



Additional Needfinding Strategies

scott klemmer

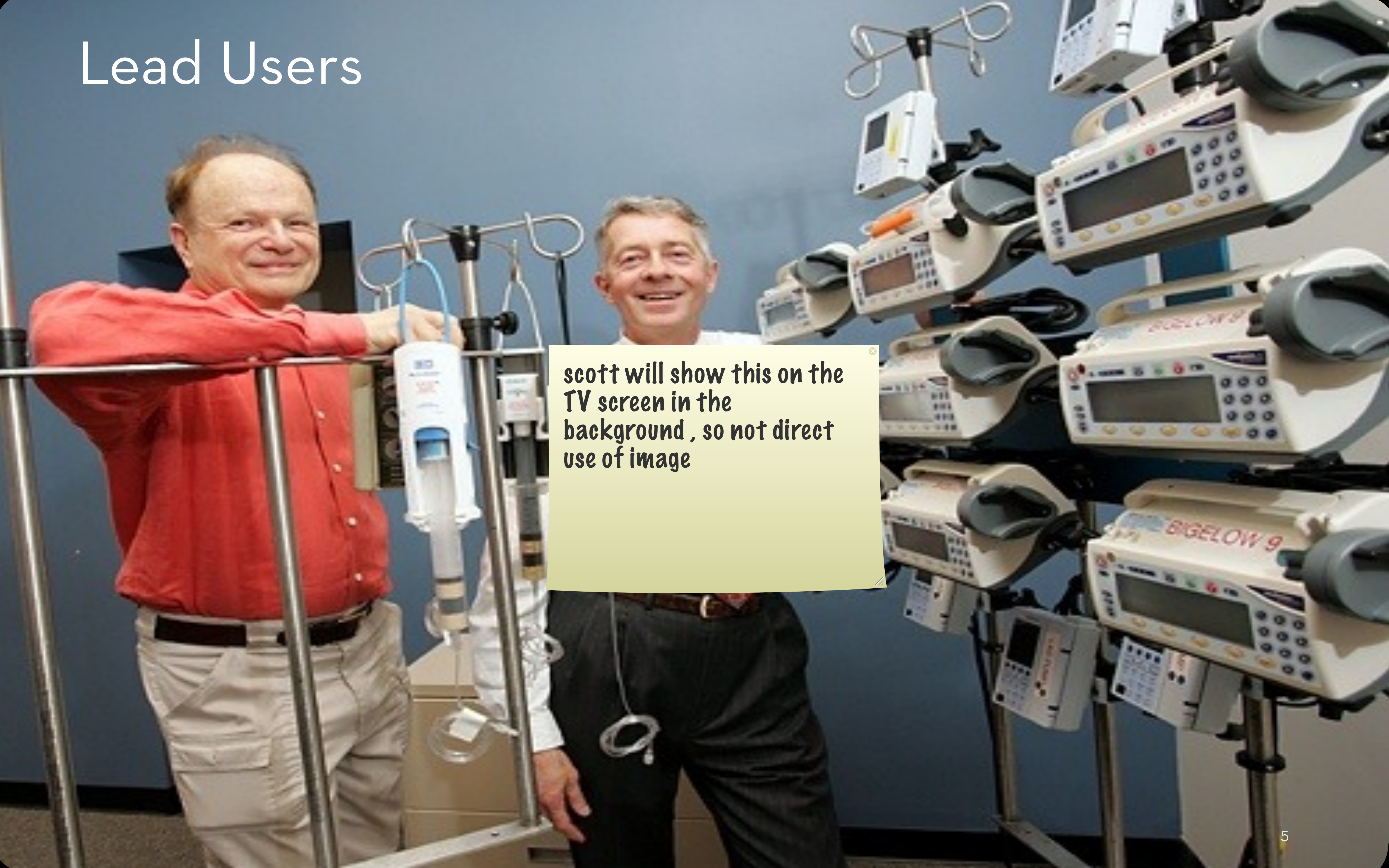
Longitudinal or Sporadic Behavior?

Diary Studies

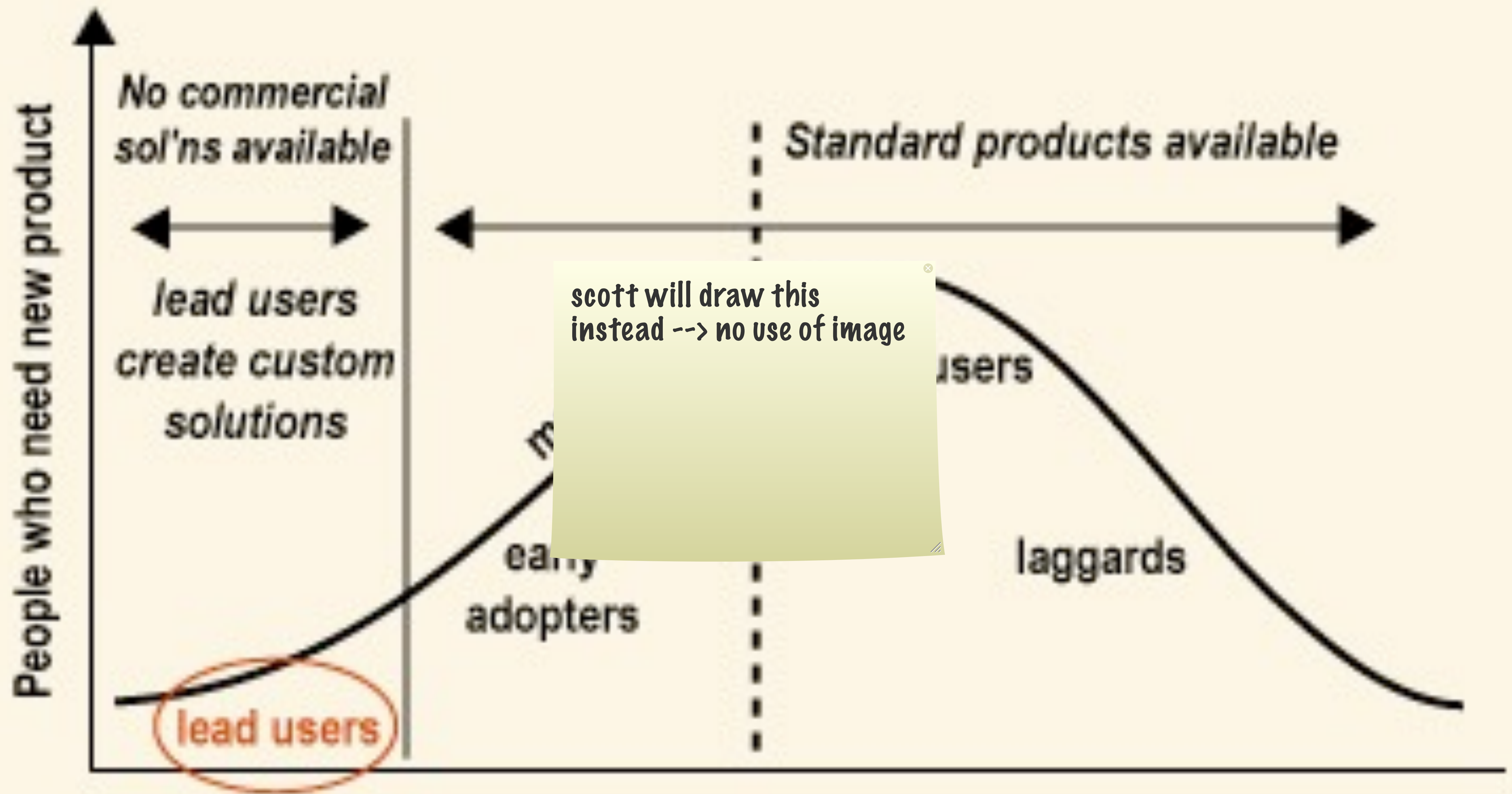
- Give people a diary that they complete at a specified time or interval
- Structured task
- Can use journals, cameras, voice, video
- Tailor the recording to the context
- Can scale better than direct observation
- Easier tools -> better results
- May require some practice, training, reminding

Experience Sampling

Lead Users



scott will show this on the TV screen in the background , so not direct use of image



Extreme Users

Keeping Users in Mind

Personas

- A model of a person, an example.
 - includes demographic information, but should also capture a person's motivation, beliefs, intentions, behavior and goals
- Draw a picture of your persona or use a photo
 - give him or her a name, an occupation, a background, a social situation, some hopes, dreams, and goals etc. Give the persona a story to tell
- Knowing what our persona thinks, does, and feel help build empathy
 - so that you can understand the state of mind, emotion, philosophy, beliefs, or point of view of the user
- Empathy leads to insights which leads to design opportunities

Ultimately, it's the design