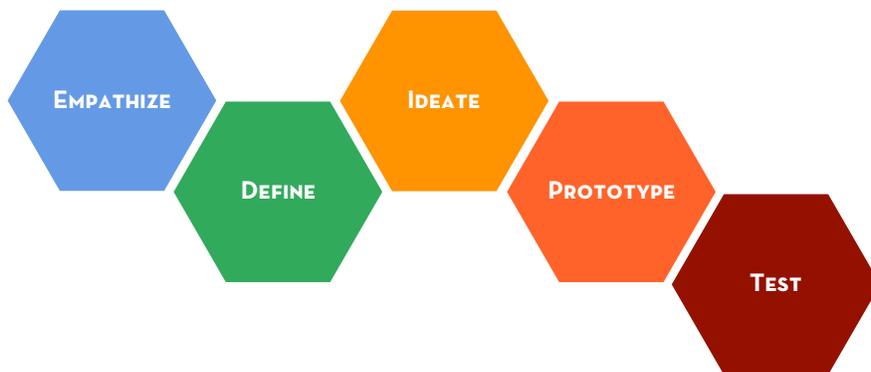


INTERVIEW DEBRIEF

How did it go?



Design Thinking Process



GETTING TO INSIGHTS

Using synthesis tools to mine the data



Photo credit: <http://antlersandanchors.ca/hospital-intranet-redevelopment/>

Be open to “starting over” ...

embrace

(the original design directive)

create a cheaper and easier-to-maintain incubator for clinics in Nepal



Nepalese Parent



Typical Nepalese Parent is a rural villager with an annual income of less than \$200. They are illiterate, have access to local rural clinics (~30 minutes away) but not to major health facility since they lack the funds/resources to travel to a major hospital. Because of this baby delivered at home, unassisted.

the embrace point of view

user

desperate Nepali mother living in a remote village

need

to keep premature baby *warm* to give it a chance to survive

insight

most mothers don't have the means to bring their baby to a hospital





THE BIG REFRAME



GETTING TO INSIGHTS

Using synthesis tools to mine the data



Photo credit: <http://antlersandanchors.ca/hospital-intranet-redevelopment/>

4 synthesis tools

- (1) Story Share & Capture
- (2) User Empathy Map
- (3) Composite Character Profile
- (4) Journey Map



Story Share & Capture

1. Have each person on your team share the story of each interview they conducted.
2. As you listen, take notes on post-its, capturing key quotes or things that surprise you
3. Stick the post-its up on the wall, around a post-it with the interviewee's name



Goal: Share interview notes & uncover hidden insights



User Empathy Map

1. Pick a few of your interviewees & create an Empathy Map for them
2. Capture on post-its things they say, do, feel & think
3. Reflect on these post-its, and start to draw out or deduce possible needs that might be hidden

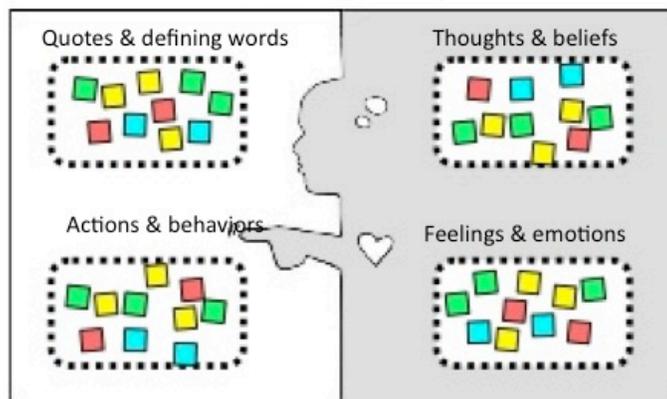


Goal: A list of possible needs that a certain user or user group might have



User Empathy Map

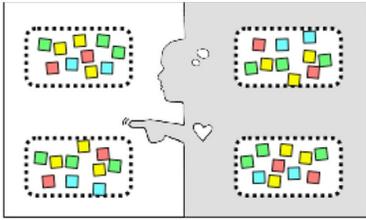
User Group



what do they say?	what do they think?
SAY THINK DO FEEL	
what do they do, or at least, say they do?	what do they feel?


 ACADEMY FOR INNOVATION & ENTREPRENEURSHIP

Laura: "Teenager going to summer camp"

<p>NEEDS (use & usability)</p> <p><i>products she doesn't want to depend on camp nurse for (e.g. band-aids, tampons, tylenol, etc.)</i></p> <p><i>"fun" products she can share w/ cabin mates</i></p> <p><i>easy to pack for overnight canoeing trip</i></p>		<p>NEEDS (deeper meaning)</p> <p><i>wants to help "save the world" but not in a nerdy way</i></p> <p><i>to "get away" from her parents sometimes</i></p> <p><i>ways to connect with friends and be a social maven / authority on what's cool</i></p>
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 ACADEMY FOR INNOVATION & ENTREPRENEURSHIP

[Composite] Character Profile

1. Do any of your interviewees seem similar? Try to group them in various ways.
2. Combine the characteristics of interviewees that are similar to create a Composite Character – one character that has attributes borrowed from the multiple people you talked to
3. Write a **profile** for the composite character

Newspaper Reader, Nathan



- Tech enthusiast, always has the latest & greatest
- Often uses coffee shops as his office space
- Likes to read the news everyday

Goal: A profile of a composite character



COMPOSITE CHARACTER PROFILE

As a team, use this template to create a profile of the type of person that you are designing for. Be specific!

NAME OF COMPOSITE CHARACTER:

Newspaper reader, Nathan

SKETCH:

Create a sketch of the person that you are designing for. What do they look like? What is their environment like?



DETAILS/CHARACTERISTICS:

Create a bulleted list of details that you know about this person. Who are they? What do they do? What do they care about?

- 35 years old
- Tech enthusiast, always has the latest & greatest
- Often uses coffee shops as his office space
- Likes to read the news everyday
- Owns an iPad and has tried Google Reader, but prefers to read newspaper
- Likes that newspaper are tangible
- Articles with striking images draw him in



Ram Kali

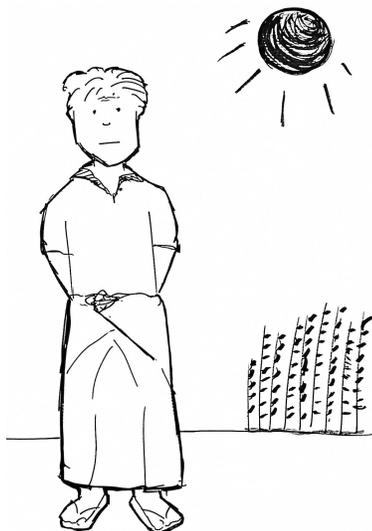
d.light design



- 18 years old, in the 10th grade, dreams to be a doctor in her village
- 11 people in the household, Schedule Tribe
- Family comes from another village called Imli Paani, from which they were forced to flee during dam construction
- Father is a manual laborer; his average pay is Rs. 40-50/day; some days can't find work
- Family does 'own' a small piece of land which is usually submerged under water
- Father does go to town weekly to buy provisions: dal, flour, tomatoes, vegetables, soy bean oil
- Scholarship to go to school, usually boards there; this year is sick and studies from home...
- Light: 2 homemade kerosene lanterns, get 3 liters/month at Rs 10/liter; will buy soy bean oil at Rs 70/liter when out
- Govt Electricity Scheme: free for 1-2 months; powered 1 compact florescent, transistor
- Have applied for electrical connection, expecting to pay Rs. 100/month



U Myint Lwin

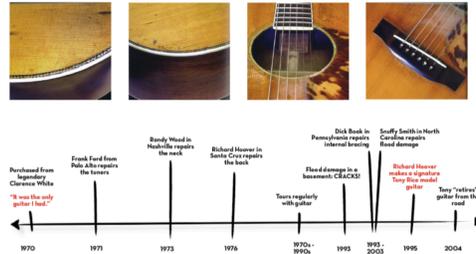


- 45 year old male in a family of four.
- Grows mostly betel leaves and flowers in a 1.5 acre plot.
- Does not live near a surface water source.
- Borrows water from neighbors.
- Desires a steady source of water for farm and household use.
- Has necessary skills to modify equipment.
- Desires two crops a year.



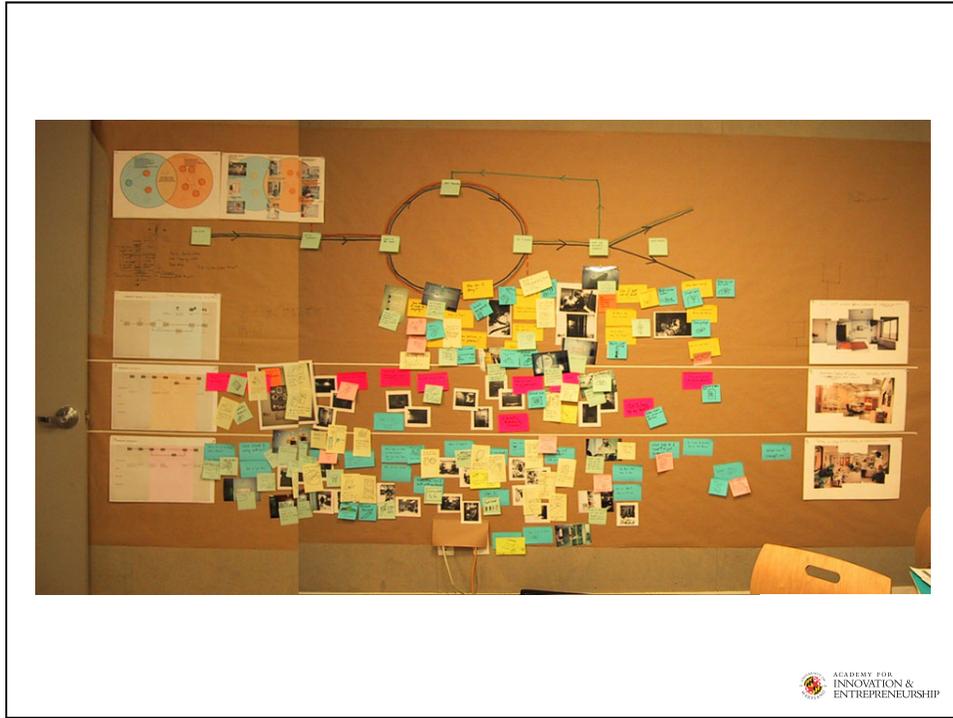
Journey Map

1. Identify a "process" that affects your target user.
2. Create a visual timeline of the steps in the process or journey.
3. Reflect back, and highlight the following on the timeline:
 - Gaps
 - Surprises
 - Moments of high/low
 - Opportunities
4. Add key insights to your inventory.



Goal: Insights or opportunities for change.





A reminder: Point of View

 _____
description of user

needs a way to _____
user's need

because (or "but..." or "Surprisingly...")
[circle one]

insight

the embrace point of view

~~user~~ **CUSTOMER SEGMENT!**

desperate Nepali mother living in a remote village

~~need~~ **VALUE PROPOSITION! (kind of)**

to keep premature baby warm to give it a chance to survive

~~insight~~ **Drives your customer segment and value prop!**

most mothers don't have the means to bring their baby to a hospital



Point of View

- Guiding statement for your team
- Unifies the team
- Carves out what you ARE working on vs what you ARE NOT

There is no formula for which synthesis tools will work.

Try one, if it's not leading you somewhere... try another!



Gather your team, get some post-its, and start looking for patterns!

Tomorrow morning:
You will present an updated set of value props & customer segments.

