



» Translate your observation of a user's need.

First you want to come up with ideas how to help the user to fulfill the observed need.

TRANSLATION (10 min)

Formulate your How-Might-We-Question.

4 min: **How might we help** Name of your user **Dr. Jane Bormeister**

to Need or quote that you want to find an answer to. Choose from your interview documentation what inspired you the most.

change the communication style at university by creating an individual student focused learning plan.

3 min: **Who is an Extreme Performer** in what you want to achieve for the user?

Think of other fields of life.

1. Caring parents, 2. Chatbot, 3. Customer care service

3 min: **Come up with three ideas to solve the How-Might-We-Question.**

How would the Extreme Performers solve the problem? Take it as an inspirational springboard.

1. Personalize individual consultation and emotional support

2. 24/7 available messenger

3. Chance to speak to real person and ask queries

IDEA (5 min)

Select one idea and give it a name

Study-Buddy; a ' student-centric ', ' professor-powered ' chatbot.

Description Product, process, service, ...

An AI powered, 27/4 available, chatbot (and much more) service on the preferred communication tool of the student (like WhatsApp etc).

Key function for user Helps the user to better (functional need) ...

One hand, Study-Buddy addresses students' questions in a " humanly manner " while presenting an opportunity to provide feedback in a " timely manner " without waiting till the semester ends.

On the other hand, Study-Buddy provides a crisp summary to Dr. Jane based on the responses from students.

Hence Dr. Jane receives continuous feedback from students and could connect with them before time!

Study-Buddy will also assist Dr. Jane to directly speak with student by booking meetings etc.

Emotional benefit So that the user feels (emotional need) ...

Study-Buddy gives Dr. Jane a satisfaction, as she can listen to each student timely and connected with them personally.

Your name and contact information optional

Vivek, bombatkar.vivek@gmail.com