



07.11.16

Designworkshop II

Review Concept



PLEASE, UPLOAD YOUR FILES (DELIVERABLE 1)!

Until 7.11.16

Review Concepts

Show at least three different approaches to solving the problem you framed in Deliverable 1:

- IDEA: THE HUMAN PERSPECTIVE

Which challenges, problems or needs from your user group did you tackle how? How can your idea solve these issues? How is their experience better with your idea applied?

How does it merge hard- and software?

How does it make in- and output mechanism easier?

How does it increase the emotional experience?

- A POTENTIAL REALISATION/ TECHNICAL SOLUTION

Describe **roughly** how your idea could be realised/ what technological or design requirements are needed for realising it, e.g. smart fabrics, threedimensional screen, context-sensitive UI design, ...

Until 7.11.16

Review Concepts

Show at least three different approaches to solving the problem you framed in Deliverable 1:

- INSIGHT FROM RESEARCH & YOUR FRAMED PROBLEM
- HOW MIGHT WE (HMW) QUESTION

Selection of at least 3 solutions/ideas to answer your HMW:

- IDEA
- POTENTIAL REALISATION

A human-centered process: Applying empathy


PERSONAS/ NEED TYPES

A PERSONA IS A FICTIONAL CHARACTER DESCRIBING A SPECIFIC USER GROUP. SHE COMBINES DIFFERENT ASPECTS LIKE DEMOGRAPHICS, NEEDS, WISHES, HABITS AND CULTURE. PERSONAS HELP TO GUIDE THE DESIGN PROCESS ALONG THE USERS' NEEDS.

HOW:
PERSONAS RESULT FROM USER RESEARCH AND OTHER DATA COLLECTED DURING THE RESEARCH PHASE ABOUT THE POTENTIAL USER GROUP.

Build a persona

Draw your persona:



Name: _____

Age: _____

Where do they live: _____

What do they do during the day? _____

What do they value? _____

How do they use the library? What are their key experiences? _____

What are their needs? _____

DESIGN THINKING WORKSHOP | Zaana Howard | 24

Libby S. Customer / Companion User

Concerned Daughter



“My mother has trouble keeping track of her medications, such that I am always having to call her up to make sure she takes them and check on her in general.”

Age: **40** Gender: **Female**

Location: **Chicago, IL**

Occupation: **Teacher**

Technology: _____

Concerns

- With her mother's ability to use technology
- No immediacy in her knowing her mother's current routine
- With older technology her mother currently has

Challenges

- Works 9-5
- Tries to visit mother 1x a week
- Enjoys running in free time

Motivations

- One main technology for her mother
- Autonomy for her mother
- Peace of mind in accurate readings

Summary

Libby is a full-time elementary school teacher. Between work and caring for her own kids, she doesn't have time to drive to her mother's house to check on her, or call her twice a day. She would really like a streamlined process to remind her mother to take her pills and likes the vital tracking feature she heard about from the local nursing home.

Clark Andrews

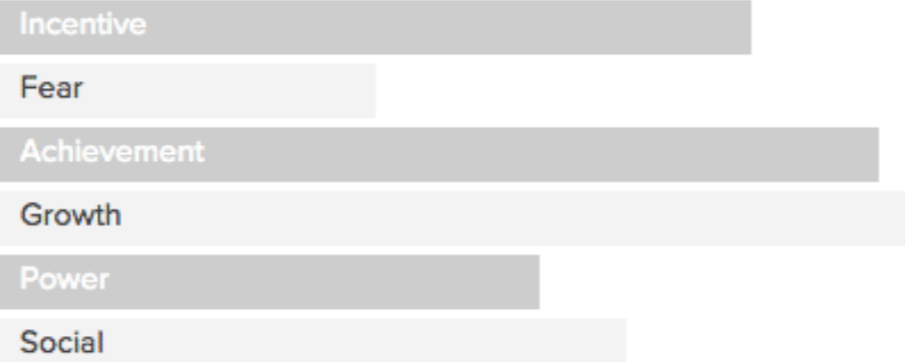
AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

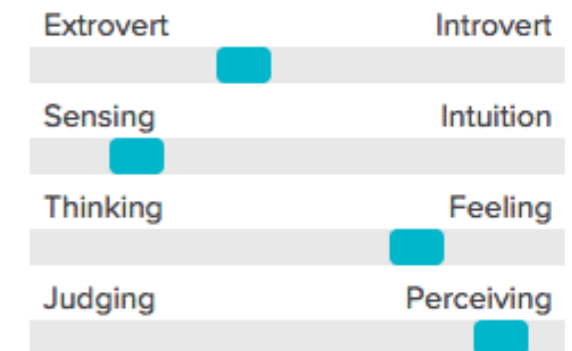
Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

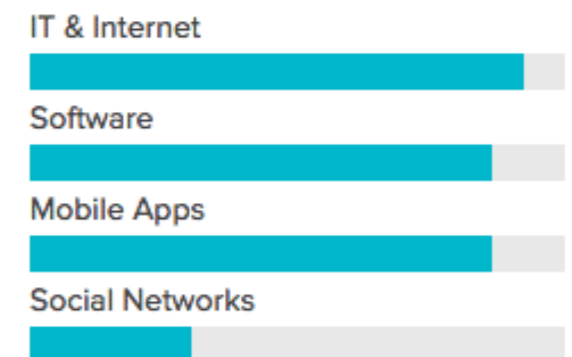
Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality



Technology



Brands



To-Go Joe | **Early Adopter**



Name | **Angela Fulton**

Age | **28**

Occupation | **Real estate agent**

Location | **Vancouver, B.C.**

Interests:

Urban living

Coffee

Sustainability

Yoga

Organic food

Entry level tech nerd

“I don’t want to constantly carry around my re-usable coffee mug with me every where I go”

Convenient sustainability

Angela is a busy young professional. She is sustainably aware and actively recycles and separates her organics in her apartment. She will go out of her way to take soft plastics to the recyclign depot. All of this effort takes its toll and Angela wants a way to enjoy her coffee waste free without having to put in all the extra effort. Getting coffee is supposed to be an a small break in a hectic day and having to coordinate bringing your own mug doesn’t always get the attention it needs.

Brand Relationship



Experience goals

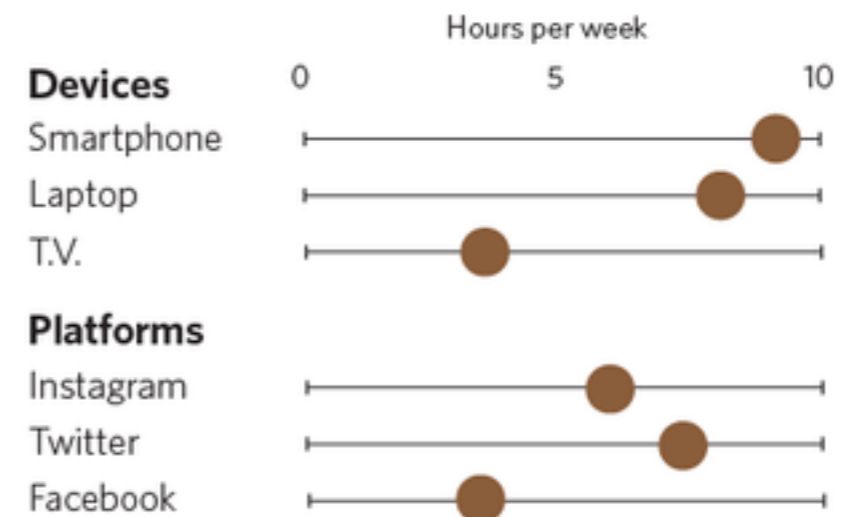
- A convenient way to get a coffee to-go without making waste.
- Not have to think about where her re-usable mug is all the time

End goals

- Guilt free coffee to-go
- Convenience that doesn’t impact the environment

Life goals

- Reduce impact of consumption on the environment



WHAT DOES SHE
THINK AND FEEL?

What really matters to her?
What occupies her thinking?
What worries and aspirations does she have?



WHAT DOES SHE
HEAR?

What are friends, family and other influencers saying to her that impacts her thinking?

WHAT DOES SHE
SEE?

What things her environment influence her?
What competitors is she seeing?
What is she seeing friends do?

WHAT DOES SHE
SAY AND DO?

What is her attitude towards others?
What does she do in public?
How has her behaviour changed?

PAIN

What fears, frustrations or obstacles is she facing?

GAIN

What is she hoping to get? What does success look like?

USE CASE 1 // FIRST USE

STORYBOARD

A STORYBOARD DESCRIBES A SPECIFIC SITUATION IN WHICH A USER USES THE SERVICE OR CARRIES OUT THE INTERACTION. USE CASES CAN HELP TO ANALYSE AN EXISTING SERVICE OR DESCRIBE A NEW IDEA.

HOW:

DESCRIBE THE SITUATION AND HOW THE USER INTERACTS WITH THE SERVICE/ INTERACTION IN EACH SINGLE STEP. USE TEXT AS WELL AS IMAGES TO DEPICT ALL DETAILS, LIKE IN A STORYBOARD OF A MOVIE.

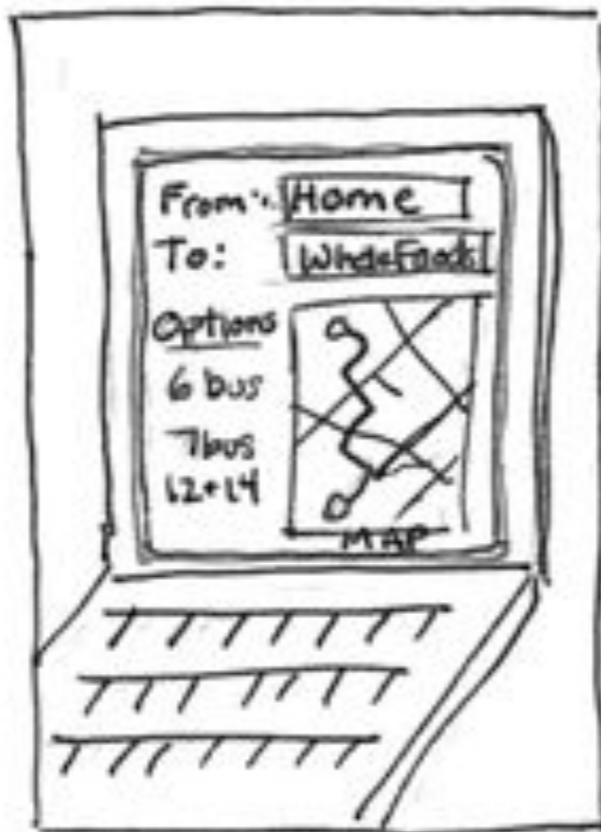


Maria has her own delivery service
& 2 kids. She wants to spend as
much time as possible with them
but also has to deliver the food.

Maria compares different car-
sharing services & registers herself
at Drive Now.



CREATE MYRIDE PROFILE



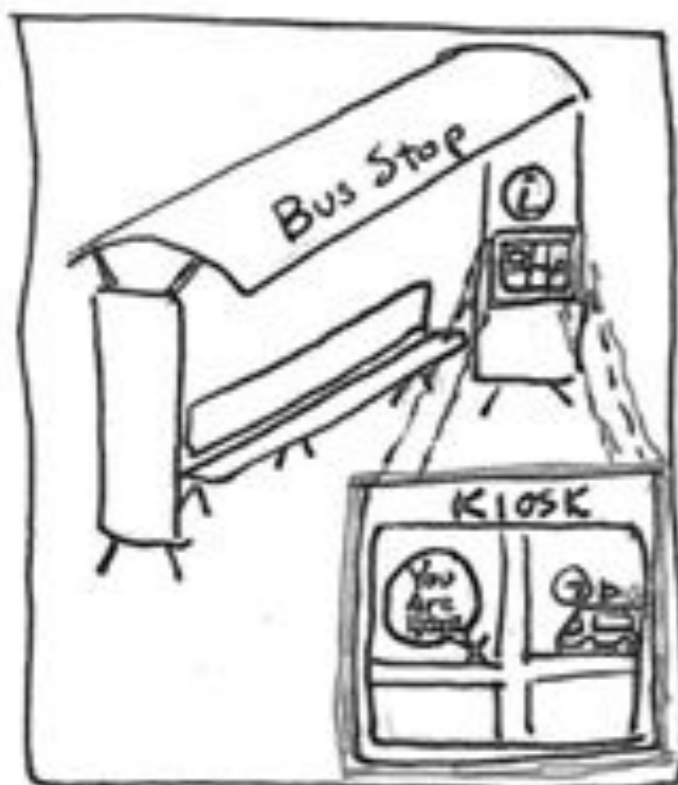
RESEARCH ROUTE



SAVE ROUTE TO MYRIDE



RECEIVE UPDATE



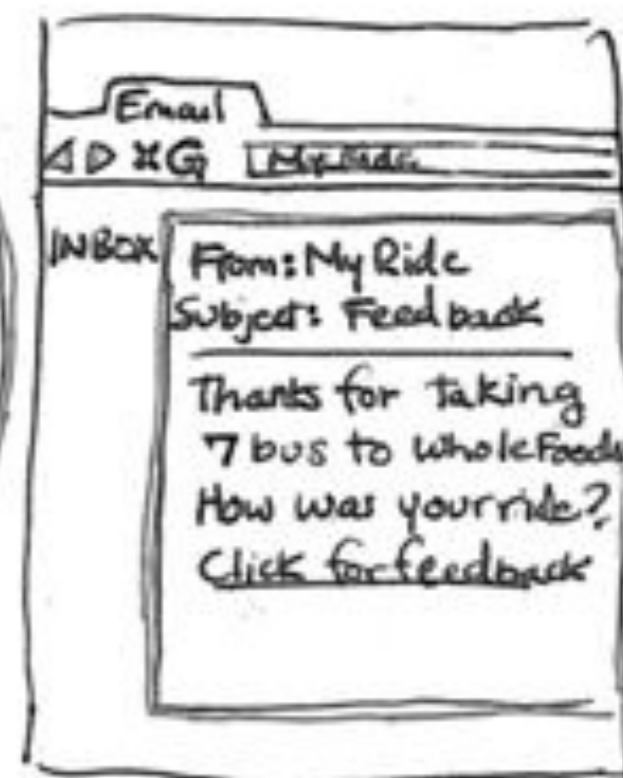
ARRIVE AT STOP



ON BUS



BUS DISPLAY



PROVIDE FEEDBACK



DO I HAVE THIS ONE?
I can't remember



IF ONLY I HAD A WAY TO FIND OUT



I CAN HELP WITH THAT



WITH TREASURE TROVE YOU CAN SIMPLY...



SCAN A BAR CODE



SELECT A CATEGORY



SAVE



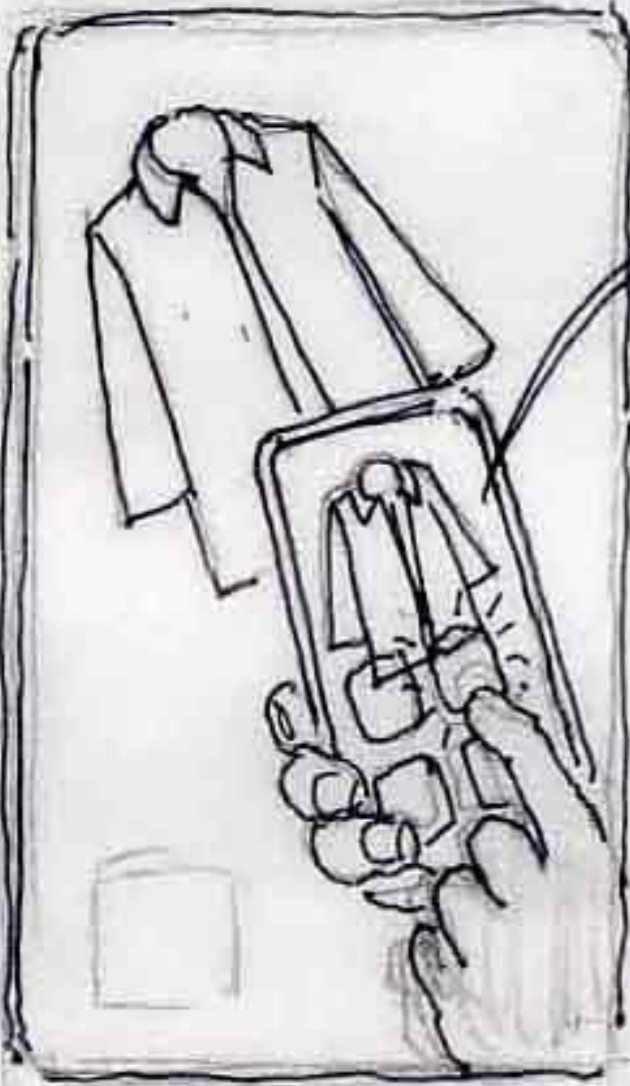
NEVER BUY THE SAME THING TWICE AGAIN!



THANKS TREASURE TROVE!

U

1. Add an Item



2. Add Store Info



3. Add Storefront



4. Claim your Fame





Milestones & Deliverables: Concept

Concept Development

07.11.16 Review Concept

14.11.16 Review Concept

21.11.16 **Deliverable 2:** Presentation Concept with Storyboard & Planning of Prototyping

21/11 Concept Presentation

October

November

Dezember

January

Until 14.11.16

Refine one of your ideas into a detailed concept.

Make sure you answer the following questions:

How does your concept solve the problem you framed?

Why is your concept targeted specifically at your target group?

Why is your concept better than the solution already existing?

What technology can be used to realize your concept?

Illustrate a storyboard to present your detailed concept!

Questions?