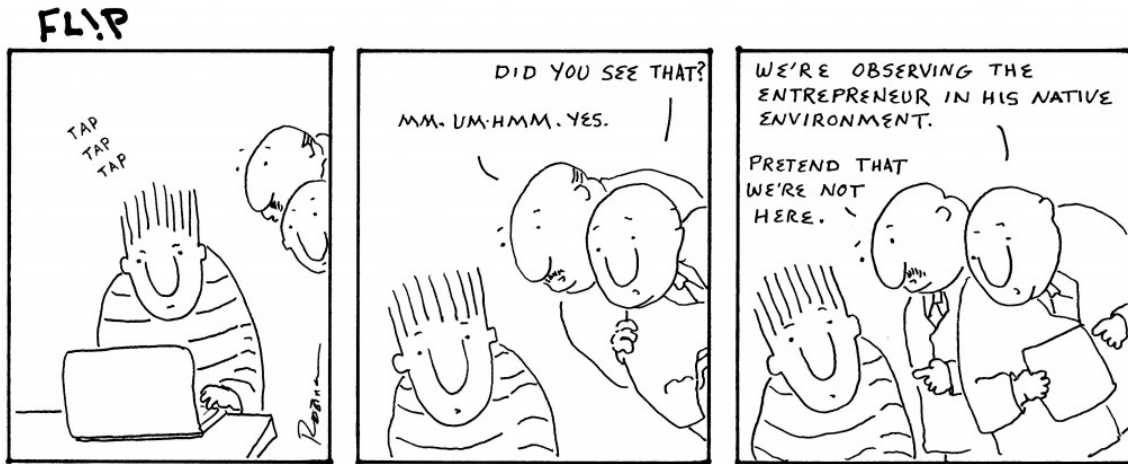


Assignment 7 | Project 2: Needfinding

Submit as a team



Learning objectives addressed

Discover					
Invent					
Design					
Prototype					
Evaluate					
Team					
Communicate					

Relevant course material

This assignment builds on Lectures 1 (Needfinding), Lecture 2 (Design Project 0, i.e., name-tags) and Lecture 3 (Affinity Diagramming). 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.

Summary

1. Finalize your problem area
2. Perform needfinding + analysis (affinity diagramming)
3. Develop your project brief

1. Finalize your problem area

Please state again the problem area you wish to work on. It may be exactly the same as what you submitted for the last assignment or you can revise it based on the feedback you have gotten so far. We just want to make sure that we are all on the same page with respect to what problem area you are targeting.

Submit:

- A description of the problem area
- A one sentence mission statement
- The population(s) you wish to target

2. Perform needfinding and analyze your data

2.1 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.
Note: if you want to use a method not listed here, please clear it with Krzysztof first.
- **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.

Submit a written data collection plan:

- Identify your major stakeholders. 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.

2.2 Gather data

Execute your data collection plan.

Note: write down quotes! Consider taking photographs. You do not need the photographs for this assignment, but they may come handy in a few weeks when you present your pitches and later when you prepare your final presentations. Collecting as much raw information now helps your audiences in the future to go on the journey with you, but also allows you to reinterpret your data at a later time if you need.

Submit a list 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.

- For data collected online, list sources and approximate quantity of data from each source that you actually collected

Especially 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.

2.3 Analyze the data

As before, use Affinity Diagramming to uncover useful patterns in your data.

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.

Submit results of your analysis:

- 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.

3. Develop your project brief

Using the same structure as in [Hw 2](#), write your project brief.

Submit (as a team)

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

- ☐ Step 1: A potentially revised description of the problem area you want to attack in Project 2
- ☐ Step 2.1: Data collection plan
- ☐ Step 2.2: A list of your sources
- ☐ Step 2.3: Results of your data analysis
- ☐ Step 3: Your project brief

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 <i>process</i> .			
Problem area (step 1). Did you specify your problem area and review if needed? (10 pts)	Problem area restatement is incomplete. (5 pts)	Problem area is restated adequately. (10 pts)	---

Stakeholders (step 2). Have you identified all your stakeholders? (10 pts)	Incomplete descriptions. (5 pts)	Complete descriptions.	--
Data collection plan (step 2). Did you provide an informative description of how you plan to collect data from each set of stakeholders? (15 pts)	Plan is vague, incomplete, or only allows data to be collected from well-understood sources, or audiences too similar to the designers. (5 pts)	Plan identifies appropriate means of gathering information from specified stakeholders. And allows for sufficient data collection to avoid confirmation bias. (10 pts)	Plan is particularly creative and thoughtful. Augments multiple data collection strategies and attempts to look at the problem from a variety of angles, such that it is likely to reveal surprising findings.
Affinity diagrams (step 2). 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 <i>observations + interpretations</i> (e.g., “tourist took 5 minutes to take a photo of X because other people kept getting in the way”) as opposed to <i>generalizations</i> (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? Is it clear which stakeholders the insights relate to? (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
Project brief. Is your project brief complete? Is it clearly grounded in your insights? Is it sufficiently clear and specific so that it can be used to evaluate the effectiveness of future solutions? (15 pts)	Project brief exists, but it lacks one or more elements, or it is unrelated to the insights (7 pts)	A complete project brief exists and it is clearly grounded in insights	--
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 surprising? (15 pts)	Insights exist, but they are quite obvious: they could have been generated without the CI process. Most other teams report similar insights. (5 pts)	2+ of the insights are surprising (and 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)	4+ of the insights are surprising (and relevant!): it is unlikely that they could have been generated without the CI process.
Impactful project definition. Is your targeted problem area, and the resulting project brief particularly meaningful, thoughtful and challenging? (15 pts)	Project brief affect target audience's life in trivial or non-substantial ways. Target audience is very similar to the designers. Problem area is well understood and requires little to no engagement with stakeholders. (5 pts)	Project attempts to solve a problem of value, requires a non-trivial solution, and requires engagement with the target population beyond surface-level knowledge. (10 pts)	Project goes after a particularly valuable goal, one that tends to be overlooked by software products, and proposes a stimulating engagement with the target audience. (15 pts)
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>