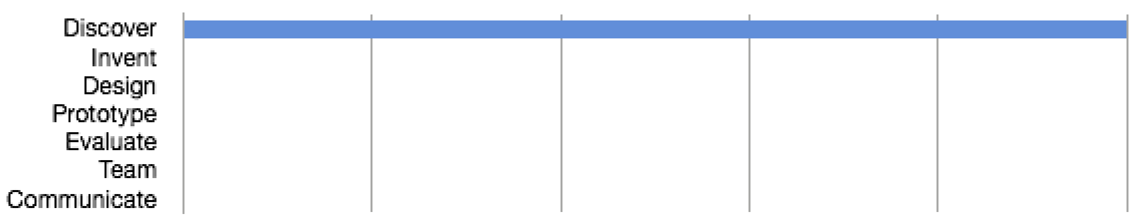
Assignment 7 | Project 2: Needfinding

Submit as a team

Learning objectives addressed



IMPORTANT: during Tuesday's lecture (3/7) you will have time to work in your team to generate personas. To make use of this time effectively, make sure you complete your data collection (and ideally at least some of the affinity diagramming) before the lecture.

Relevant course material

This assignment builds on Lectures 1 (Needfinding), Lecture 2 (Design Project 0, i.e., name-tags) and 11 (Personas). You should also leverage everything you have learned from going through the needfinding process in Project 1.

Additional materials

- The Needfinding cheat sheet from the Stanford d.school. It presents, in an ultra concise manner, a broad range of different needfinding techniques. Recommended for all.
- Needfinding: The Why and How of Uncovering People's Needs by Patnaik and Becker. Read if you have missed lectures on needfinding. Others might also find it useful.
- If you have missed Lecture 11 or if you want to learn more about how to construct Personas, read Ch 5 of About Face 3 by Alan Cooper

Summary

Pick your final mission. Then perform needfinding to uncover a specific need or a pain point consistent with your mission, which - if addressed - would earn you a flock of enthusiastic users. This assignment will give you quite a bit of freedom about how to proceed. Make choices that will give you the best chance of making a valuable discovery.

1. Finalize your mission

Please state what problem area you have settled on for Project 2. We encourage you to use the feedback you got not only to pick one of the missions from last week, but also to refine it. Recall the instructions for describing a problem area from HW6. Please state your final:

- ❏ Design brief (description of the problem area like you did for HW6)
- ❏ A one sentence mission statement
- ❏ The population(s) you wish to target; in particular, make sure to **enumerate all the stakeholders** you can identify at this point. Will you have reasonable access to the main stakeholders?

Remember: the primary user for the product you build in Project 2 *has* to be **somebody different from you** (specifically, the primary user population cannot be "college students" or some clever spin on the same). It also needs to be a population you will have access to.

2. Choose your methods

Here are the basic constraints:

- **You have to interact with all of the major stakeholders.** For example, if you were to redesign the library checkout experience (which you wouldn't, because you're designing for not-you), you would need to understand both the borrowers and the library staff. You may need different numbers of interviews and different methods for each set of stakeholders.
- **You have to do the Contextual Inquiry - if at all possible.** If there is a **solid** reason why traditional CI cannot be done with some or all of your participants, you can perform historical interviews instead (as done in the name-tag exercise in lecture 2). However, if you use historical interviews you need to (1) provide a compelling justification for your choice, and (2) perform your interviews in a manner that is as close to CI as possible (real location, real artifact, walk through a real recent scenario, etc). Ideally, a historical interview would ask a person to re-create a situation they are describing.
- **You can collect data on social media to complement your in-person strategies.** Specifically, it may be valuable to collect specific stories and reactions from twitter, blogs, etc. For example, if you were redesigning the biking experience in Boston, searching Twitter for #bikeboston returns a number of specific stories of what annoyed/delighted local bikers recently. Do *not* include newspaper articles in your online research. You want raw stories, which are still open to interpretation, rather than somebody else's opinion on a topic.

For this part, submit a written plan:

- ❏ For each set of stakeholders, state whether you are doing CI or a historical interview; if the latter, provide justification.
- ❏ If you plan to collect data online, state briefly where you plan to look.

3. Gather data

Just do it!

For this part, submit a description of your sources:

- ❑ Basic demographic information about each person/group you worked with
- ❑ Which stakeholder group do they represent?
- ❑ Name the method you used to obtain data from them. What location did you meet at? What did you have the person do? What questions did you ask them?
- ❑ Photographs from your interaction with that individual/group
- ❑ For data collected online, list sources and approximate quantity of data from each source that you collected

If you choose to gather any data online, make sure that you do it in an ethical manner: do not attempt to obtain information under false pretenses (e.g., do not pretend to be a young parent to get onto a GardenMoms forum) and do not re-share information that people disclosed with a reasonable expectation of confidentiality.

4. Analyze the data

As before, use Affinity Diagramming to uncover useful patterns in your data. If the stories are illustrated by informative pictures, you can use them as well.
Remember: *the post-its should capture observations and interpretations (but not broad generalizations). Recall instructions from HW2 and additional affinity diagram explanation.*

> *Optional alternative to post-its: doing affinity diagramming with post-its is probably the best option and you definitely want to do most of the process face-to-face. However, if you really hate tangible media or if you need to do part of the process in a distributed manner, you may use https://mural.ly/ (free 30 day trial). I've never used it for affinity diagramming so this is not an endorsement -- just a permission.*

Generate personas at least for your primary set of stakeholders. You will probably discover more than one type of users among your primary stakeholders. Capture them as personas. Again, read Ch 5 of About Face 3 by Alan Cooper if you are uncertain about the process. The concept of personas is simple, but getting it right is not trivial. Your personas should be at least as detailed as the examples we'll look at on Tuesday's lecture. If you want to get started before lecture, you can see examples in the readings or in other online resources (there are a lot…)

IMPORTANT: during Tuesday's lecture, we will spend most of the time working on generating the personas with your team. Make sure to come with all your data to class.

For this part:

- ❑ Synthesize your data into at least 6 key insights. If necessary, articulate your insights separately for different stakeholders. For each insight, point to the specific findings that informed it.
- ❑ Submit a photograph of your final affinity diagram.
- ❑ Generate at least 2 personas of your target users.

5. Build potential problem statements

Using the same structure as in Lecture 2 and in Assignment 3, generate **at least 5** different concrete problem statements. For each, state which insight(s) it has been informed by.

Submit (as a team)

By the deadline, submit your work as a single PDF document (of reasonable size).

- ❏ From Step 1: Description of the problem area you want to attack in Project 2
- ❏ From Step 2: Description of your methods
- ❏ From Step 3: Description of your sources
- ❏ From Step 4: Your findings: insights, picture of your affinity diagram, and personas
- ❏ From Step 5: At least 5 problem statements

No studio this week (3/9, 3/10). Enjoy spring break!

Evaluation Criteria & Grading Rubric

Guiding questions	Adequacy	Proficiency	Mastery
Process-related criteria In order not to stifle your creativity, in most assignments the grading will focus on whether or not you made a good use of the design *process.*			
Problem area (step 1). Did you specify your problem area? Does it clearly articulate a goal? Is it broad enough to allow for a variety of possible solutions? (10 pts)	Problem area description exists, but it is either too vague, or presumes a specific solution (3 pts)	[in between] (7 pts)	Problem area description has a clear goal and admits a breadth of possible solutions
Target population (step 1). Did you specify your stakeholders? Are they people different from yourselves? Are they appropriate? Will you have realistic access to your stakeholders? (10 pts)	Target population has been specified, but it does not include people substantially different from the members of the team, or the population is irrelevant to the problem area, or it is unrealistic that the team will have access to that population. (3 pts)	[in between] (7 pts)	Appropriate target population has been specified: it is substantially different from the team members, appropriate for the problem area, and it is clear how the team will have reasonable access to the population.
Methods (step 2). Have you described your methods? (5 pts)	Incomplete descriptions. (2 pts)	Complete descriptions.	--
Description of sources (step 3). Did you provide an informative description for each individual/group? Did you include photos of your	demographic information, location of meeting and tasks reported for some individuals/groups;	demographic information, location of meeting and tasks reported for all individuals/groups;	--

interactions? Did you describe any online sources you used? (5 pts)	information about other sources used is vague or incomplete (3 pts)	clear and complete information provided about other sources	
Affinity diagrams (step 4). Did you perform affinity diagramming? Did you consider a reasonable amount of evidence? Did you clearly capture patterns that emerged in your data? Did you submit a legible photo of the final stage of your analysis? Note that "evidence" means *observations + interpretations* (e.g., "tourist took 5 minutes to take a photo of X because other people kept getting in the way") as opposed to *generalizations* (e.g., "tourists have a hard time taking a picture of X") (15 pts)	Photo submitted, showing at least 15 pieces of evidence. (5 pts)	Photo submitted, clearly shows that at least 30 pieces of evidence were considered AND the evidence is clearly organized and interpreted to reveal meaningful patterns. (10 pts)	Photo submitted clearly showing at least 40 pieces of evidence organized to reveal meaningful patterns.
Insights. Did you submit at least six insights? Are all of your insights clearly rooted in evidence? Did you explain what observations led to each of the insights? (15 pts)	1-3 insights with supporting evidence were submitted (5 pts)	4-5 insights with supporting evidence were submitted (10 pts)	6+ insights with supporting evidence were submitted
Personas (step 4). Have you generated personas for your primary set of stakeholders? Are they sufficiently detailed and illustrative? (15 pts)	Fewer than 2 personas were generated, or personas are not sufficiently detailed. They are unlikely to be very useful when designing solutions. (5 pts)	[in between] (10 pts)	2+ personas were generated, and described in sufficient detail. They are likely to be useful when designing solutions.
Problem statements (step 5). Did you generate at least 5 problem statement including relevant insights? (10 pts)	Fewer than 5 problem statements were reported, or some problem statements missing relevant insights. (5 pts)	5+ problem statements, including relevant insights, were reported	
Presentation. Is your report clearly organized and succinct? Is the file size reasonable? (10 pts)	Reasonably organized document, but could be clearer and/or more succinct. (5 pts)	Clearly organized and succinct document.	--
Outcome-related criteria			
Creative insights. Are your insights relevant and	Insights exist, but they are quite obvious: they	2+ of the insights are surprising (and	4+ of the insights are surprising (and relevant!): it

surprising? (15 pts)	could have been generated without the CI process. Most other teams report similar insights. (5 pts)	relevant!): it is unlikely that they could have been generated without the CI process and few other teams came up with anything like it. (10 pts)	is unlikely that they could have been generated without the CI process.
Exceptional work. (up to 10 extra pts)			

Collaboration Policy

Do the work as a team. You can seek advice and feedback from others, but the actual work has to be performed by the team members

Regrade Policy

It is very important to us that all assignments are properly graded. If you believe there is an error in your assignment grading, please submit an explanation in writing to your studio leader (and Cc the instructor) within 7 days of receiving the grade. No regrade requests will be accepted orally, and no regrade requests will be accepted more than 7 days after receipt of the assignment.

Photo credit:
http://flipcomic.net/wp-content/uploads/2013/09/observing-the-entrepreneur-in-his-native-environment-1024x438.jpg