



Module II

Design Sprint: Session 3 (Degree in English)

Interpreting the Findings

15 May 2020
Janita Ferrone

Agenda

13.00 – 13.15	Objectives & Tools (Main class)
13.15 – 13.50	Teamwork: Review Interview Findings & Empathy Map (Team rooms)
13.50 – 14.00	Break
14.00 – 14.20	Teamwork: Review & Update Customer Journey (Team rooms)
14.20 – 14.50	Teamwork: Needs and Insights Map
14.50 – 15.00	Teamwork: Problem Statement (Team rooms)

You **do not need** to come back to the main class after the breakout sessions today.

Design Thinking Process

STEP 3 | INTERPRET THE FINDINGS

Extract insights and define the problem statement.

Empathy Map



Complete the Empathy Map for each interview (1 per team)

SAY

What did the user say?
Quotes from the user

THINK

What is the user thinking?

DO

What did the user do to solve the problem?

FEEL

How does the user feel about the problem?

A horizontal red double-headed arrow pointing left and right, centered under the 'Observe' and 'Infer' labels.

Observe

A horizontal red double-headed arrow pointing left and right, centered under the 'Infer' label.

Infer

Learnings Card



DELIVERABLE

Summarise what you learnt from each interview (1 per team)

	USER 1	USER 2	USER 3	USER 4	USER 5
Findings 1. How does the user feel about the problem? 2. Which part of the problem matters most to them? Why? 3. Observations 4. Quotes from the user					
Learnings 1. What have you learnt? 2. What do you need to learn more about?					
Insights <ul style="list-style-type: none"> • What insights have you gained? • What are the underlying needs? 					

This part you will do today in class

Objectives

Today's In Class Objectives

How to move from interview notes to a problem statement



1. Create a **shared understanding** of learnings from interviews.
2. Define **insights**.
3. Converge: decide what the **main problems** are that you will focus on.
4. Define the **problem statements**.

There are no additional homework assignments this week.

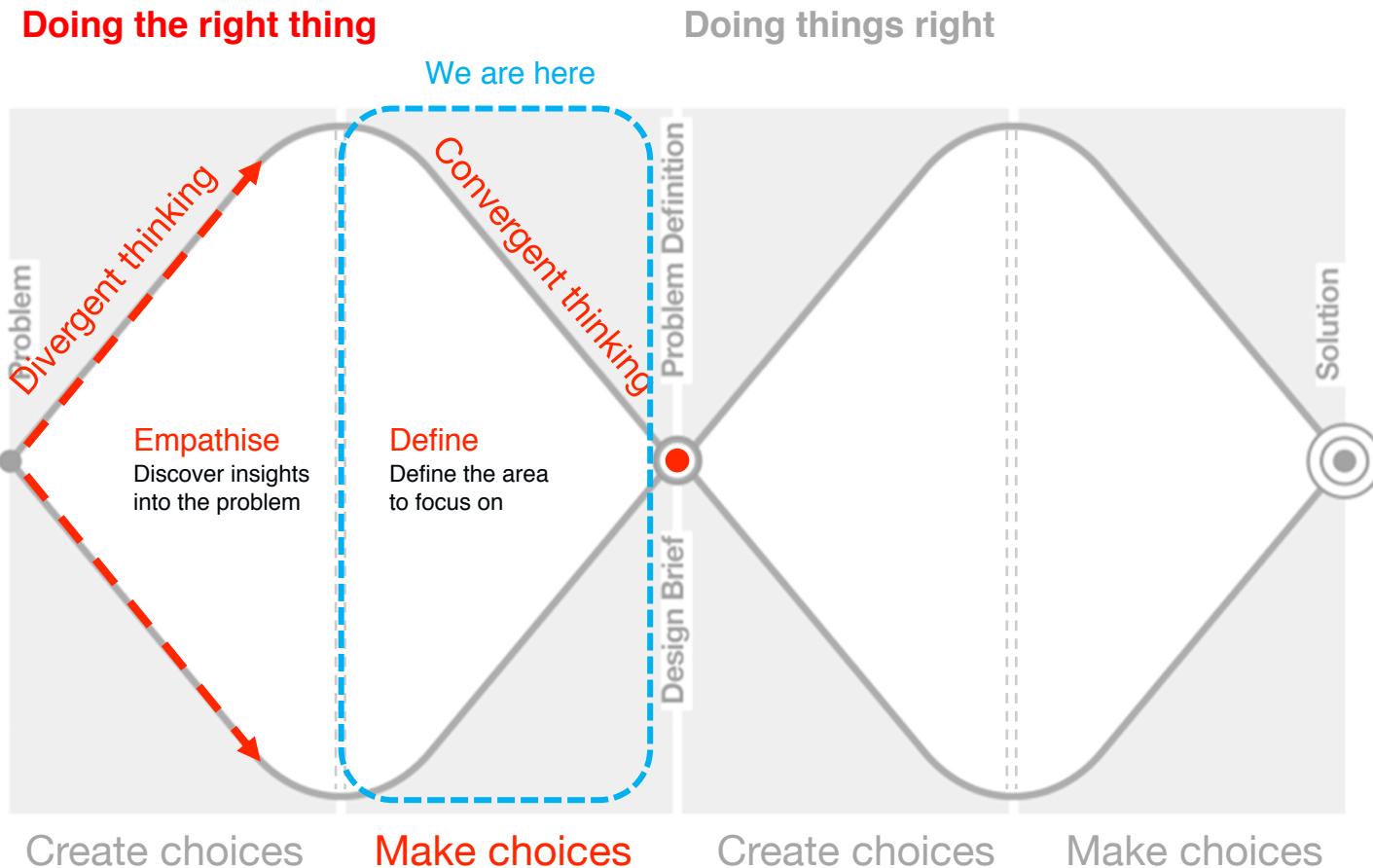
For next week's class you need to define at least 1 problem statement.

Submit classwork by 12.00 on 18 May (Monday)

Design Thinking Process

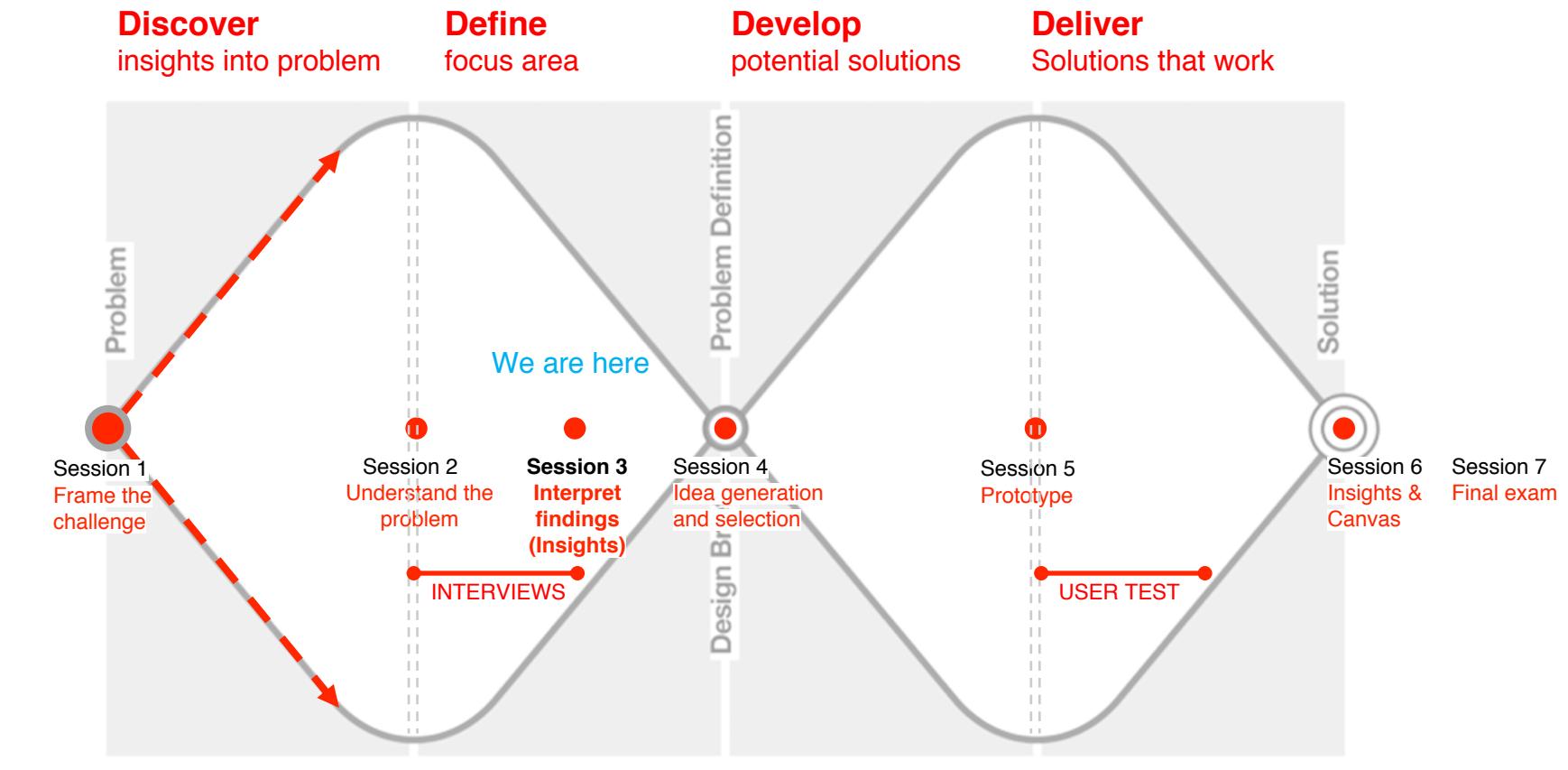
PART I: Problem Space

PART II: Solution Space



Source: Innovation Through Design Thinking, Nuria Solsona

What are we going to do?



- What is the challenge?
- Who has the problem?
- Who are the main players?
- What is the specific problem that we will solve?
- What solutions could solve the problem?
- Which ideas will we develop?
- How can we test our solution?
- What do we need to build?
- What can we learn from users?
- What is the business model?

Remote Classes: English degree



Main Online Classroom

meet.google.com/evw-daou-nxd

Team	Challenge	Team members
1	https://hangouts.google.com/call/RdDj1qxZB0kv8vVLjGPYAAEI	<ul style="list-style-type: none"> • Valerie • Victoire • Julia • Femke • Katrine • Ria
2	https://meet.google.com/nff-hhxif-jbf	<ul style="list-style-type: none"> • Cindy • Paola • Mia • Linda • Ana • Kristina
3	https://meet.google.com/qdz-ucyz-ydk	<ul style="list-style-type: none"> • Pablo • Javier • Andrea • Alex • Diego

Techniques

We will use the following techniques:

1. Empathy Map
2. Revised Customer Journey Map
3. Needs & Insights Map
4. Problem Statement

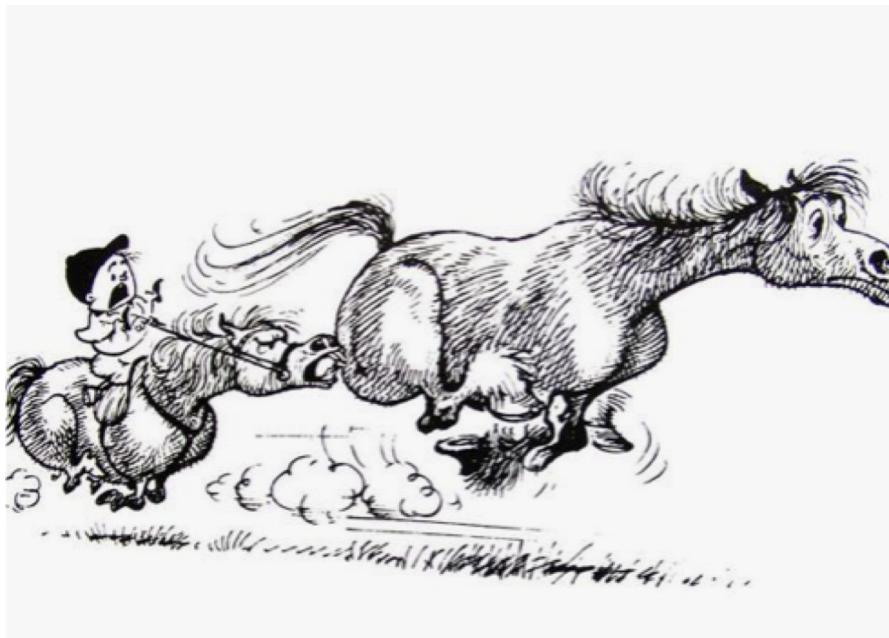


How can we understand the
problem in a new way?

Understand the problem in a new way

“If I had asked people what they wanted, they would have said faster horses”

Henry Ford



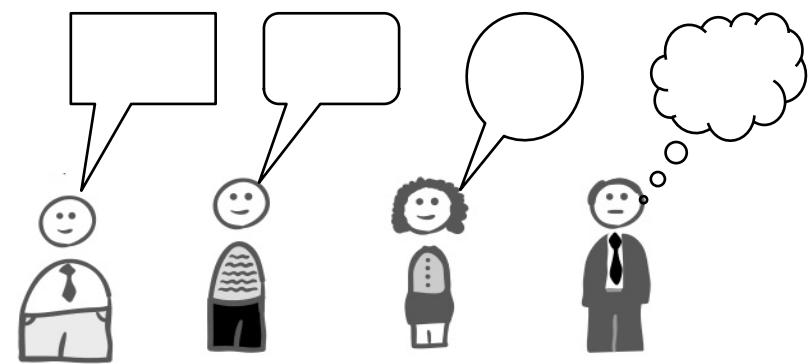
Feedback vs. Insights

What is feedback?

What is an insight?

Feedback

FEEDBACK is the information, comments or opinions of the client, that we receive during the interview.



Insights

An INSIGHT is not:

- a **data point**
- an **observation**
- a customer **wish**
- an **articulated statement of a need**

INSIGHTS are **less apparent, intangible, and latent**.



Insights

Informs

Sheds light on needs and wants

Inspires

Motivates you to do something

Memorable

It sticks and is "sharable"

"AHA moments"



Epiphany (e-piph-a-ny)

(n) A moment of sudden revelation; a poignant, sudden, profound understanding of something.

Insights

Example: Dove Real Beauty campaign

The Dove Campaign
for Real Beauty



No. 1 campaign of the 21st Century for its transparency, its authenticity, its groundbreaking use of global viral video that started with the anti-photoshopping film “Evolution”, and its educational efforts to boost self-image among young girls.



Fuente: <https://www.dove.com>



Dove believes all women have beautiful hair when it's deeply cared for. No matter what length, style, cut, color or texture, you can discover the beauty in your own hair with the deep care in Dove Shampoos and Conditioners. Learn more at www.campaignforrealbeauty.com

Insights

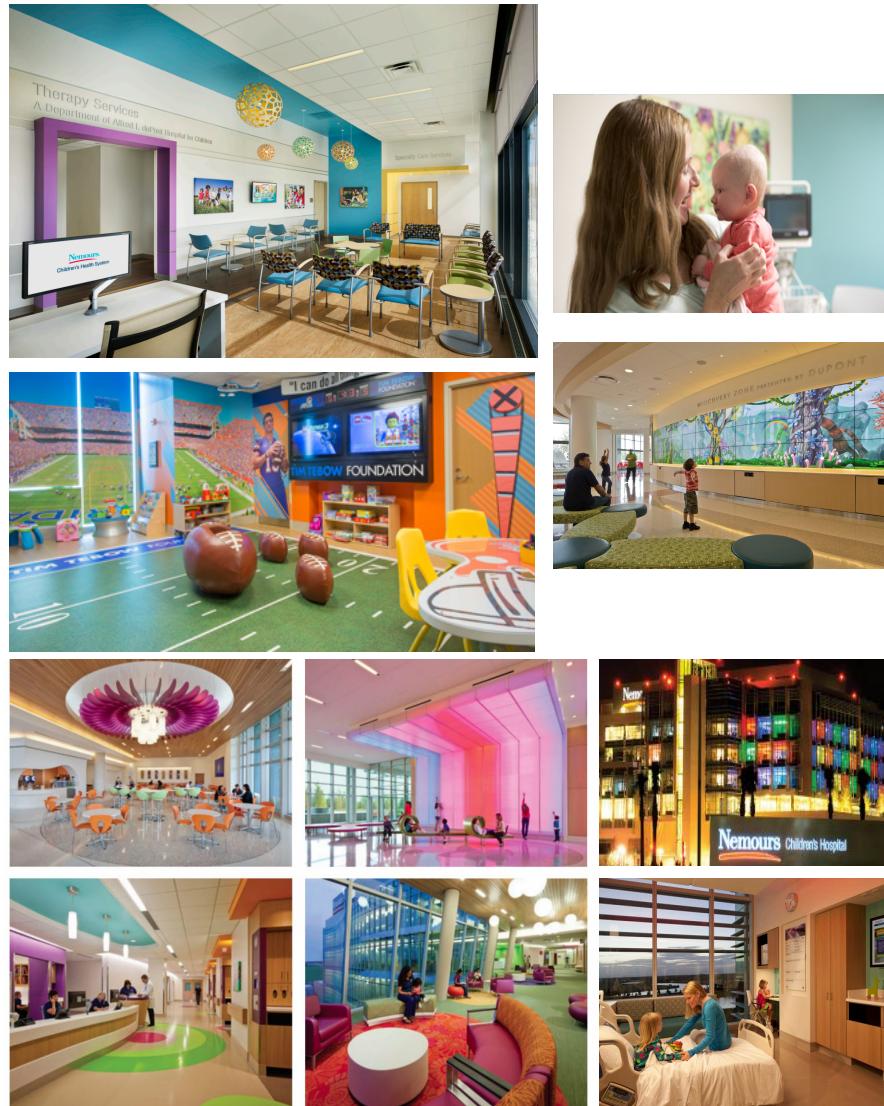
Example: Nemours Paediatric Hospital

We provide hospital care, pediatric and neonatal intensive care, cardiac critical care, and inpatient rehabilitation at Nemours Children's Hospital in Orlando.



"All services at Nemours focus not only on the child, but also on their parents and families."

Dr. Lane Donnelly, Director Nemours



Example Case

Initial problem statement

How can we help university students with disabilities to secure jobs?



Exploratory Research

Interviews with students and companies



Learnings

Synthesize the findings from the research

Insight

The biggest barrier to students getting experience is the TABU around disability and the lack of experience of people in an office context of disability.

Problem Statement

A 22 year old graduate with a physical disability who lives in the city

Needs work experience to prove their abilities
Because current internship programmes are not accessible enough and people do not know how to talk about the disability at work.

How Might We?

HMW create an interactive work experience for students with disability which breaks the TABU?



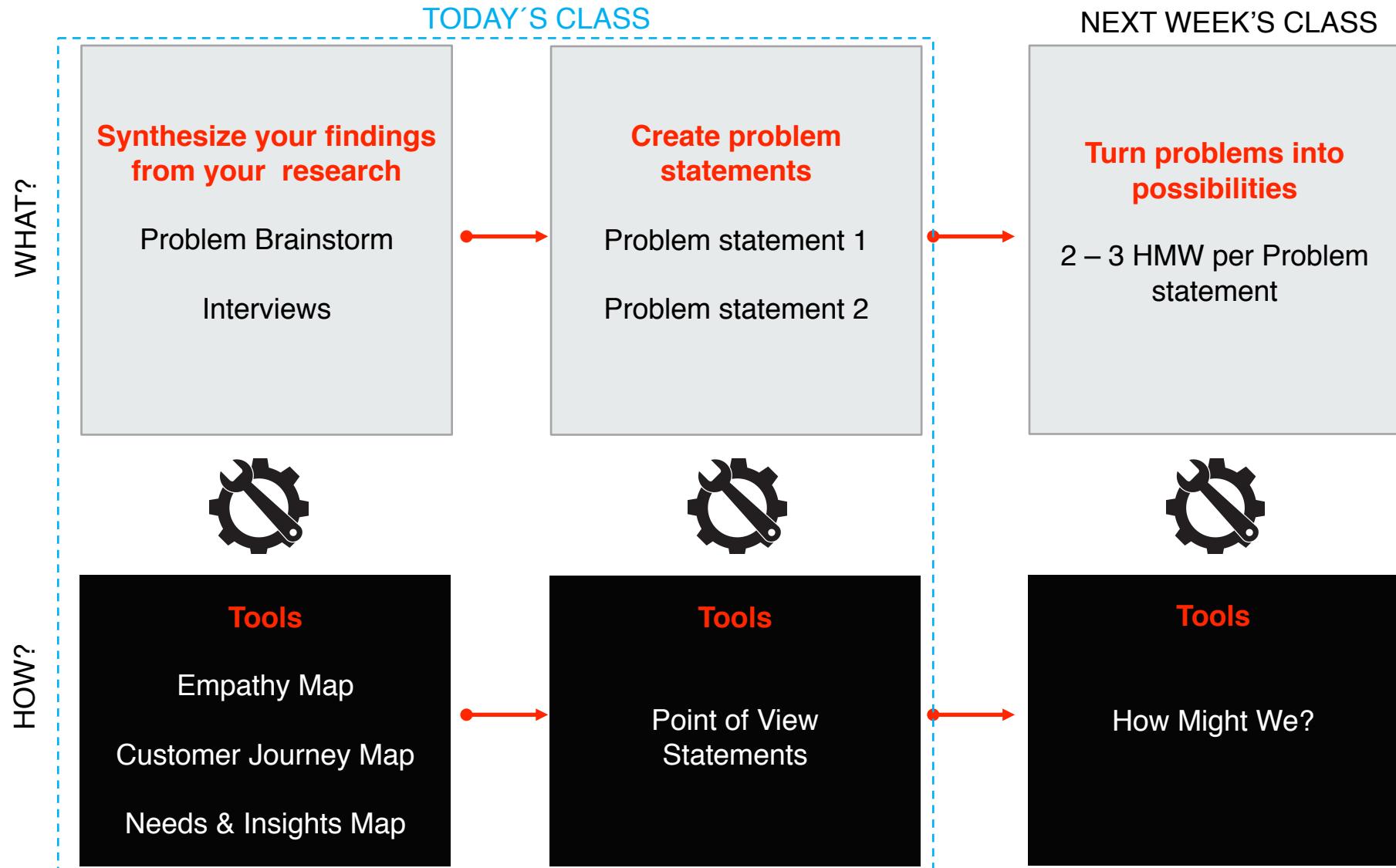
What are the underlying problems?

Exploratory Research

“We have to **learn** what clients **really** need, not what **they say** they need or what **we think** they should want”

Eric Ries, The Lean Startup

Moving from data to problem understanding



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Empathy Map

WHAT IS IT?

A tool used to articulate what we know about a particular type of user: what they SAY, DO, THINK, and FEEL.

OBJECTIVES

1. Create a shared understanding.
2. Support decision making.

HOW IT WORKS?

Estimated time: 25 minutes

1. Create one empathy map for all your interviews.
2. Replicate the four quadrants of the empathy map (see following page).
3. Review your notes, pictures, audio, and video from your research/fieldwork and fill out each of the four quadrants: what did users SAY, DO, THINK, FEEL.
4. Group and prioritise the key learnings.

Empathy Map



Complete one Empathy Map for your archetype (1 per team)

SAY

What did the user say?
Quotes from the user

THINK

What do you think the user may be thinking? What are their motivations, goals, needs and desires?

DO

What did the user do to solve the problem?

FEEL

How does the user feel about the problem? Take cues from their body language, choice of words and tone of voice.

Observe

Infer

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Review Customer Journey Map

WHAT IS IT?

A Customer Journey Map is a visual representation of the user's experience of your product or service.

OBJECTIVES

1. Identify the steps in the customer's journey.
2. Understand the emotional state of the customer.
3. Identify your assumptions.

HOW IT WORKS?

Estimated time: 20 minutes

1. Review the Customer Journey that you prepared in the previous sessions.
2. Update the Customer Journey based on the exploratory research interviews.
3. Highlight the learnings, emotions and insights.

Review Customer Journey Map



Complete one map for your archetype (1 per team)

Step	1	2	3	4...
ACTION What happens in this step? <ul style="list-style-type: none">• What does the user want to achieve?• What are the service interactions?				
LEARNINGS What have you learnt?				
EMOTIONS What is the emotional state? <ul style="list-style-type: none">• How does the user feel in each step?• What are the hurdles?				
INSIGHTS What are the insights gained?				

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Needs and Insights

WHAT IS IT?

A tool used to summarise and prioritise the key user needs and identify key insights.

OBJECTIVES

Prioritise customer needs and extract key insights.

Source: Lotta Hassi, 2019

HOW IT WORKS?

Estimated time: 30 minutes

1. **Synthesize the user's needs.**
 - Needs are verbs, i.e. activities and desires.
 - What is the target user trying to do?
 - What are the pains they want solved?
 - Identify needs directly from the user traits you noted.
2. **Synthesize the insights from what you have learnt.**
 - An “Insight” is your remarkable realization that can help you to solve the current design challenge you’re facing.
 - Insights are born when you synthesize across your data, observations, customer statements and make inferences from what you heard and saw.
 - New learnings about your customers feelings (make inferences from what you heard and saw).
 - You can synthesize insights by asking yourself: “Why?” when you notice strange, tense, or surprising behaviour.

Needs and Insights Map



DELIVERABLE

Complete one map for your archetype (1 per team)

NEEDS

INSIGHTS

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Problem Statement

WHAT IS IT?

The definition of what we are trying to solve & why.

HOW IT WORKS?

Estimated time: 20 minutes

1. A problem statement should explain
 - The need that should be solved
 - The motivators of the need
 - Requirements of the need (if any)
 - Current barriers blocking fulfillment of the need
 - The consequences of not having the need fulfilled
2. The problem should be **broad** enough to allow for **creativity**, but **narrow** enough to **give direction** and **focus** (e.g. No features or mention of technologies)
3. Be selective. Some things are more relevant than others.

Problem Statement

Point of View Statement

I am a (archetype) trying to (verb) but (barrier) because (cause) which makes me feel (emotional).

Example

I am a new mum trying to take care of my baby in the best way possible, but I don't know if I'm doing a good job because I'm always at home alone and don't have anyone to talk to about it, which makes me feel isolated and alone.

Problem Statement

User

Your specific target

An adult who lives in a city

Need

Critical need

To use a car for 10 – 60 minute trips 1 – 4 times per week

Insights

Motivator

The user does not want to own the car as it would be too expensive for his/her needs.

Current barrier

He/she would like to share a car with others who have similar needs, however, there are no easy and affordable solutions available.

Requirement

The user lives a “green” lifestyle and it is important to him/her not to own more than he/she truly needs.

Framed Problem Statement

An adult who lives in the city...

needs easy access to a shared car 1-4 times per week for up to 60 minutes at a time ...

because sharing a car with other people is cheaper and more environmental friendly.

Problem Statements



DELIVERABLE

Define 1 to 2 Problem Statements for your challenge

PROBLEM STATEMENT #1

Use quotes and other evidence from your exploratory research.

PROBLEM STATEMENT #2

Use quotes and other evidence from your exploratory research.

Submission Details

IN CLASS WORK DELIVERABLES

The following should be submitted:

1. Empathy Map
2. Revised Customer Journey Map
3. Needs & Insights Map
4. 1 to 2 Problem Statements

DEADLINES

Submit classwork by 12.00 on 18 May (Monday).

The Problem Statement/s is/are the starting point for the next class.

DELIVERY INSTRUCTIONS

1. Each team submits a digital version of the assignments.
2. All deliverables should be transferred to presentation format and submitted in PDF.
3. Each deliverable should state the **team number and challenge**. These details should be included in the name of the file as well as on the cover page. The cover page should also include the names of the students.
4. The PDF should be submitted in Classlife in the deliverables folder and as an attachment to an email in Classlife.



Questions?

Please send your additional questions on Classlife.
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