why design?

Firms need to learn and re-learn how to create “insanely great” experiences. These experiences need to be carefully designed and staged. Companies need to move away from the noun-centric, categorical thinking that is fixed on things. Instead, they need to focus on creating value by recreating the meaning of familiar activities through design.

“No problem can be solved from the same level of consciousness that created it. We must learn to see the world anew”

A. Einstein

“There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle.”

A. Einstein
Design Inquiry: FIVE Questions

Design research is driven by five key questions.

- What inspire you -- good or bad?
- Who are the stakeholders?
- What are the unmet needs and why are they important?
- What is your solution to meet the needs?
- What are the resources you need to create and sustain your solution?

Watch the video and think about how the designers addressed these five questions.

Data Collection

1. who?
   who will you interview and observe?

2. when and where

3. how
   - shadowing people
   - stationary observation
   - personal archeology
   - following things
   - individual interviews
   - group interviews

4. strategy
   - be specific
   - start broad
   - probe deeper
   - ask “what if ...”
   - ask “when was last time you ...”
   - never say usually in asking questions
• ask why five times
• no binary questions
• detective

5. representation
• show me
• draw me
• tell me
• think aloud

6. mindset
• beginner
• detective
Interpretation

What do you see in the picture? Look at the picture carefully and answer the following questions.

• who is in the picture? who else might be in the picture, but not being seen?
• what is the actor doing? what is the goal and motivation?
• what tools are being used? what signs do you seen?
• what is the problem to be solved here?
• where and when is it taking place?

What might have been the story leading up to this scene and what will likely to happen after this scene?
Storytelling

Try to share stories as you make sense of the situation based on the data you collected. You are trying to gather your notes, photos and other artifacts. Post up your photos on the wall. Tell the story one person at a time.

• be specific
• be descriptive
• who, what, when, where, why and how
• use post-in notes
building a persona

A stakeholder may or may not be the current user or client of your company. A stakeholder is someone who is about to engage with your organization. The key is to identify the stakeholder. Using a persona, you are trying to identify the stakeholder by unpacking observation data and construct a common characteristics of behavior and attributes of stakeholders. You are trying to first identify the relevant dimensions of the profile of the stakeholder including demographic information, habits, motivations, behavioral patterns, etc. After these dimensions are identified, your team should build a persona of a stakeholder by adding these features up. Last, given the character a name. Use an available image, give a face to the character. Your team should follow the character as a generative process to learn more about the character.
Pattern Recognition

In this stage, you are trying to reduce a large volume of data into a small set of key insights. In order to identify the insights, you are trying to identify hidden patterns from the data set.

You are trying to identify groups and see if you can regroup them, using Post-It notes. Using the identified categories to see if you can see relationship among them.

![Venn Diagram](image)

![2x2 matrix](image)

![relational map](image)

![process (journey) map](image)
customer experience cube

Activities

Actor A
Actor B
Actor C

emotional
cognitive
physical
social

current experience

Design Analysis Methods

POEMS
People Objects Environments Massages/Media Services

Words related to “cooking at home” in POEMS framework

A
B
C
D
E

Design Analysis Methods

Journey Map

Attraction Entry Experience Exit Extension

Car
Bus
golf
times

Design Analysis Methods

A E I O U
Activity Environment Interaction Object User
generating solutions

Brain storming (from IDEO)
• defer judgement
• encourage wild ideas
• build on the ideas of others
• stay focused on topic
• be visual
• once conversation at a time
• go for quantity

Ask “how might we…” question (HMW). Choose 3-5 key HMW statements as possible design opportunities.

“There are those that look at things the way they are, and ask why? I dream of things that never were, and ask why not?”

Robert F. Kennedy
Prototyping

**why and how**
We use our hands to think and imagine. Prototyping allows us to think with our hands. It also allows us to quickly materialize the ideas. We can grasp, touch, and feel the ideas.

Prototyping needs to be done roughly and rapidly with whatever materials that are available around us.

Prototyping works the best when it is used to answer specific questions. Prototyping is also a powerful tool to invoke conversation among team members.

**what**
- physical models (cardboard, legos, block models, etc)
- 2D models
- storyboard
- scenario and role play
**re-frame**

You can gain significant new insights and inspirations by simply re-framing the problem.

- Use metaphor
- redefine the product based on needs
- try out different combinations of “[stakeholder] needs to [need] because [insight]”
- an order of magnitude
- use analogy

**Storyboarding**

Both “as-is” and “to-be”

Use the persona as the main protagonist and follow the character to explore the all dimensions of the experience.

Understand goals, activities, tools, other actors, place and events.

Stitch the events of actions to build a storyboard.