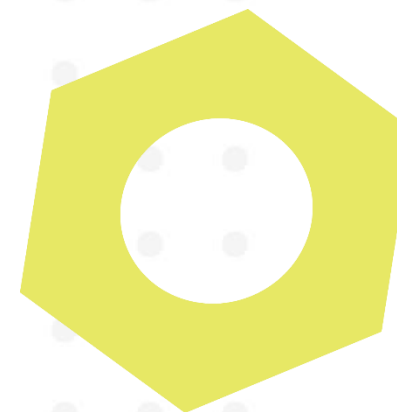


Design Factory

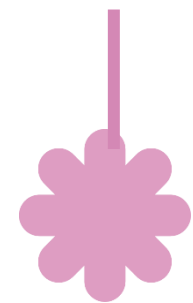
Week 3





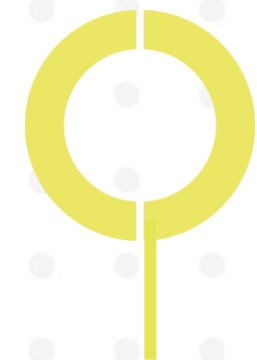
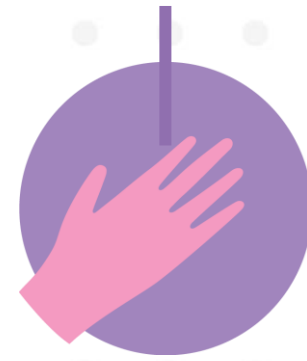
This Session

The next assignment



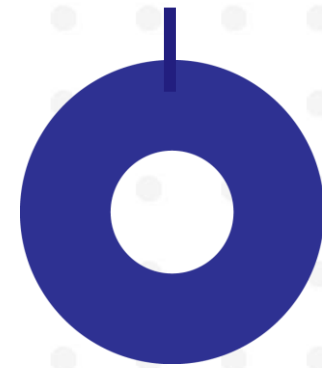
Interview Purpose

Create the Interview Guide



Emotional Intelligence

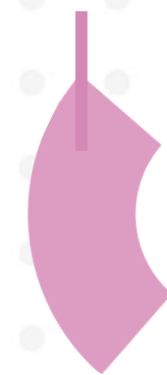
Practice Interviews



Industry Breakfast



Write your teams to dos





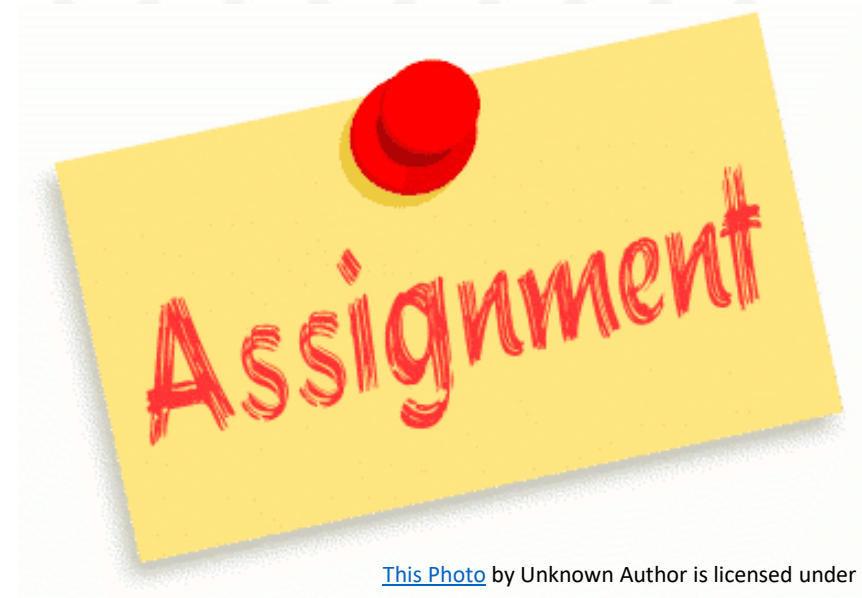
Ice Breaker – Who's up...





Checking in:

- Assignment 1
 - Check in for goals
- Assignment 2
 - <https://learning.wintec.ac.nz/course/view.php?id=11739§ion=3>
- Lets take some time to sort out milestones for this



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Empathy

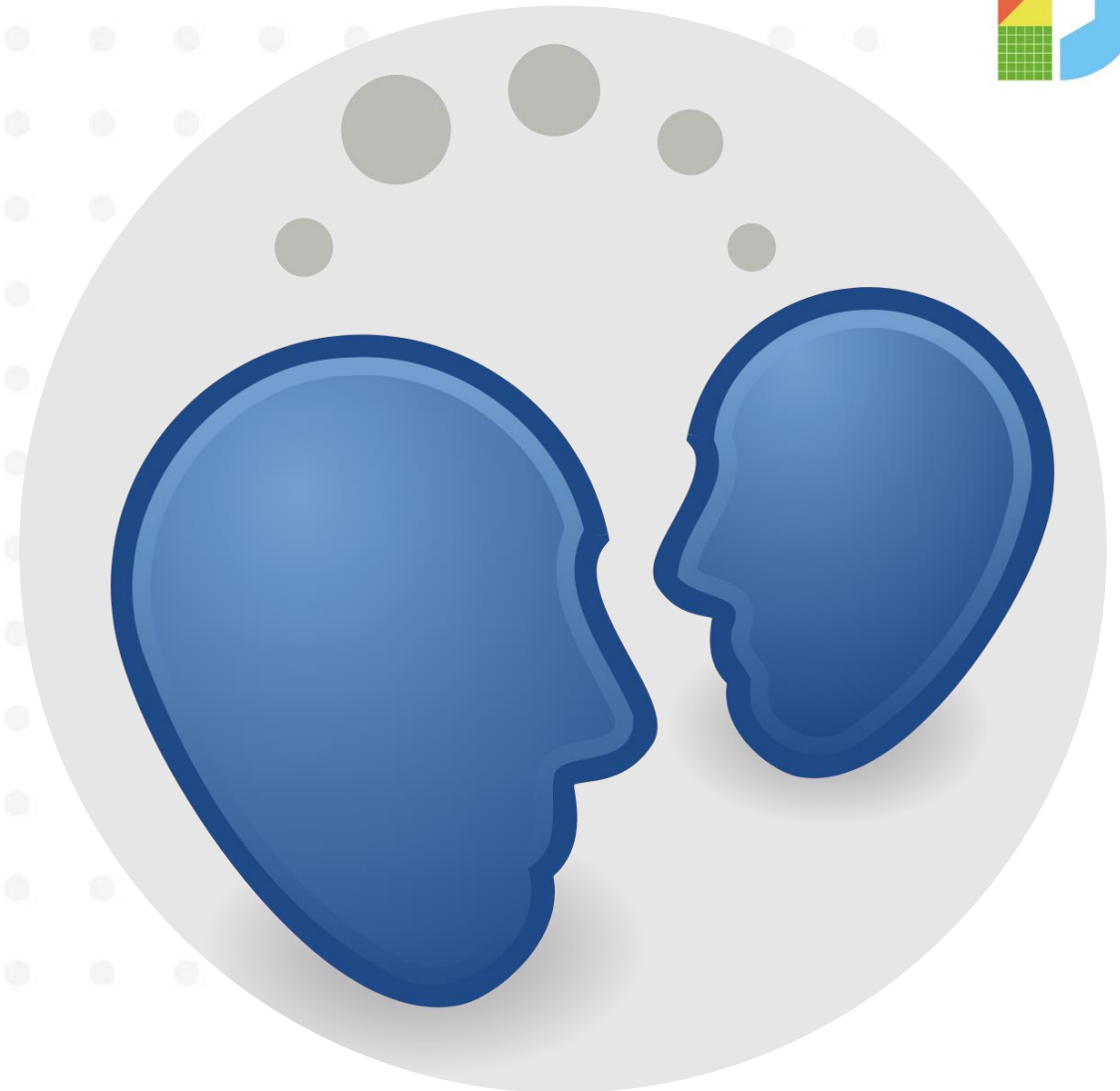
What do you remember from the online work?

In your groups answer the following three questions

- What is Empathy?
- Why do we use Empathy in design thinking?
- What may be challenging about the Empathy stage?

3 minutes to discuss

1 minute to feedback

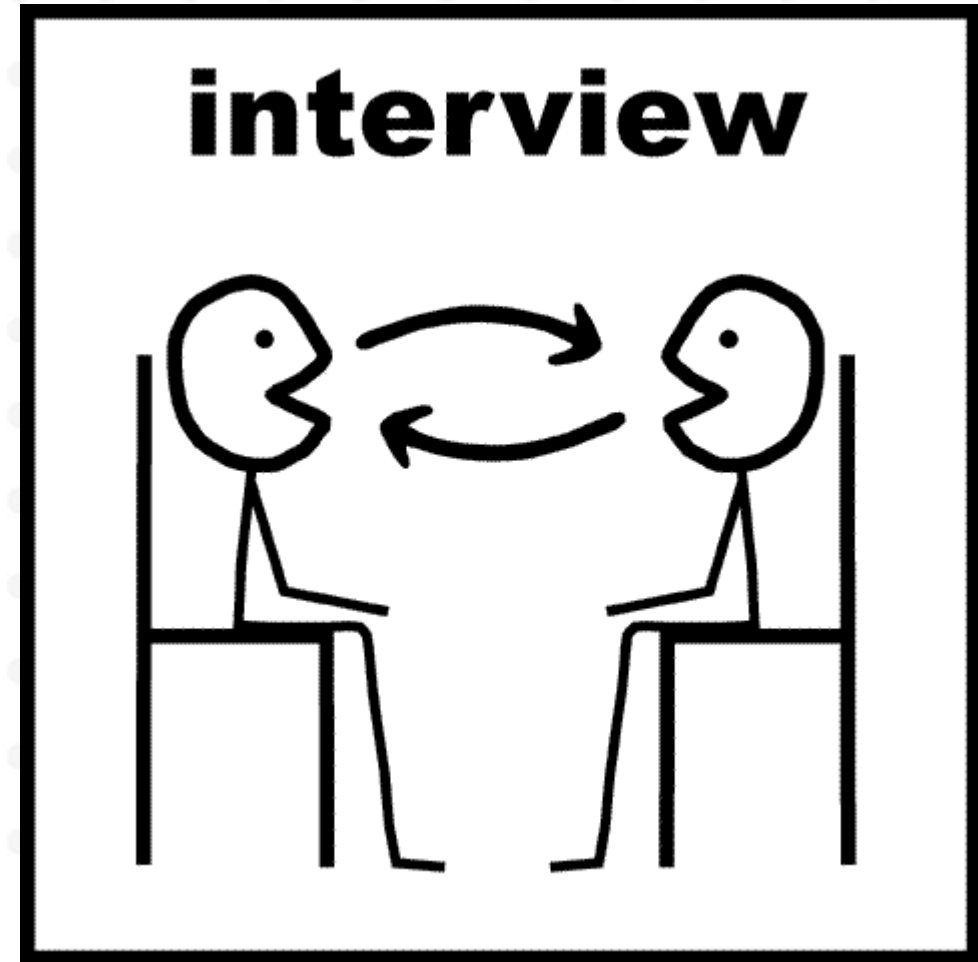




Interviews

This is what we will talk over:

- What is an interview?
- What challenges might we have?
- Who should we interview?





What is an interview?

- Conversation with purpose
- To discover meaningful knowledge
- For both participants to have a great experience

Types of Interviews



Contextual Inquiry

- One-to-one observations and interviews of activities, in context. Listen to user stories.

Extreme User

- Experienced or in-experienced users of a product/service.
- Discover useful insights that can be applied to the general user.

Examples of some other types of interview methods...

- Structures (or unstructured) interviews
- Interview groups
- Guided storytelling
- Person in the street
- Naturalistic group
- Email



What are some of the challenges?



End users may not have the answers

Beware of biases – yours and theirs

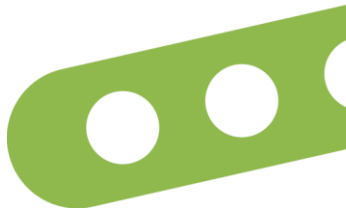
Hard to stay neutral

Listening and observing

Interview Preparation – it starts before it starts

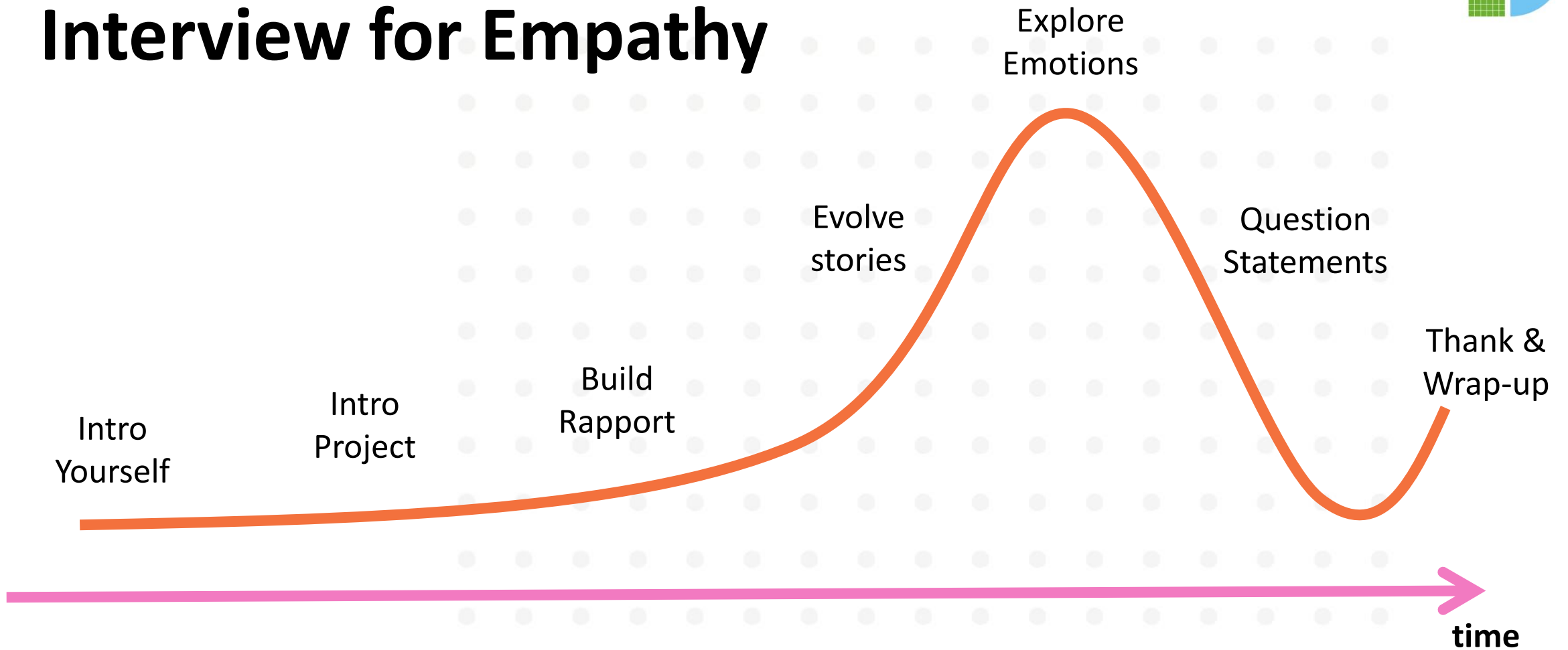


- Language – call it a ‘chat’ or ‘hear your thoughts’. Avoid ‘interview’
- Clarity – be transparent – why are you meeting with them (avoid jargon)
- Location – where is the best place to meet?
- Email – best way to confirm. Aim for four sentences.
- Times – give them options. Don’t say whenever
- Ethics – permission to take notes





Interview for Empathy



Adapted from [d.shool Bootcamp Bootleg, p.10](#)



Discussion Guide - tips

- Focus on them and what they know – give them questions that are easy to answer at the beginning;
- Focus on building rapport;
- Then explore your question areas – how do they experience it? Is it significant to them? What do they feel about it? Do within it?
Then Invite them to suggest what they would do;
- Ask for final reflections.

Example

STAGE	Example: Project on Elan Frouie	Example: Youth to take more part in HCC
Intro project and yourself	Hi, I am Aidan and I am doing a research project on Elan Frouie (Ethics forms)	Hi I am Aidan and I am part of the Design Factory New Zealand and our team is doing a project on how to help Youth become more active within the Hamilton City Council.
Build Rapport	How do you know Elan? When you think of Elan what characteristics do you admire?	What do you currently know of the HCC? What are three things you enjoy the most about being in Hamilton?
Evolve Stories	In pictures, can you describe the last day you spent with Elan? What did you do?	Can you tell me about the last time you voted in any type of election?
Explore Emotions	Sketch on the pictures how you felt during each stage of the day with Elan	If you could be in charge of the Hamilton voting system what would you do to get more Hamiltonians voting?
Question statements	Why.... What makes you think this?	Why.... What makes you think this?
Thank and wrap up	Thank you so much, this information is really helpful in further understanding the legend that is Elan Frouie	Thank you so much, this information is really helpful and are you ok if we get in touch with you in the future



Create a question (or 3)

Lets all work together to create 3 good questions.

Each group is to brainstorm some questions they would like to ask – then we will share back, cluster and co-create 3 questions for everyone.

1. Tell me what you know about construction and demolition waste?

- Demolition waste consists soil, waste concrete, clay bricks, etc.
- Not a lot - see big skips getting filled but no idea where it goes. A stark decision by the
- There is machinery that sorts/separates soil & rubble
- It's raising problems to an environment
- It's great for creative ideas & re-use
- in the gardens (seems to be the gardeners!)
- Nothing

2. Have you ever purchased reused/recycled material within the construction sector? (If so, What?) & Why?

- Yes... not normal
- Carpet Flooring (cheap)
- Corrugated Iron To make a ledger number
- Deck timber Doors/windows - Refurbish villa.
- Sink (People) timber Cabinetry Joinery
- NO

3. Can you give us an idea as to how we could reduce/reuse this construction and demolition waste?

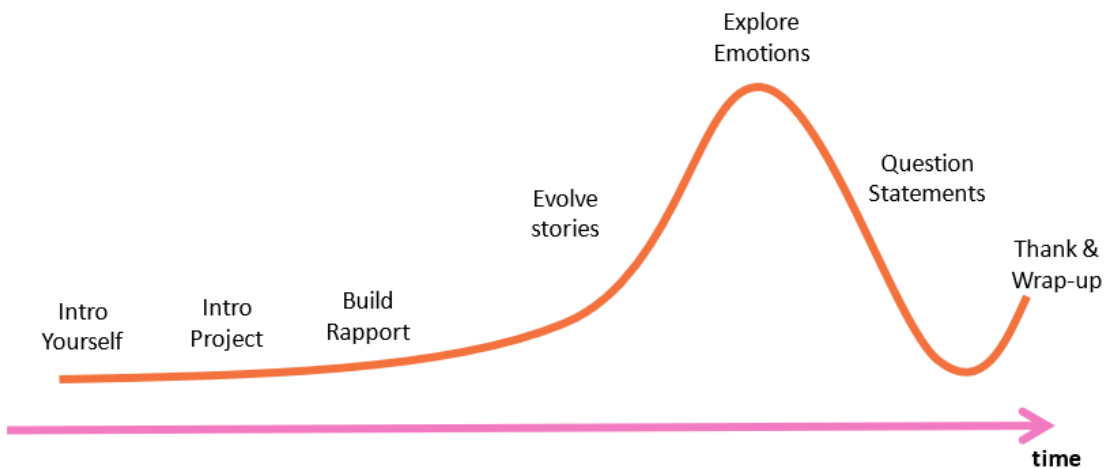
- Free Cycle ... a bit like Russells Recycling but no cost to users. - council offering.
- Recycle into road surfaces + construction products
- Raise the cost of construction based waste disposal to promote Recycling
- Purchase more sustainable goods
- More awareness around reusing construction waste eg like the 2000 model plates
- On-Sell options to view ahead of demolition
- Retail outlets for 2nd-hand recycled construction materials that don't look and feel dodgy
- regular protection on timber might remove the need for demolition
- to reuse the demolition companies waste

Interview Guide

Create an interview guide together

Follow the template here on a BIG piece of paper

Use post it notes to populate

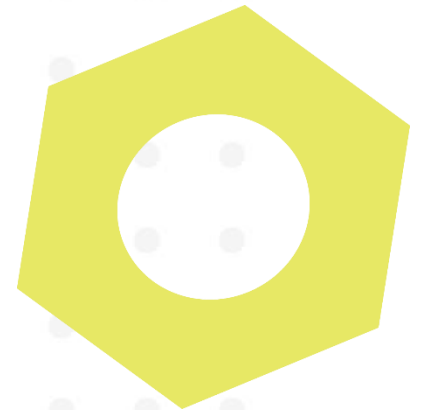


Adapted from [d.shool Bootcamp Bootleg, p.10](#)

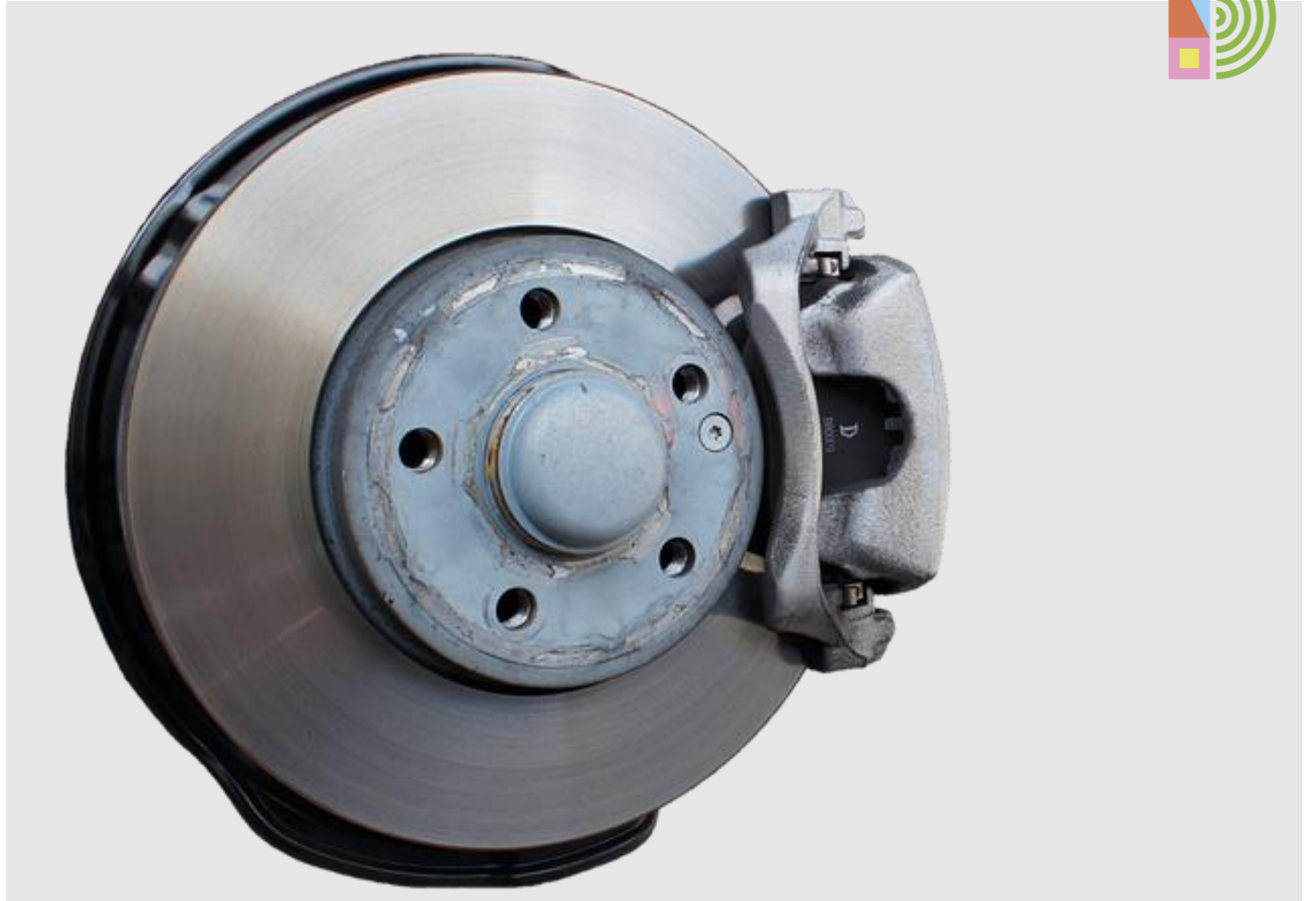


Emotional Intelligence

- Welcome to a visitor! 😊



BREAK ...
(get it)





Check in

Powerful Questions - Tips

- Which questions worked well?
- A good question should elicit an answer of more than one sentence. “what do you do?” is an open question but closed in answer.
- Big questions – “what does success mean to you?” are what we want the answers to – but in the wrong pace can start a conversation. Use smaller questions to build to them.
- Good questions empower and focus on the positive.



Keep Going

Interview questions

Use the artefacts for examples of questions that may be useful

Research Map

Keep adding to the research map

INTERVIEW GUIDE

Introduce yourself & Team

Introduce project

Build Rapport

Evolve Stories

Explore Emotions

Question Statements

Thank & wrap up

Give ethics form to sign

Tell me a little bit about your role here

Tell me about a time you [xxxxx]...

You used the word [xxxxx], can you tell me more about that

What I heard you say was

Intro Evolve Explore Graph





And a little more info coming

<https://learning.wintec.ac.nz/course/view.php?id=11739§ion=8>

Intuitive Listening

- Silence is your friend
- Remove distractions – laptop, cellphone;
- Face the speaker
- Notes, notes notes
- Pay attention to body language
- Say – I noticed you... why is that?"
- Chase hunches
- Notes, notes notes
- Ask for examples
- Always say “yes”
- Emotions Stories Discrepancies
- Notes, Notes Notes

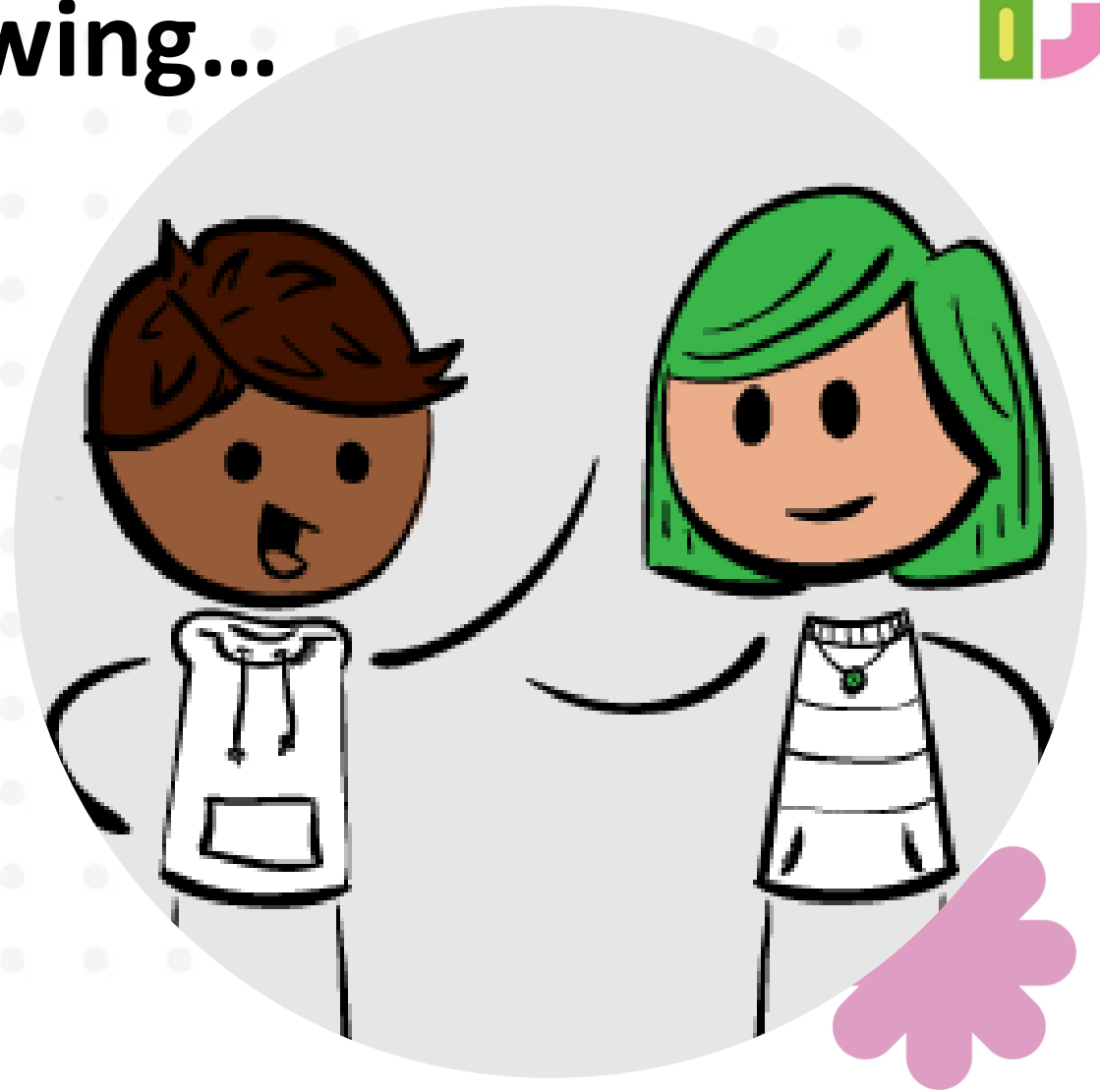


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Group roles for interviewing...



- Who will ask the questions? [you can share this responsibility]
- Who will take notes?
- Who will observe behaviour/tone/etc.?



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Industry Breakfast 1:

Wednesday 12th August, 7.30am

Why?

Sharing, networking, practicing professional skills, etc.

How?

DFNZ will host industry guests.

Monday DFNZ group will be organising and making it happen 😊 (so, we'll be getting here from 6am...)

Three teams...

So, who is doing what?

- **Decide groups**
- **Make a plan**

We can ask the Tuesdays group for helpers...

Food

- **plan, meet with Mira Tuesday afternoon, prep food**

Room setup

- **move things around, music, props, digital resources**


Hosting

- **welcome, MC, run-sheet, Ice-breaker**


Format – last year – slight changes this year

Team photos and name


Demolesson




Tayla Duffull
Bachelor of Sport and Exercise Science




Mohammed Mansoor
Bachelor of Applied Information Technology (Software Engineering)




Lucas Tainui
Bachelor of Media Arts (Communications – Journalism)



Hine Te Maro
Bachelor of Applied Information Technology (Web Developing)




Ruchika Arora
Bachelor in Science Technology (Food)



Margaret Zhou
Graduate Diploma in Communications

Our challenge:
How might we reduce construction and demolition waste in the Waikato region?

Industry Partner: Waikato Regional Council



Challenge and logo

1. Tell me what you know about construction and demolition waste?

Demolition waste contains soil, waste concrete, clay bricks etc.

Not a lot - See big skips getting filled but no idea where it goes. A truck's worth of it.

There is machinery that sorts/separates soil & rubble

It's raising problems to an environment

It's great for creative ideas & re-use

in the gardens (needs to be the gardeners!)

Nothing

2. Have you ever purchased reused/recycled material within the construction sector? (If so, What?) & Why?

Yes... not normal

Carpet Flooring (cheap)

Corrugated metal To make a kitchen number

Deck timber Doors/windows to refurbish villa.

Sink (cheap) timber cabinetry Joinery

NO

3. Can you give us an idea as to how we could reduce/reuse this construction and demolition waste?

Free Cycle ... a bit like Russell's Recycling but no cost to recs. - limited offerings

Raise the cost of construction based waste disposal to promote recycling

Recycle into road surfaces & construction products

More awareness around reusing construction waste as like the government places

Purchase more sustainable goods

On-Sell options to View ahead of demolition

Regular presence on timber might remove the need for demolition

Retail outlets for sustainable recycled construction materials that don't look and feel dodgy

to reuse the demolition campaign waste

Three open questions to engage feedback

Templates on Moodle Weeks 3-4



What do you need to do in your coaching session?





Wow – what a day!