Design Inquiry and Research Week 3
How are you?

Welcome to DAY 3
INTERVIEWS

Pick up assignments.
**Last Class:**

- **Understanding** the power of people and stories
- **Sharing** information collected and developing a framework for assessment.
- **Analyzing** information from observations and fieldwork and
- **Synthesizing** key insights
- **Experience Mapping** and visualizing complex systems
- **Developing** personas
- **Discovering** unmet needs

- **Strategizing** a research plan for advancing your project:  
  *What do you have? What do you need? What is missing?*
This Week:

+ **Tying** it all together
+ **Building** on key insights and brainstorming potential solutions
+ **Visualizing** information and systems
+ **Sharing** visual representations and creating a consolidated system representation.
+ **Identifying** opportunities
+ **Documenting** and communicating your research, insights and proposals in a report.
READING:
“Using Customer Journey Maps to Improve Customer Experience”
“7 Tips on Better Brainstorming”
“This Advice From IDEO’s Nicole Kahn Will Transform the Way You Give Presentations”

1. What is 1 key point you learned from each assigned reading?
2. What 3 challenges did you face in mapping your project?
3. What are 3 insights you discovered by mapping your project?
Assignment: THIS WEEK IS ABOUT VISUALIZING A SYSTEM

INDIVIDUALLY prepare a visual representation of your project as a system. SHOW HOW THIS MARKET WORKS.

Use Powerpoint (or other graphic software that enables you to generate a jpeg or pdf file) to create your representation. You may use any graphic tools, animations or effects to communicate your idea – but they must enhance communicating your ideas.

You may only use 1 slide.

THIS IS A VISUAL REPRESENTATION, NOT A PRESENTATION.

Conduct any additional research to understand you persona’s unmet needs and fill any gaps in the general research identified by the team.
Let’s look at mapping.
maps show where you have been.
maps show where you are.
maps show where you are going.
As it was.
As it is.
As it will be.
Map a process/system.
Map an experience.
Map a strategy.
map
diagram

Medieval Latin *mappa*, from Latin, *napkin, towel*

First Known Use: 1527

*verb*
: to plan the details of (something)

*transitive verb*
1a: to make a map of <map the surface of the moon>

b: to delineate as if on a map <sorrow was mapped on her face>
c: to make a survey of or as if for the purpose of making a map
d: to assign (as a set or element) in a mathematical or exact correspondence <map picture elements to video memory>

2: to plan in detail —often used with *out* <map out a program>

3: to locate (a gene) on a chromosome

From: http://www.merriam-webster.com/dictionary/diagram
Maps help to explore.
explore
transitive verb
1a : to investigate, study, or analyze : look into <explore the relationship between social class and learning ability> —sometimes used with indirect questions <to explore where ethical issues arise — R. T. Blackburn>
b : to become familiar with by testing or experimenting <explore new cuisines>

2: to travel over (new territory) for adventure or discovery

3: to examine especially for diagnostic purposes <explore the wound>

intransitive verb
: to make or conduct a systematic search <explore for oil>

Origin of EXPLORE
Latin explorare, from ex- + plorare to cry out
First Known Use: 1585

From http://www.merriam-webster.com/dictionary/explore
Explore
etymology:

1580s, "to investigate, examine," a back formation from exploration, or else from M.Fr. explorer (16c.), from L. explorare "investigate, search out, examine, explore," said to be originally a hunters' term meaning "set up a loud cry," from ex- "out" (see ex-) + plorare "to cry." But second element also explained as "to make to flow," from pluere "to flow." Meaning "to go to a country or place in quest of discoveries" is first attested 1610s.

Maps examine.
Maps “cry out”.
Maps “make flow”.
Tableaux Graphiques et Cartes Figuratives de M. Minard, 1845-69

From *The Visual Display of Quantitative Information*
Edward Tufte
This is an exploration
‘Participant’ Interaction Models

Opportunity Identification & Planning

Breakdown Tracking

Technology Opportunity
A team WORK session
Present your mappings to your team. Use them to tell a story. Share any new research you have done [3 min per person. SELF-REGULATE YOUR PROCESS. USE ALL THE TIME YOU ARE GIVEN]

Dissect your maps for content:

What maps/components are clear and effective?
structure / sequence / dimensions / actors / artifacts / interactions / emotions / inputs / outputs / other?
Cluster your notes to DEVELOP A MAPPING STRATEGY.

WHAT DOES YOUR TEAM REPRESENTATION NEED TO INCLUDE?

Document the dimensions / content criteria

What are the components of an effective map?
structure / sequence / dimensions / actors / artifacts / interactions / emotions / inputs / outputs / other?
As a team:

**DRAW a consolidated team mapping**
to convey complex systems/relationships to your client.

Represent the entire market system from production to the end consumer.

Where are the gaps?
Where are the business opportunities?
What insights does your map reveal?
We see an experience differently depending on our point of view.
**Research phase**

**Current state**
Audit the current state experience. List channels, artifacts and/or activities in use today for each touchpoint.

**In summary of research findings enter these for each touchpoint:**

a. **Overall impression:** In a word or short phrase, how constituents feel (e.g., Assured, Confused).

b. **Caption:** What constituents would say is the strength or weakness (gap) in the experience. Written like a quote.

Copy and paste one emotive face to rate each touchpoint; overall, are constituents delighted, neutral, or disappointed?

**Co-creation phase**

**Aspirational state impression:**

**Actions:** List ideas and actions to close gaps and achieve new future state.

**Interest**

- **Become aware**
  - (Channels, artifacts and/or activities)

- **Research/Educate**
  - Entry

- **Evaluate**
  - Entry

**Commit**

- **Decide**
  - Entry

- **Join/Purchase**
  - Entry

**Constituent:** Define customer, student, employee segment or type.
Think about points of view and relate the system + insights back to PEOPLE.
15 min

Who are the affected **stakeholders** and what are their **unmet needs**

List the stakeholders for your particular project. Think of those that are obvious and hidden.
develop your persona / storyscape
Personas:
TOOLS for understanding and communicating USER behaviors, needs, desires, contexts of use
CREATING PERSONAS:

1. OBSERVE and TALK to people (your interviews)

2. Find a common set of behaviors or motivations to use as a basis (from your key words)

3. Give the persona a name/picture/basic demographic data

4. Then make them **REAL**

From SAFFER: Designing for Interaction

<table>
<thead>
<tr>
<th>Demographic Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
</tr>
<tr>
<td>Occupation</td>
</tr>
<tr>
<td>Location</td>
</tr>
<tr>
<td>Marital status</td>
</tr>
<tr>
<td>Children</td>
</tr>
<tr>
<td>Income</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Hobbies</td>
</tr>
<tr>
<td>Defining characteristics</td>
</tr>
<tr>
<td>A quote</td>
</tr>
</tbody>
</table>
LUKE SAMAJ
age: 31 years old
occupation: watch vendor
Subway & bus
The system is his store.
location: North Philly

5:00 AM: Wake up
5:45 AM: Leave house & walks to bus stop
30 minute bus ride
6:15 AM: Arrive & go to Subway
6:25 AM: Subway arrives
10 minute subway ride
6:35 AM: Arrives at Suburban set up booth
7:00 AM: Opens his watch shop

WAKE UP 5:00 AM
Leaves out at 5:35 AM
the 3 bus stop 5:45
waiting for bus

Subway 6:25 it arrives
10 min Ride
Now at City Hall
He sets up work shop 6:35 to 7:00

He sets up where
the most people
are gathered

NEXT
Karel

„I like measuring tool. Sometimes I measure circuit where I run“.

Karel likes cycling and running but he doesn’t use tourist maps because they look so chaotic. Web map use only for searching addresses.

Age: 29
Position: Fitness coach
Family: Married, one child

Fairly comfortable with technology; use laptop with mouse; 10 hours per week online
Internet use: 100% at home

Favourite web map portal:

http://geoinformatics.fsv.cvut.cz/wiki/images/2/21/Developing_web_map_application_based_on_user_centered_design-persona.png
15min

1. Focus on part of the System and pick a pair of significant stakeholders (buyer, seller, distributor, manufacturer...)

2. Divide the team into 2 groups.

3. Each group will select one Persona to develop

4. **Create your personas**
**GENERAL DEMOGRAPHIC DATA**

<table>
<thead>
<tr>
<th>Age</th>
<th>Occupation</th>
<th>Location</th>
<th>Marital status</th>
<th>Children</th>
<th>Income</th>
<th>Education</th>
<th>Hobbies</th>
</tr>
</thead>
</table>

**DRIVERS**

<table>
<thead>
<tr>
<th>Goals</th>
<th>Needs</th>
<th>Desires</th>
<th>Frustrations</th>
<th>Pain Points</th>
</tr>
</thead>
</table>

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

Name
Role

Defining characteristics
Each half of the team: present your Personas to each other.

Imagine a scenario of a typical MOMENT OF INTERACTION between your personas WITHIN THE CONTEXT OF THE PROBLEM DOMAIN. Write a brief NARRATIVE describing what happens.

What TENSIONS or CHALLENGES do they face?
# Persona INTERACTIONS

<table>
<thead>
<tr>
<th>SCENARIO:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>DESCRIBE THE MOMENT OF INTERACTION:</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>WHAT TENSIONS EXIST BETWEEN THEM?</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>WHAT DO THEY EACH HAVE / WANT / NEED?</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>WHAT CHALLENGES DO THEY FACE?</td>
</tr>
</tbody>
</table>
Brainstorming an Opportunity Plan
An Opportunity Plan

What do they need to connect?

Has: 

Wants: 

Needs

Stakeholder 1: Name / Role

Stakeholder 2: Name / Role

Has: 

Wants:
Where are these needs/opportunities located in your market system?

How do they impact the system?
Capture the **CONTENT** and **DETAILS**
Your final deliverable
Final Report: Due JUL 9th IN GOOGLE DRIVE

- Format: PPT document.

- Teams will submit a final document of their project. (See brief on course blog). Use PowerPoint to create a report document that combines graphic and written summaries. **THIS A REPORT – NOT A PRESENTATION**

- You will be graded on the quality of your research (both qualitative and quantitative) and the insights you develop and your ability to translate these insights into **evidence-based recommendations**. You will also be graded on your ability to effectively communicate your insights and proposals VISUALLY in your document.
Final Report: FORMAT

Slide 1: Title Page, Team #, Team members, Specific Market

Slide 2: Executive Summary
- Brief description of the market
- Key insights
- Assessment of the Opportunity

Slide 3: Research methodology
- Quantification of research
- Description of methods
- Samples

Slide 4: A detailed overview of the forces affecting the collector market of your choosing
- Market forces on a global and hyper-local scale
- External Regulation
- Market systems (your Maps of the As Is situation)
- Stakeholders
- The role of technology

Slide 5: The Market
- Size of markets
- Biggest players (global/ local)
- Competition (global/ local)
- Risks
- An assessment of the potential OPPORTUNITY
Final Report: FORMAT

Slide 6: Profiles of sellers and buyers *(Your Personas)*
- Who they are
- Their needs, motivators, drivers

Slide 7: Market Systems and Operation
- Provide visual and text-based representations of the market and how it operates.
- Include supply chain sourcing products to sell, marketing, sales process, purchase

Slide 8: Financial data historical and current
- Quantify historical and current pricing and provide an explanation of your methodology, sources, accuracy, limitations
- Dynamic pricing if it is prone to fluctuations
- Financial data about the opportunity

Slide 9: Conclusion
- Summation of your assessment of the market and opportunity.
- What is your recommendation?

Slide 10
- Sources
An effective business plan tells a **story of opportunity** and a **strategy to realize it**.
Everyone LOVES stories
It only takes three essential elements to make a great story:

**Your through-line** that connects everything together — the point of you telling the story in the first place.

**“Put me in the room” anecdotes** that provide a tactile sense of experience, take your audience on a journey, and create drama.

**Moments of reflection** — telling your audience how you feel in order to cue them to feel a certain way.

From: http://firstround.com/article/This-Advice-From-IDEOs-Nicole-Kahn-Will-Transform-the-Way-You-Give-Presentations
Don’t just TELL us. SHOW US
Interviews

90
Interview Responses

If SEPTA offered an app for a smartphone that allowed you to pay electronically, map your trip and receive coupons and package deals, would you be interested?
[The conductor] made me get off at the next stop because I forgot my wallet. It was raining and I was wandering around looking for an ATM.

- Samantha
I never know when to get off. Its so confusing.

- Janice
I've had enough of my days ruined because of SEPTA's inaccurate information
- Mitch
I take SEPTA every single day to work.

- Carlos
I don't feel safe after work pulling cash out for tokens, people are always watching.

- Kim
I use the train to go to games, the airport and sometimes shows.
- Katie
As a team: DEVELOP A REPORT STRATEGY.

How can you best tell the story of your RESEARCH, INSIGHTS and OPPORTUNITIES to your client?

I WILL MEET WITH EACH TEAM.
Good luck!
Quickly clean up:

PUT YOUR TOYS AWAY!

place all your tools away in an ORGANIZED AND NEAT MANNER

return the bins to the stack.

return all other materials to supply tables