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NYC 2017

Start with Observations:

Observations are facts. They are the "what" behind our research. They represent what you saw, what you heard, and what you observed during the research phase.

Answer the questions below:

# WHAT DID YOU OBSERVE?

What did you **see?**

Most of the customers were pretty interetested in the product which promised higher grade of security which came as an added bonus to them. Even though many poeple nowadays posses fingerprint enabled cellphones, they are sure that it is completetly secure. Hence, they believed that a secure case is a good product, period.

What did you **learn** in your interview and research process?

We learnt that people are happy about the product as they sense a need for this high level of security, they believe that it has a good market and there are not such products, and some people still use the older version phones. Some people are concerned about the pricing aspect of the product saying that if it were cheap then they would surely go for it.

What **surprised** you during your research?

They were pleased with the product and some of them suggested that even though they have fingerprint enabled phones, this product has a good future. They wanted something like this so that they can be sure about the security with mobile phones.

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Behavior   Family

Community
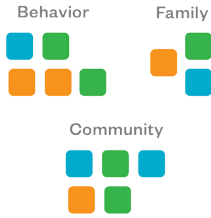
Synthesis is about pattern recognition. We will cluster our research into patterns again and again as we make sense of our data.

PATTERNS

What has been **consistent** across your research (interviews, observations, secondary research, primary research)?

The product has a 50% margin of success. The market is huge. The product needs to be very feature rich and easy to use. People were concerned with the price point and anything below $50 people would buy. In countries, such as India, however, the people wouldn't be able to spend even $10 on the product. Such countries might have trouble releasing such a product to all consumers.

What are the 3 **commonalities** you have learned about the user group you're researching?

People are concerned about the pricing. It should be below $50	They all require GPS along with fingerprint. The phone must be able backup the data online directly upon being lost.	The customers believe it will be a good product in the market.

If you could synthesize the above questions into 5-6 **"buckets,"** what would they be?
Start simple! It's OK to have a bucket that says "family" or "transportation". We'll get more specific later.

HIGH LEVEL SECURITY GPS, FINGERPRINT and ALWAYS CONNECTED TO PHONE	Might be UNNECESSARY CHEAP and HIGH QUALITY.	ONLINE BACKUP FACILITY

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USER PERSONA

Who is the user? Think about the user in the context of your research and the problem you are solving. This will help keep our solutions human-centered.

What did this user **say?** (user quote)

Most people are happy with their existing fingerprint security.

What does this user **think?**

I will upgrade my existing phone instead of buying a new one.

Memorable name:

NATHAN Perry

Draw the user

What does this user **do?**

Most people are looking out for some technology like this to feel safer.

What does this user **feel?**

Secure case provides way faster access than legacy methods of PIN and PW.

Motivations

PHONES ARE INSECURE
PHONES GET LOST
PHONES have no BACKUP when lost.

Needs

Market for this product is wide with needs in for all ages. Generally, everyone thinks about their phone being stolen.

Challenges

Keeping the price low.
Size of market might be smaller than expected.
Fingerprint might be duplicated
May not ward off thieves.
May result in unnecessary loss of user data under false positives.

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INSIGHTS

What is an insight?

An insight reveals the **"why"** or the underlying user need.

An insight is a statement about people's **behavior, values** and **mental models** that highlights needs or areas to be improved.

Tips

An insight represents an **unmet need:** It points to an area that needs improvement.

Reveals an "Aha": Once you state it, it **clarifies** and simplifies your research.

Is **Not** a Solution: While it inspires many ideas, it doesn't point to a single one.

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nathan perry
(user)

needs

security in mobile phones case
(unmet need)

fingerprint and GPS

because — he feels that the security in mobile phones is not strong enoguh and anyone can steal your phone. He believes that this product will provide great usage.

Insight: The idea behind scase is very good. We have a wide market for this product and a bright future.

Quote or **Story** that informs insight...

he was happy with the idea

Practice again...

Quote or **Story** that informs insight...

he wanted the idea to be turned from concept to product.

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DESIGN CHALLENGE OVERVIEW

Transportation

Overview This challenge is focused on how to increase ease of use and access to transit and expand travel options for New York City youth, seniors, and immigrants. Through various listening sessions this past fall, we consistently heard from constituents about the difficulty of navigating the City's transportation network in order to access jobs, education, social services, and other opportunities. How might we use data and technology to make transit easier to use and develop innovative alternatives to supplement existing transit infrastructure?

The following **pain points** were themes that emerged in our listening sessions with youth, seniors, and immigrants and the social practitioners and city organizations that serve them:

- Mobility constraints
- Language barriers
- Cost of transportation
- Lack of access to timely information
- Technology barriers
- Navigating multi-modal transit

Knowledge

Overview This challenge is focused on providing New York City youth, seniors, and immigrants with better access to information in order to make more informed decisions for their daily lives (i.e. at home, at work, at school, in public). Having access to accurate, timely, and user-friendly information is critical to being able to make independent choices, and proactively address one's own needs. How might we use data and technology to improve access to information to ensure New York City youth, seniors, and immigrants can make informed decisions and take action in their daily lives?

The following **pain points** were themes that emerged in our listening sessions with youth, seniors, and immigrants and the social practitioners and city organizations that serve them:

- Lack of access to updated information
- Navigating resources
- Coordination amongst service providers
- Lack of educational opportunities
- Technology barriers related to ease of use and training
- Data literacy
- Language barriers

Community Resiliency
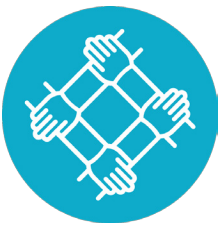
Overview This challenge is focused on building strong, resilient communities by fostering more inclusion and connection for New York City youth, seniors, and immigrants where they live, learn, work, and play. Creating opportunities for these constituencies to be included and physically and socially connected results in stronger, deeper support networks, which are critical to building resilient communities for all. How then might we use data and technology to create opportunities for New York City youth, seniors, and immigrants to feel included and socially and physically connected in their daily lives?

The following **pain points** were themes that emerged in our listening sessions with youth, seniors, and immigrants and the social practitioners and city organizations that serve them:

- Economic instability
- Lack of local support system
- Feelings of isolation
- Difficulty engaging with government
- Cultural assimilation
- Language barriers