Design Workshop 2
Physical Interfaces for AI Assistants
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Day 2 - 22.04.2024 - Ideation Tools and Techniques
Proto-personas (also ad hoc personas) are reduced, simple personas that are created solely based on assumptions and existing knowledge about the target group. They contain little background information and details and are focused on the gains/pains, goals and needs of the users.
"How Might We" (HMW) statements are small but mighty questions that allow us to reframe our gains/pains into opportunity areas and innovate on problems found during user research (or that our proto-personas might have). They are a framing the core need.

The “How Might We” method is a collaborative process. With key players involved, UX design teams can initiate the ideation process to empathize with potential users and create multiple ideas for viable design solutions. When teams involve a diverse group of stakeholders in the HMW process, it allows for key collaboration.
[2] Ideation Initiators: HMWs

How might we …?

„How Might We“ translates user research findings and insights into opportunity areas as a first step towards ideas. It helps to create a broader perspective on a topic and challenge an insight in different ways first - before creating ideas.

Process:

[1] Take an insight or pain/gain from your persona and use the HMW technique to tackle it.

[2] Come up with many HMWs as you can - always challenging the insight.
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IDEAS
Brainstorm Buddy💡
Let Brainstorm Buddy spark your next big idea

Generate new ideas ➤

IDEAS
How might we statement🤔
Generate 5 different How Might We statements for each problem you provide to the tool

Create my HMW ➤

IDEAS
Future Scenario Writer✍️

Research
Generate Personas🌞
Get to know your target audience as never before with these personas

Create my personas ➤

Research
Interview Script💬
Unlock valuable insights

Research
Research Brief✍️
Get a head start on research with a clear and concise brief
Your task: Ideation

Task 1:
Create 2-3 Proto-personas of the same user group that have different pains/gains and lifestyles.

Use them as a starting point

Task 2:
Generate different HMWs for each proto-persona that includes the person, problem/opportunity and context.
Draft Timeline

29th of April - Portfolio Wall
On the 29th of April

Conduct a team presentation (5min max):

- Moodboard
- Proto-persona
- HMWs

All tricks and presentation formats allowed
References …


