

ASSIGNMENT

PLAN your challenge needfinding:
phase I (Understand the challenge)
and phase II (planning the needfinding)

METHODS

4 categories of human-centered design

1. Learn from Individuals in your Community
2. Learn from Experts
3. Immerse yourself in Context
4. Seek Inspiration in Analogous Settings

Method	Why to do it
Learn from Individuals	An in-depth insight into people's needs and motivations.
Learn from Experts	Access to in-depth knowledge in a certain area of expertise.
Immerse yourself in Context	Skills for learning from what's going on in the users' context This exercise allow you to empathize more deeply with users
Seek Inspiration in Analogous Settings	A new perspective on the challenge you're working on, inspiration and energy.

LEARN FROM INDIVIDUALS

1. LEARN FROM INDIVIDUALS

EXAMPLE

Design challenge:

- design solutions improving urban food security in Nairobi.

Method:

- Gathering information from vegetable sellers at a local market.
- The team was able to talk to many different sellers, buyers and distributors as part of a single visit to the market.

1. LEARN FROM INDIVIDUALS

WHAT TO DO

Spending time with people on their own allows you to deeply engage with and learn from them. You will want to guide the conversation to gain a rich understanding of their thoughts and behaviors

Brainstorm interesting people to meet Imagine a map of all the people who might have something to do with your design challenge. Think of characteristics that would make them interesting to meet

Think of extremes Consider meeting people who represent "extreme" perspectives

Create a trusted atmosphere Start the conversation on a casual note. Be considerate of the space you are in and make sure you have the appropriate level of privacy.

Pay attention to the environment Try to meet in the person's context—in their home, office or workplace. During the conversation, keep your eyes open for what's around.

Capture your immediate observations Quick notes in the voice of participants. Notetaking vs Recording. Capture your observations in the moment. Quotes vs Interpreting.

Plan the interaction and logistics

1. LEARN FROM INDIVIDUALS IN YOUR COMMUNITY

KEEP IN MIND

Field research activities are an opportunity to take a new perspective.

Treat your conversation partner as an expert.

Try not to make participants feel that you are more knowledgeable than they are.

LEARN FROM EXPERTS

2. LEARN FROM EXPERTS

EXAMPLE

Design challenge:

Develop technology for young children in schools

Method:

A team talks with an expert via Skype in order to better understand appropriate uses of technology

2. LEARN FROM EXPERTS

KEEP IN MIND

Find the balance between

*using experts to get a good understanding of the current situation

*and preserving space to think beyond the existing models.

2. LEARN FROM EXPERTS

WHAT TO DO

Choose the participants

You will want to choose experts based on your objective: are you looking to learn about their field of study?

Would you like someone's opinion on your topic who has rich knowledge of its context?

Are you looking for someone with a radical opinion?

Set up for a productive conversation

Carefully plan how you want the conversation to flow.

Consider asking the expert to actively help you work on an early concept.

Remember, remote interviews with experts via Skype or a similar means of communication can work quite well.

IMMERSE YOURSELF IN CONTEXT

3. IMMERSE YOURSELF IN CONTEXT

EXAMPLE

Design challenge:

- designing new ways to improve clean cookstove usage in Tanzania

Method:

- A team spent an entire Saturday with a local family cooking the afternoon meal.

3. IMMERSE YOURSELF IN CONTEXT

KEEP IN MIND

Approach your observation with an open mind and imagine this as the first time you have gone through this experience. Look for details you may have overlooked before

3. IMMERSE YOURSELF IN CONTEXT

WHAT TO DO

Plan your observations Choose a place where you can have an experience that is relevant to your challenge. For example, if you are looking for new ideas on ways to provide healthier food options for people in need of them, visit a low-cost cafeteria or restaurant during the lunchtime rush and wait in line, order a meal, and observe the restaurant or cafeteria as you eat.

Think of certain aspects of your experience you want to capture, such as:

- » What emotions do you experience (surprises, frustrations, motivations, decision making factors), and why?
- » What unexpected challenges did you face?

Explore and take notes Try to blend in during your observation. Find a spot that's out of the way. Take notes and photos. Capture interesting quotes. Draw sketches, plans and layouts.

Capture what you have seen Immediately after your observation, take some time to capture the things you found most interesting, and write them on Post-it Notes or in your notebook so you will be able to reorganize them later.

SEEK INSPIRATION IN ANALOGOUS SETTINGS

4. SEEK INSPIRATION IN ANALOGOUS SETTINGS

EXAMPLE

Design challenges:

Find better practices at operating rooms in hospitals

Method:

A team spent time observing NASCAR pitcrews changing tires, working as a unit, and making sure the car and the driver were safe

4. SEEK INSPIRATION IN ANALOGOUS SETTINGS

WHAT TO DO

Try thinking of analogies that connect with your challenge

Are there activities, emotions, and behaviors that make up the experience of your challenge? As a team, you'll select similar scenarios that you would like to observe in places and situations that are different than your design challenge. For example, if you are looking to re-envision the experience of waiting in line at a local bank for a person opening their first savings account, consider observing the lobby of a busy yet elegant hotel.

Make arrangements for your activities Plan the logistics of your activities if you need to talk with and learn from people while you are in these settings. For example, if you are going to a hotel for inspiration you may need to talk with a manager before you begin photographing layouts or staff and explain the purpose of your visit.

Absorb the experience During your visit, first observe peoples' activities and their environments. Then, when appropriate, ask questions about what you have noticed.

4. SEEK INSPIRATION IN ANALOGOUS SETTINGS

KEEP IN MIND

Explore with an open mind, even if you do not immediately understand how to apply your experiences. After you return, spend time relating what you found interesting to the challenge you are working on.

USEFUL RESOURCES

- <http://www.sketchin.ch/it/tools/ricerca/> (only Italian)
- <http://www.servicedesigntools.org/>
- <http://www.ideo.com/work/human-centered-design-toolkit/>

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(to be presented tomorrow morning 9 am)

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