
years from now if you win
millions in the lottery today?**

People overestimate reactions to future events

People greatly overestimate their own emotional reactions to both pleasant and unpleasant events in their lives.

Daniel Gilbert discusses the research he and others have conducted on predicting or estimating emotional reactions to events in his book *Stumbling on Happiness* (2007).

→ TED talk on LEARN



What does that mean for us?

- Be careful of believing customers who tell you that making changes to a product will make them much happier with it
- Customers may prefer one thing over another or think that they will, but their reaction, be it positive or negative, will probably not be as strong as they imagine it

02

People expect online
interactions to follow
social rules

**Imagine you're
sitting in a nice
coffee shop...**



People expect online interactions to follow social rules

Running into an acquaintance in a coffee shop follows certain rules, so do online interactions.

When you go to a website or use an online application, you have assumptions about how the site will respond. If the website is not responsive or takes too long to load, it's like the person you're speaking to is not looking at you.



UNI
QLO



Before I let you in, can I
please have your phone
number, income, address
and access to all your FB
friends?

Welcome to Jimdo

Sign up for your website here.

SIGN UP

LOG IN

E-MAIL

E-mail address



PASSWORD

Password



At least 8 characters with one number and one letter.

I would like to be informed about offers and updates via email.

SIGN UP



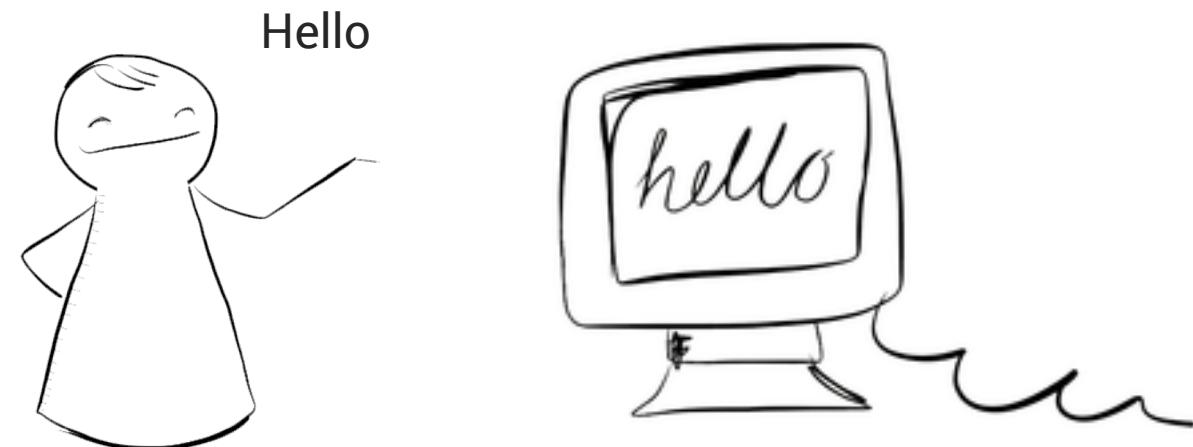
LOG IN WITH FACEBOOK



LOG IN WITH GOOGLE

What does that mean for us?

- When you're designing a product, think about the interactions that the person will have with it. Do the interactions follow the rules of a person-to-person interaction?



03

People Lie

People lie to differing degrees depending on the media

Some researchers have been interested in whether there are differences in how honest we are based on the medium.

Charles Naquin and his team suggests that email causes a distance because it's viewed as less permanent, and people feel less trust and rapport online.

→ His paper on LEARN



What does that mean for us?

- If you're conducting surveys via email, realize that people are likely to be more negative than they would be in a face-to-face conversation
- People lie most on the phone, and least with pen and paper
- If you're conducting a survey or getting customer feedback, be aware that telephone surveys will not get you as accurate a response as email or pen and paper surveys will
- **Getting customer feedback is most accurate when done in person one-on-one**

Interviews & Surveys

**User interviews aren't the right approach for every problem.
Because they favour depth over sample size, they're not a source for statistically significant data.**

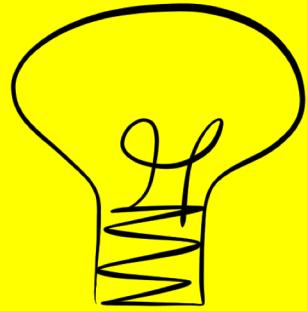
**We all know how to talk and
have a conversation, but
interviewing users is different.
In a conversational setting we may
be talking 50 percent of the time
and talk mostly about ourselves.**



A close-up, profile shot of a man with dark hair and glasses, wearing a dark suit jacket over a light-colored shirt. He is speaking into a small, black, L-shaped microphone. The background is a plain, light-colored wall.

**We work in a society that
judges us primarily by our
own contributions, rather
than the way we allow
others to make theirs**

- Steve Portigal, UX Designer



The Screener

Before you start interviewing or at the beginning of a survey, you want to make sure you're speaking to the right audience. For this you add a screener question.

“When was the last time you talked to your bank’s financial advisor?”

Types of Questions

Leading Questions

They give users a clue or point them to the type of answer you're looking for. Leading questions hinder your research and the data collected.

"How do you use Slack for your team communications?"

When to break the rules

You can use leading questions to help build trust with a user and to validate a previous comment they made that maybe wasn't totally clear.

Types of Questions

Shallow or Binary Questions

Yes/no questions are harmful, because they give a user an easy way out, they don't have to think deeply about their answer.

"Do you use Slack for your team communications?"

When to break the rules

When you start an interview, sometimes users aren't yet comfortable and they need to get used to answer your questions. Shallow questions give users the opportunity and help ease them into the activity.

Types of Questions

Personal Bias

We all have our own beliefs about how products work, or how they should work, these biases can sneak into our questions.

Always develop questions from the **point of view of the product**, the user, or even the stakeholder of the product.

When to break the rules

Sometimes it's good to play devil's advocate – someone who can take the opposite view in a conversation to spark additional comments. You can use your personal bias by giving the users something they can disagree with.

Types of Questions

Unconscious Bias

Our brains make tons of decisions every day, many of which we aren't aware of. These can be influenced by social norms, personal history, past experiences, or expectations. These biases are the hardest to catch.

To avoid these dig deeper no matter how uncomfortable that might make you feel.

“Where do you guys go for drinks after work?” has an implicit gender bias whereas *“where does your team go for drinks after work?”* is more neutral.

GUYS

GUYS FOLKS

Break?



Assumptions



Assumptions are insults



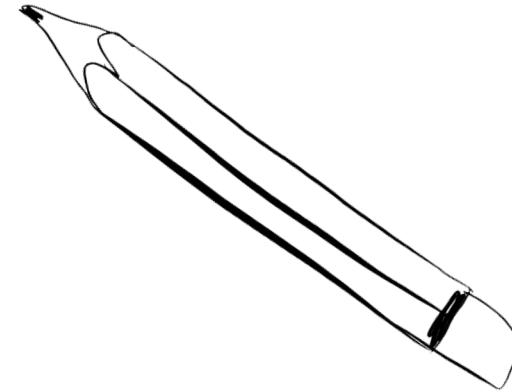
When you make assumptions about your customers, you run the risk of being wrong.

When you embed wrong assumptions in the design of your product or service, you alienate people.

**By designing for yourself and your team,
you are potentially building discrimination
right into your product.**



ASSUMPTIONS



Make a list of assumptions you have about the project and the customer segment you're designing for.

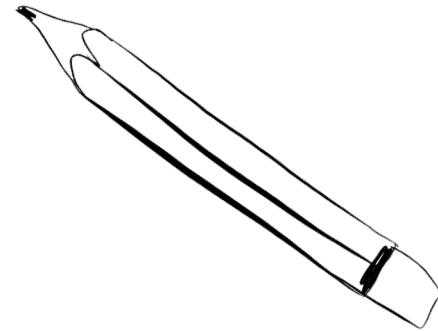
Examples: Everybody banks online, nobody trusts the bank, etc

Research Plan

In design projects, inspiration comes from data. But not simply data like the ones from financial reports and studying survey data.

Instead, we're looking for data on a very human scale, - individual stories about people and their needs and how they relate to your product or service.





Your Research Plan

1

2

3

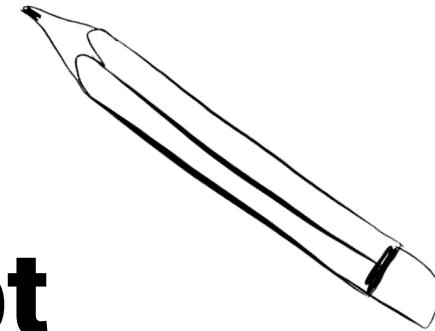
4

5

6

Who or what will we study?	Where will we find the people or info?	What questions will we explore?	Number of observations, interviews, or inputs	When will the research happen?	Who on the team is responsible?
-----------------------------------	---	--	--	---------------------------------------	--

Survey or Interview Script



Write down your interview questions,
including introduction and screener

Homework



Put together a survey or interview questions for the industry project. Post to Slack
(Tag Karin and Kiera for feedback before sending out)

Upload your research plan to LEARN