

DESIGN MINDSET SOLUTIONS

WEEK 08: CLASS 01

PERSONAS: Ethnographic Research – Tools For Understanding & Communicating

- Observe and Talk to people
- Identify common behaviors, needs & desires
- Give the Persona(s) a name/picture/bio
- Make them Real





**“A defining
quote related to
the domain of
interest”**

Name

Role

Defining characteristics

**GENERAL DEMOGRAPHIC
DATA**

Age
Occupation
Location
Marital status
Children
Income
Education
Hobbies

DRIVERS

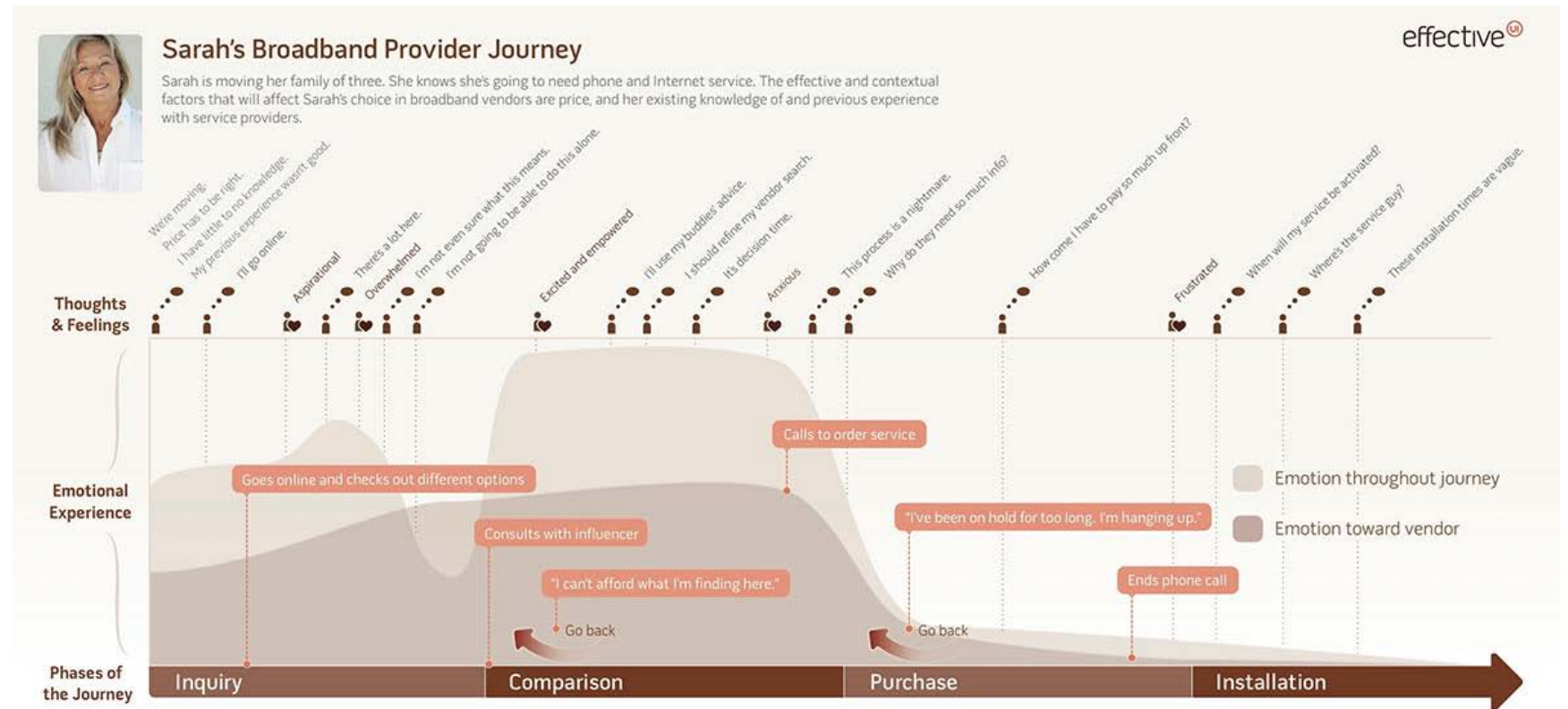
Goals
Needs
Desires
Frustrations
Pain Points

CUSTOMER JOURNEY: Mapping

Process from the customer's point of view

How could this be used in business?

How do technologies enable journey mapping



CUSTOMER JOURNEY: Mapping

Process from the customer's point of view

Ethnographic Research

Enhance ability to serve, market and customize experience



PROJECT #3: Considerations

- Allow plenty of time to complete your ethnographic research
- Reading Assignments #3 relates to your research activities

WORKING SESSION





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WEEK 08: CLASS 02

PROBLEM SOLVING EXERCISE: Storyboarding

Step 1 – Imagine

Think of your scenario as a story with characters, a plot, conflict and resolution

Step 2 – Place six sticky notes (“frames”) on a piece of paper.

For each frame, draw a brief sketch and annotate with a brief caption

Step 3 – Craft the story

Seamless story with a beginning, middle and an end

Step 4 – Share your stories and get feedback

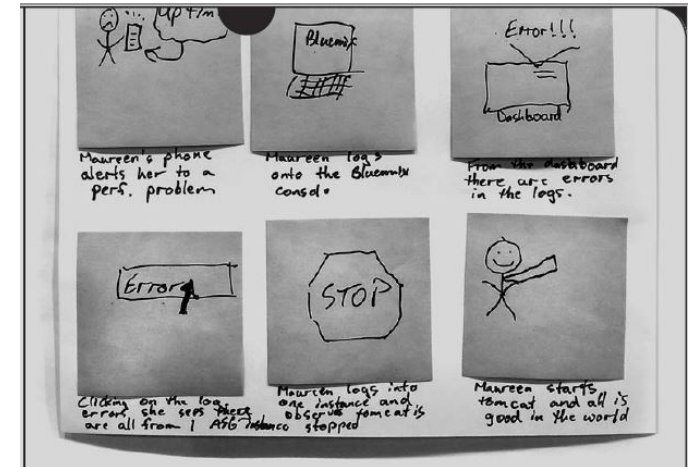
Pin your stories on the wall to share with your team

Step 5 – Converge

Chose the best parts of each teammates story and wave them into one “master” story that is representative of the entire team’s thinking

Step 5 – Present

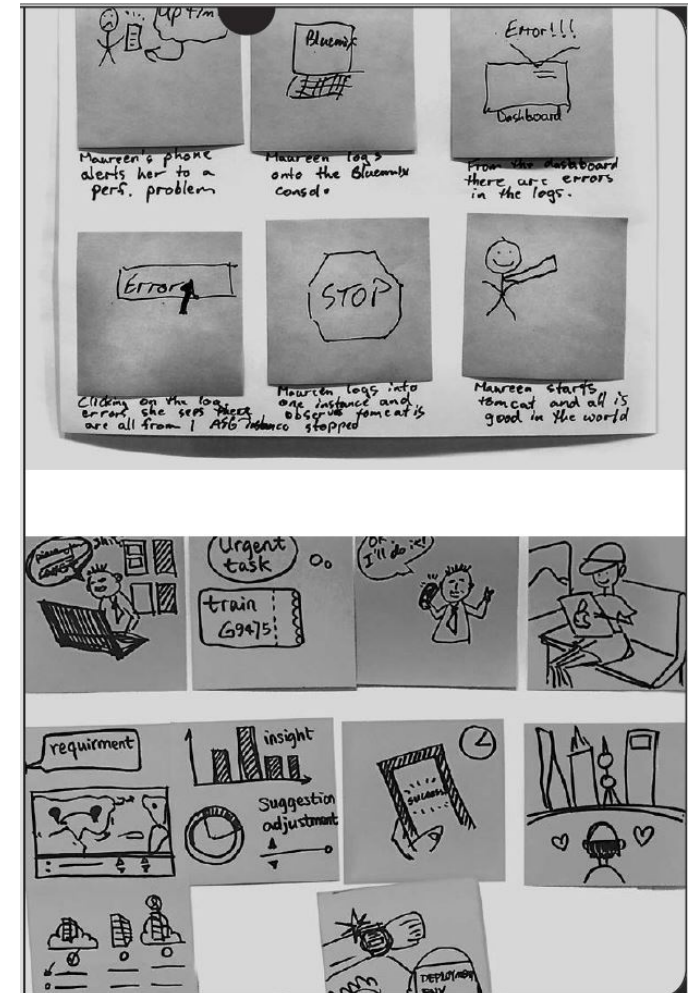
Share your team’s “master” story with the class



PROBLEM SOLVING EXERCISE: Storyboarding – communication

Key takeaways:

- Reminds us of the Draw Toast exercise
 - Group notes lead to synthesis
- Avoid drawing too many “screens”
 - Don't get too detailed
- Iterate and communicate visually
 - Tell user-centric stories – connect on an emotional level
 - Create a narrative that focuses on goals, actions & relationships
- Stop talking and draw!
 - Use a “fat marker” and capture the big ideas
- Story Telling
 - Beginning, Middle & an End



WORKING SESSION

