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Module 3

Design for future needs

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Class 8

Design Research

Class 8

Design Research

Empathy in Design

Identifying needs

Developing surveys and interviews

Methods for prototyping

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Class 8 – Part 1

Empathy and Design Research

Empathy

“The ability to share someone else’s feelings or experiences by imagining what it would be like to be in that person’s situation.”

The Cambridge Dictionary

Empathy

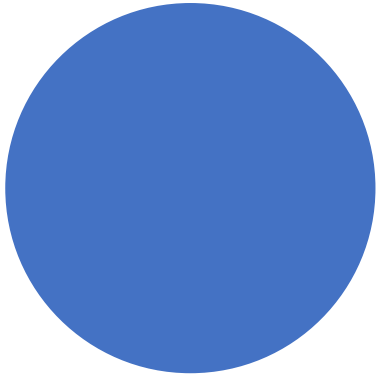
How can we develop empathy?

The beginners mindset

What, How, Why

One-on-One interviews

Active listening



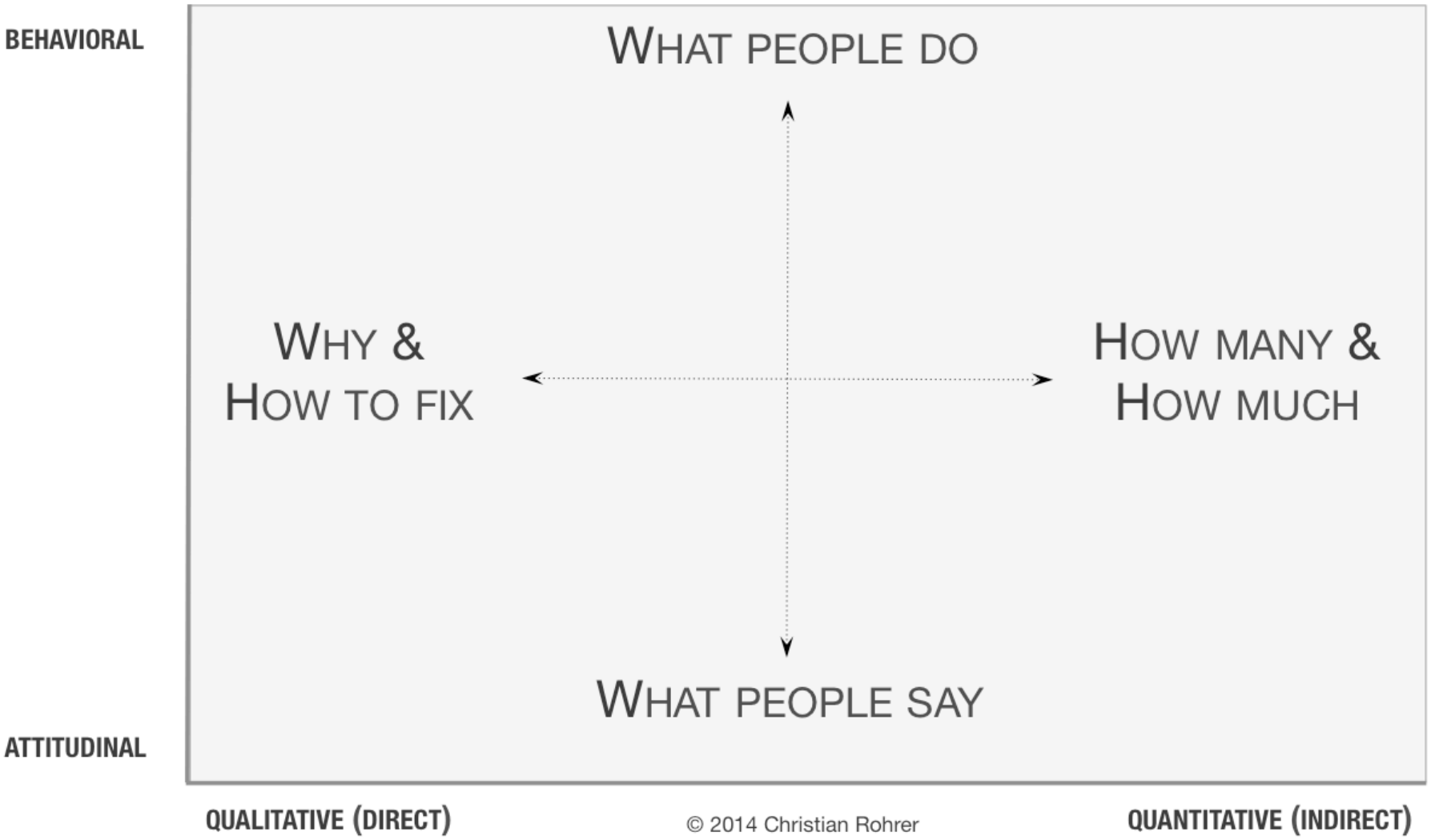
Google Glass

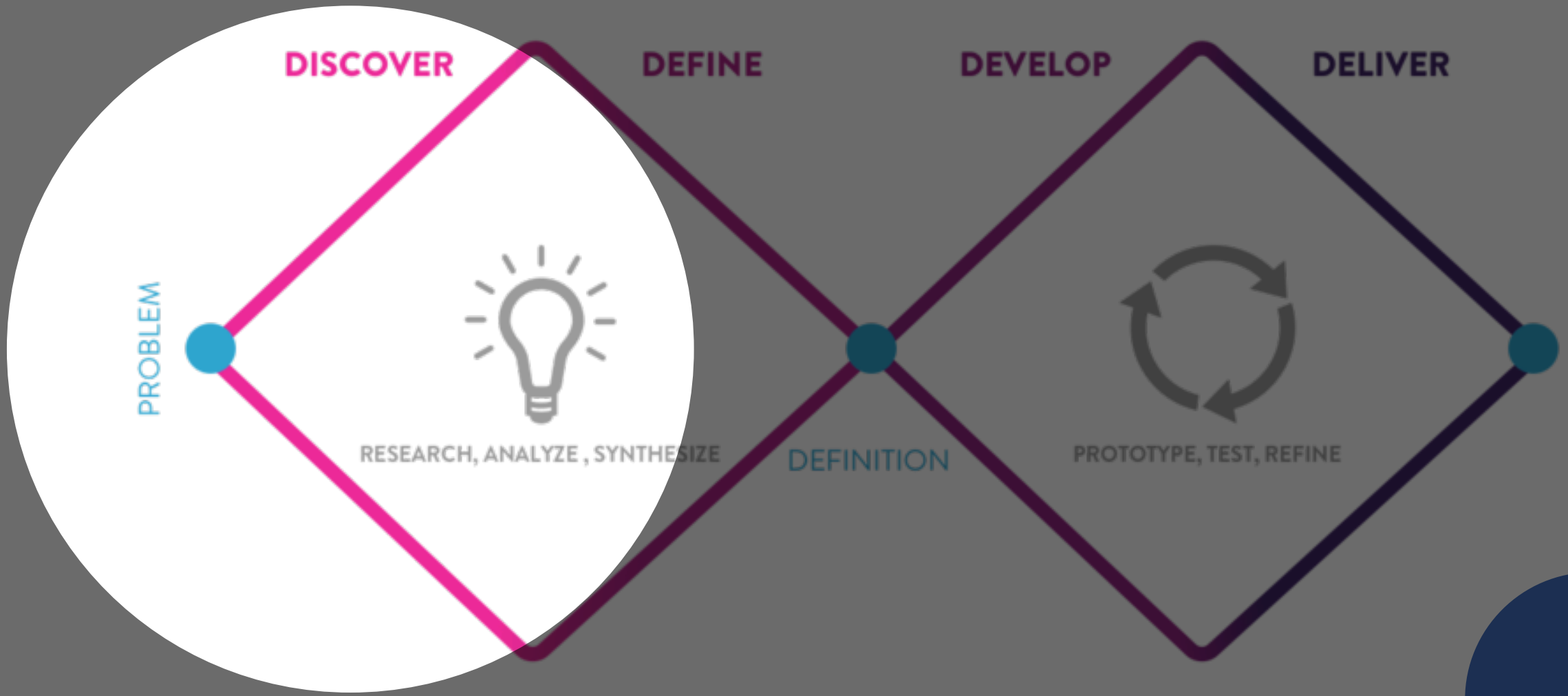
“Glass annoyed other people largely because of its lack of utility: no one could understand why you’d want to have that thing on your face, in the way of normal social interaction.”

MIT Tech Review

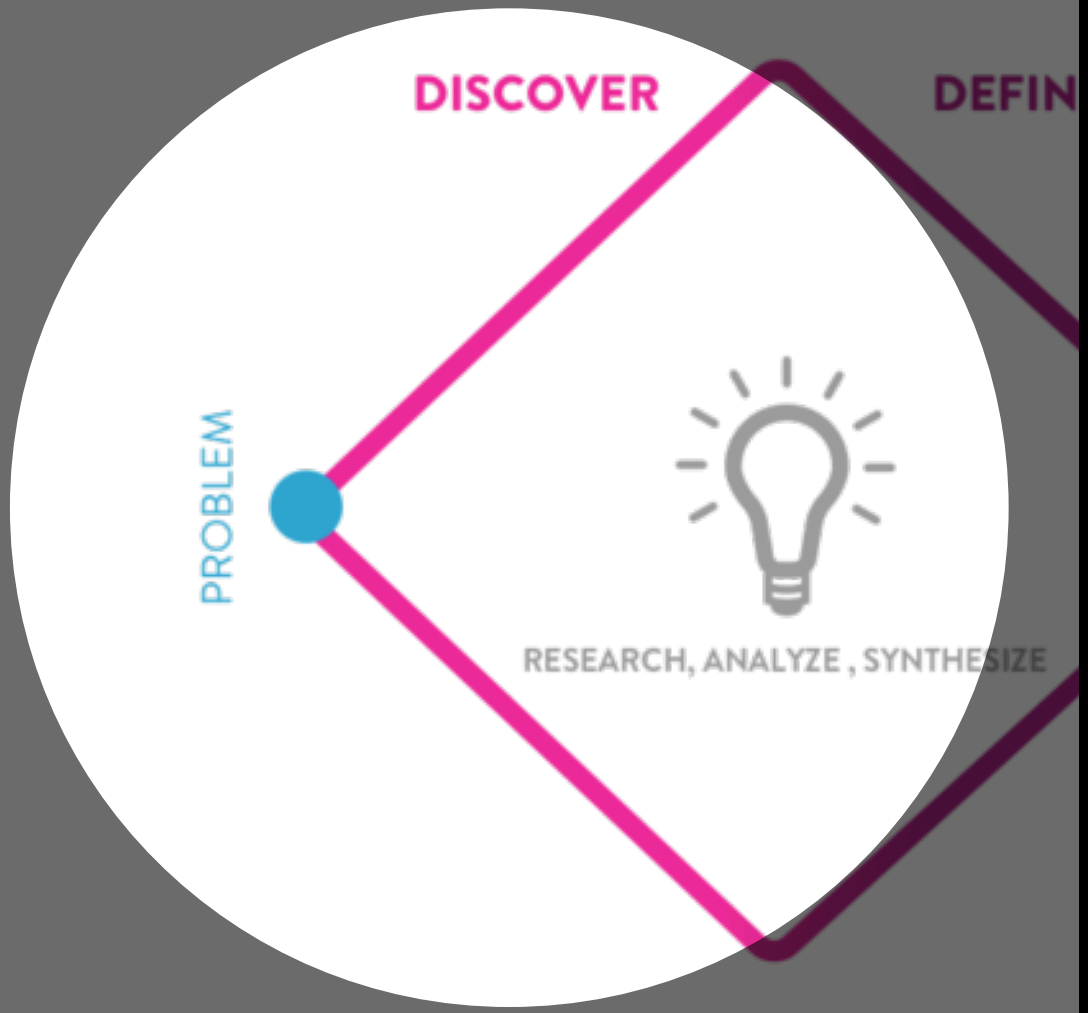
User Research

QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE





Double Diamond – British Design Council



Double Diam

Surveys

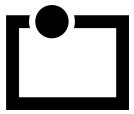
Interviews

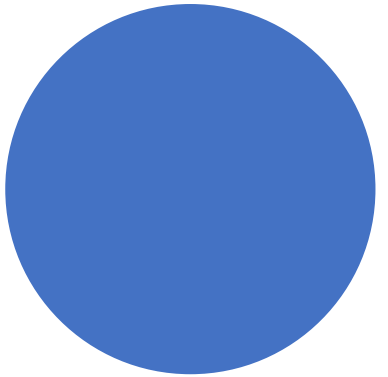
Desk research

...

User Research data collection

Primary Research and Secondary Research



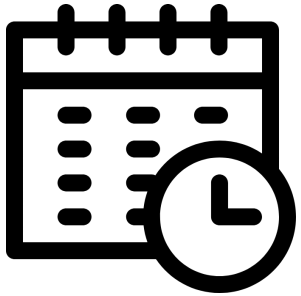


Desk Research

The goal of a desk research is to review previous research findings to gain a broad understanding of the field you are going to deal with.

Structure of a (good) desk research

Objective



Deadline

Research

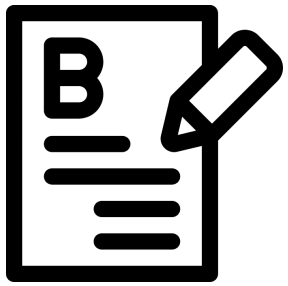
Analysis

Suggested sources:

Research

- Google Scholar
- Forbes
- Harvard Business Review
- Gartner
- Forrester
- MIT Tech Review

Compiling results



Analysis

- Google Docs
- Notion.so
- Miro.com
- Word Document
- Roam Research

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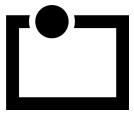
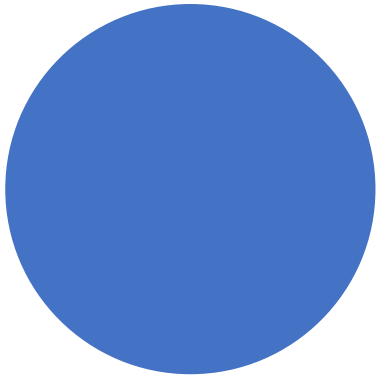
Class 8 – Part 2

Surveys and Interviews

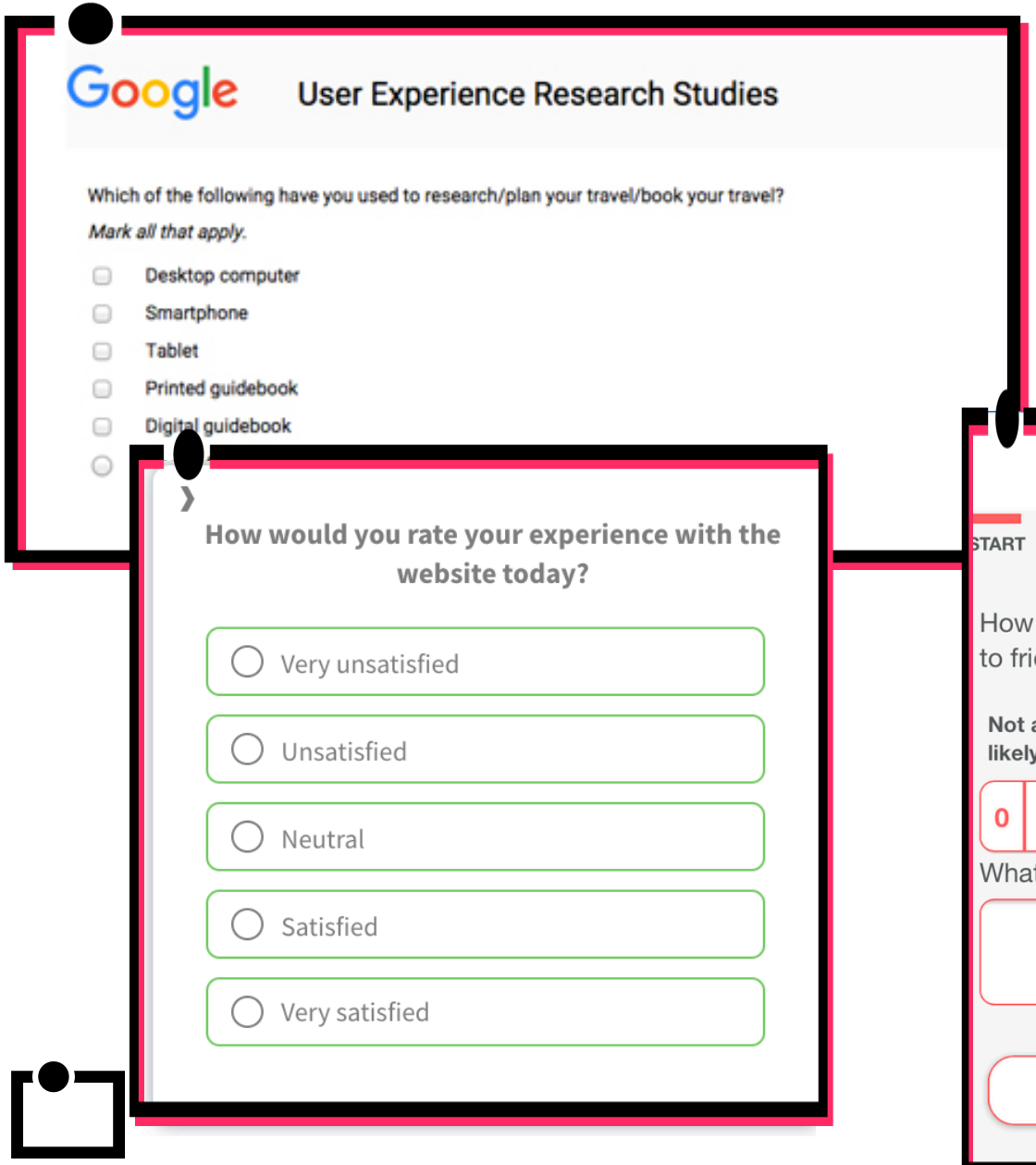
Quantitative vs. Qualitative



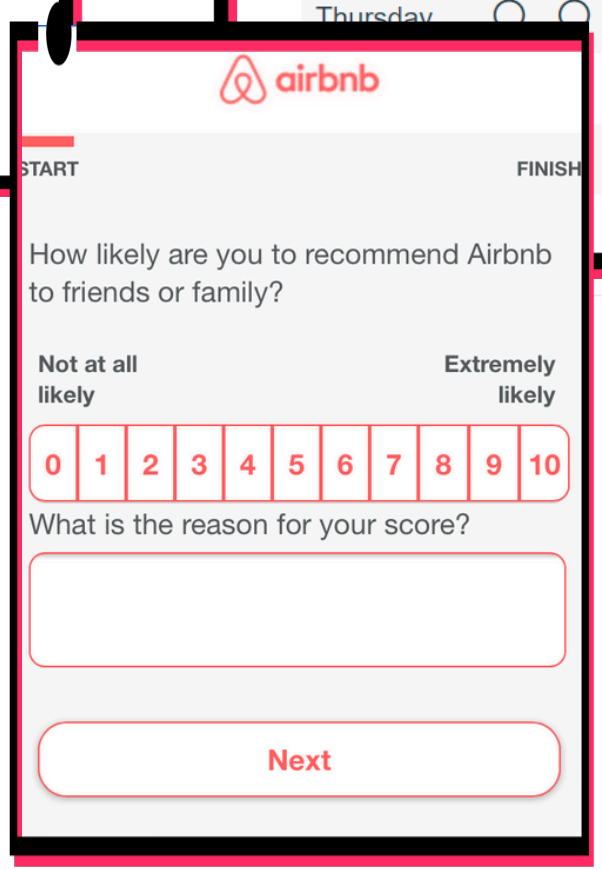


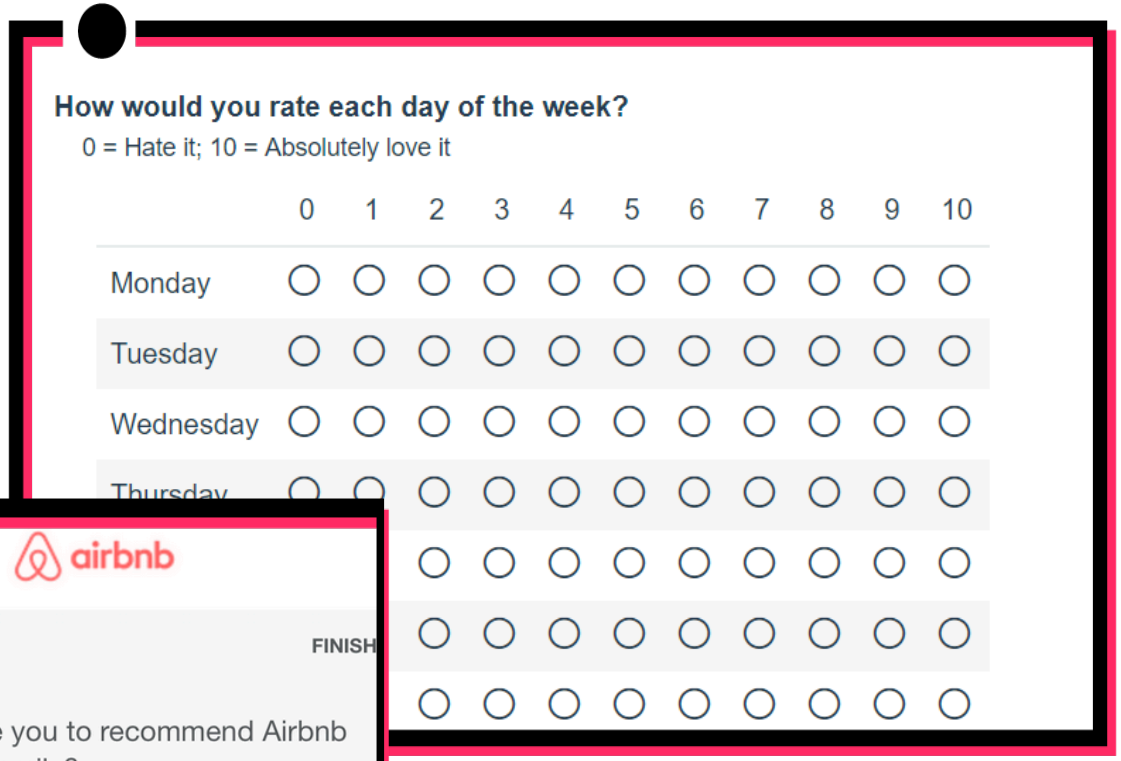
Surveys

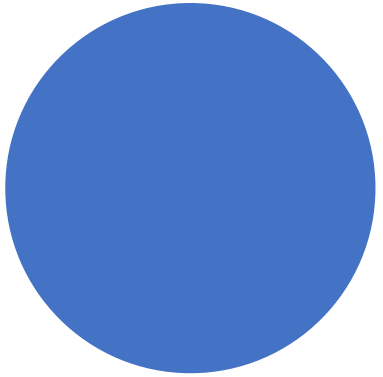
We can use surveys – forms that people can answer online or on paper – to get more quantitative and qualitative data about potential users of a solution


Google
User Experience Research Studies
Which of the following have you used to research/plan your travel/book your travel?
Mark all that apply.
Desktop computer
Smartphone
Tablet
Printed guidebook
Digital guidebook

How would you rate your experience with the website today?
Very unsatisfied
Unsatisfied
Neutral
Satisfied
Very satisfied

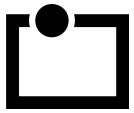

airbnb
START
FINISH
How likely are you to recommend Airbnb to friends or family?
Not at all likely
Extremely likely
0 1 2 3 4 5 6 7 8 9 10
What is the reason for your score?
Next

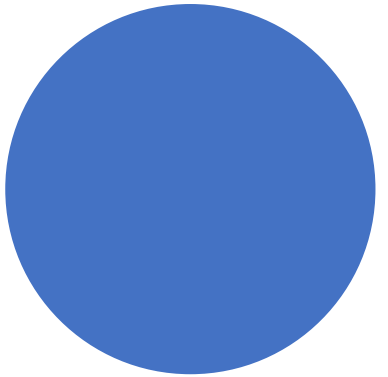

How would you rate each day of the week?
0 = Hate it; 10 = Absolutely love it
0 1 2 3 4 5 6 7 8 9 10
Monday
Tuesday
Wednesday
Thursday



Best Practices for Surveys

- Define the survey goal
- Respect your respondent time (don’t let the survey get too long)
- Prefer using closed-ended questions
- Avoid any biases
- Use Likert scale for questions with balanced answers
- Don’t ask two question at once



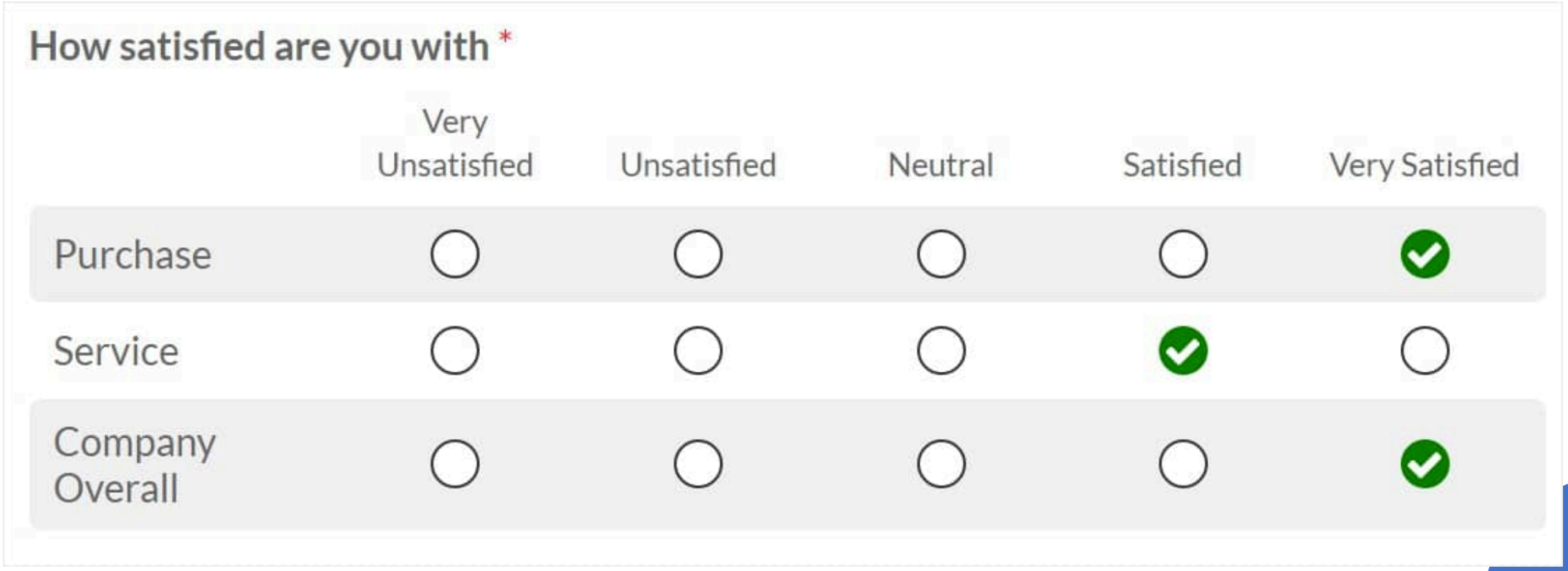


Open vs. Closed ended questions

How do you go get to work? → 🤔 💭 💬

Do you get to work by... ? → 🚶 / 🚲 / 🚗 / 🚋

Likert scale example



Creating a survey

We are going to work on a design problem related to an **insurance plan for pets.**

What do we want to know?

What's our objective?

What do we need to understand?

Creating a survey

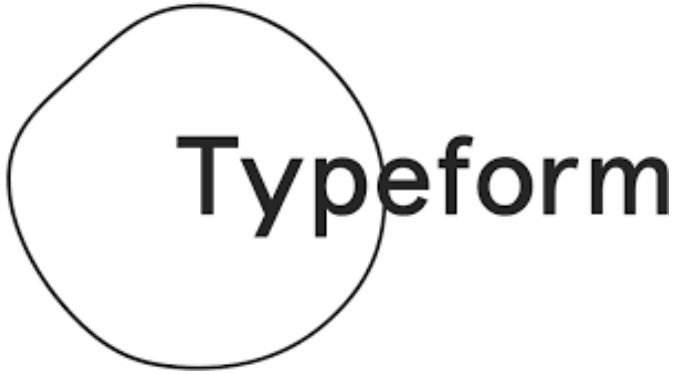
How people take care of their pets?

How often they take them to the vet?

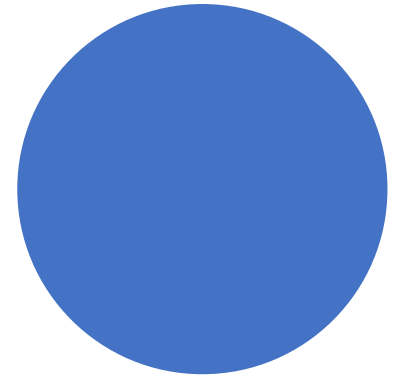
How much is spent with pet care?

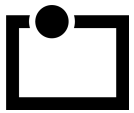
What other questions do you consider relevant for this survey?

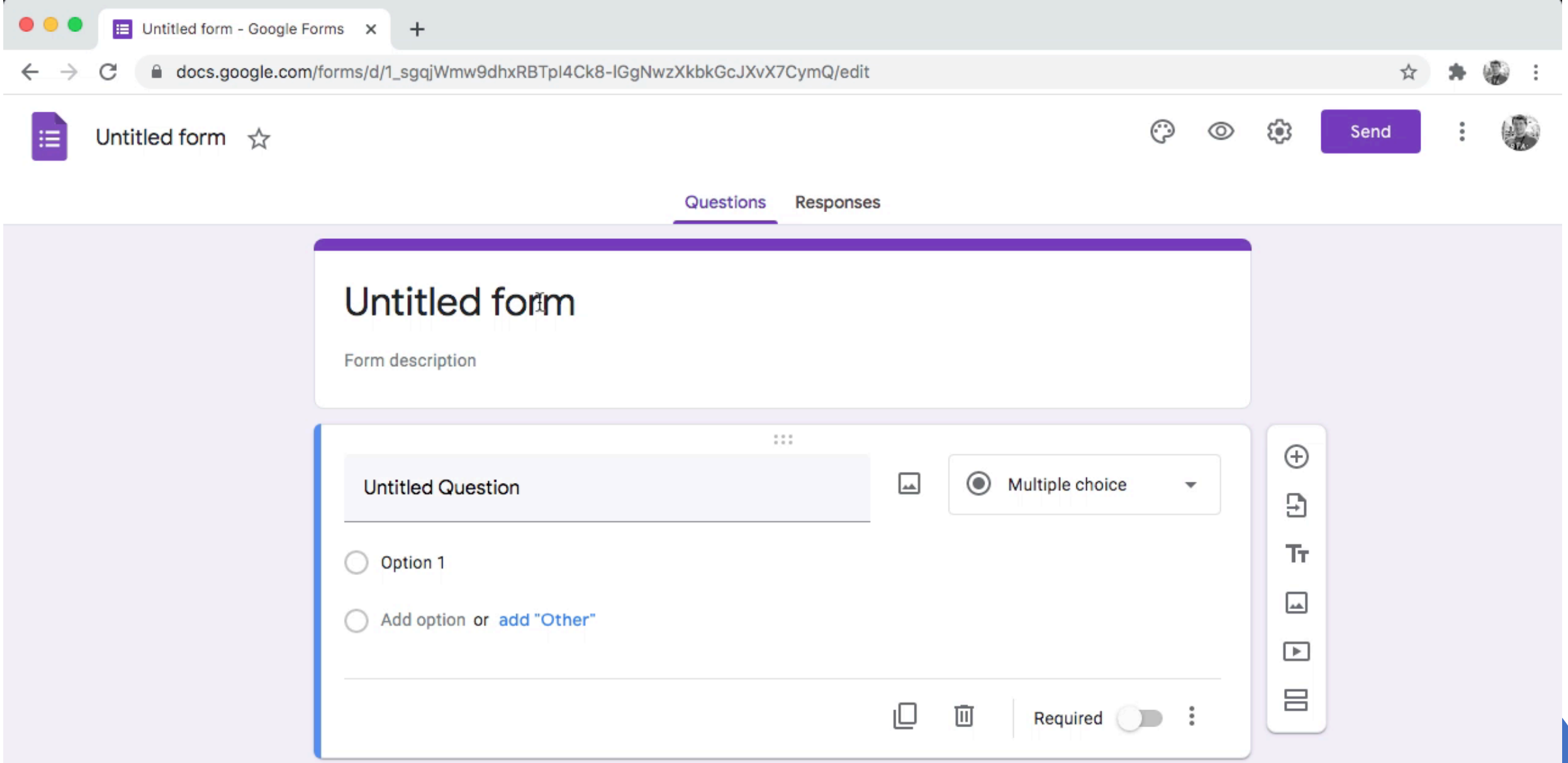
Google Forms


Typeform

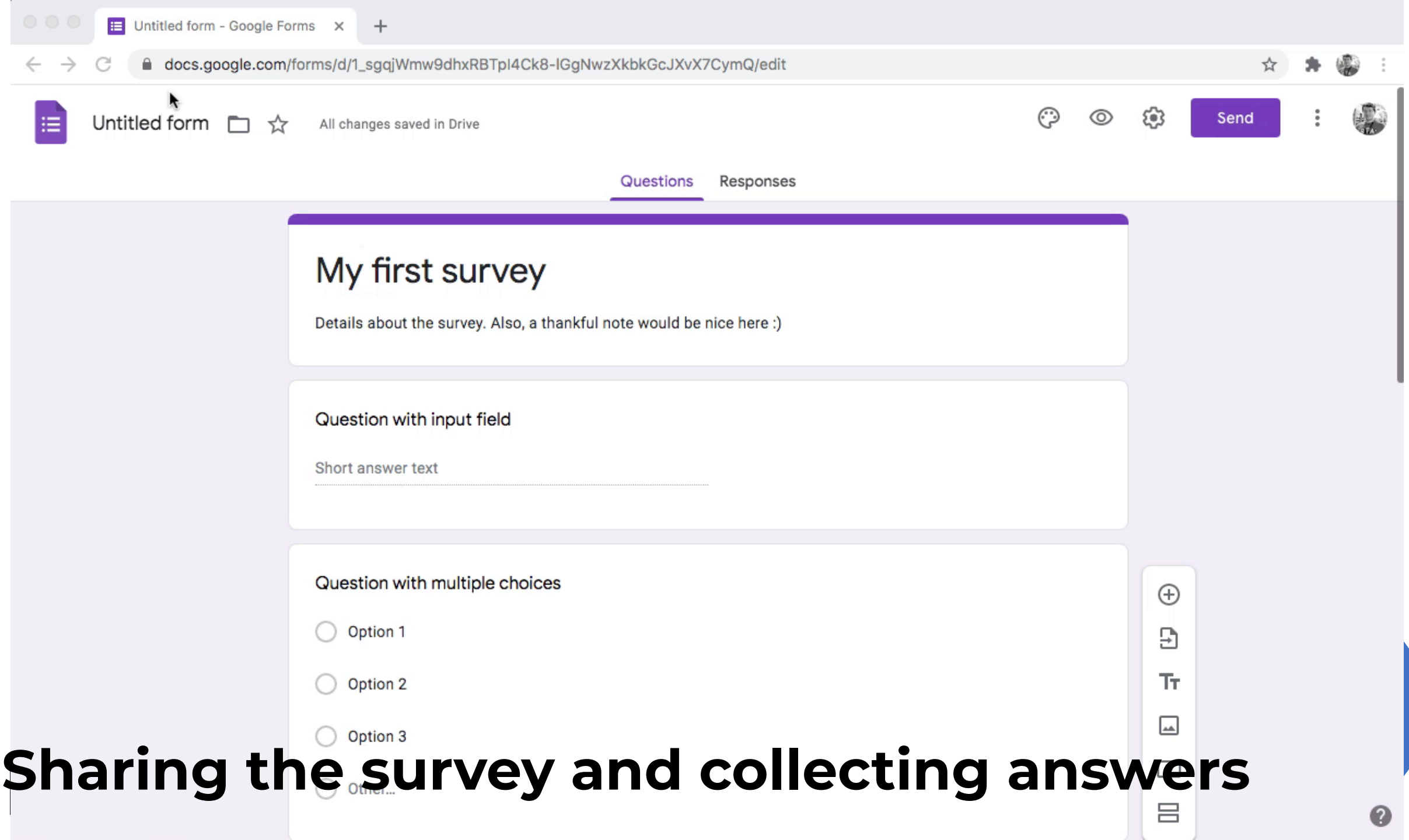
SurveyMonkey®







Creating a survey using Google Forms



Sharing the survey and collecting answers

Interviews

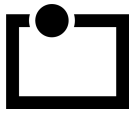
Interviews allow us to get qualitative data that will generate insights and better understanding of the user and the problem

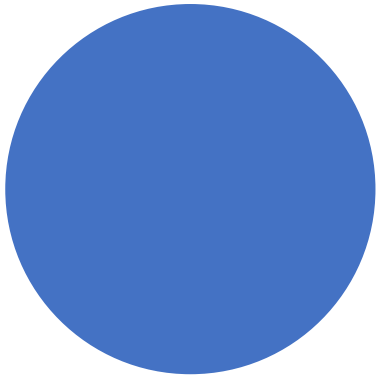
The goal is to understand **people's current state**, **problems**, and **desired change**.

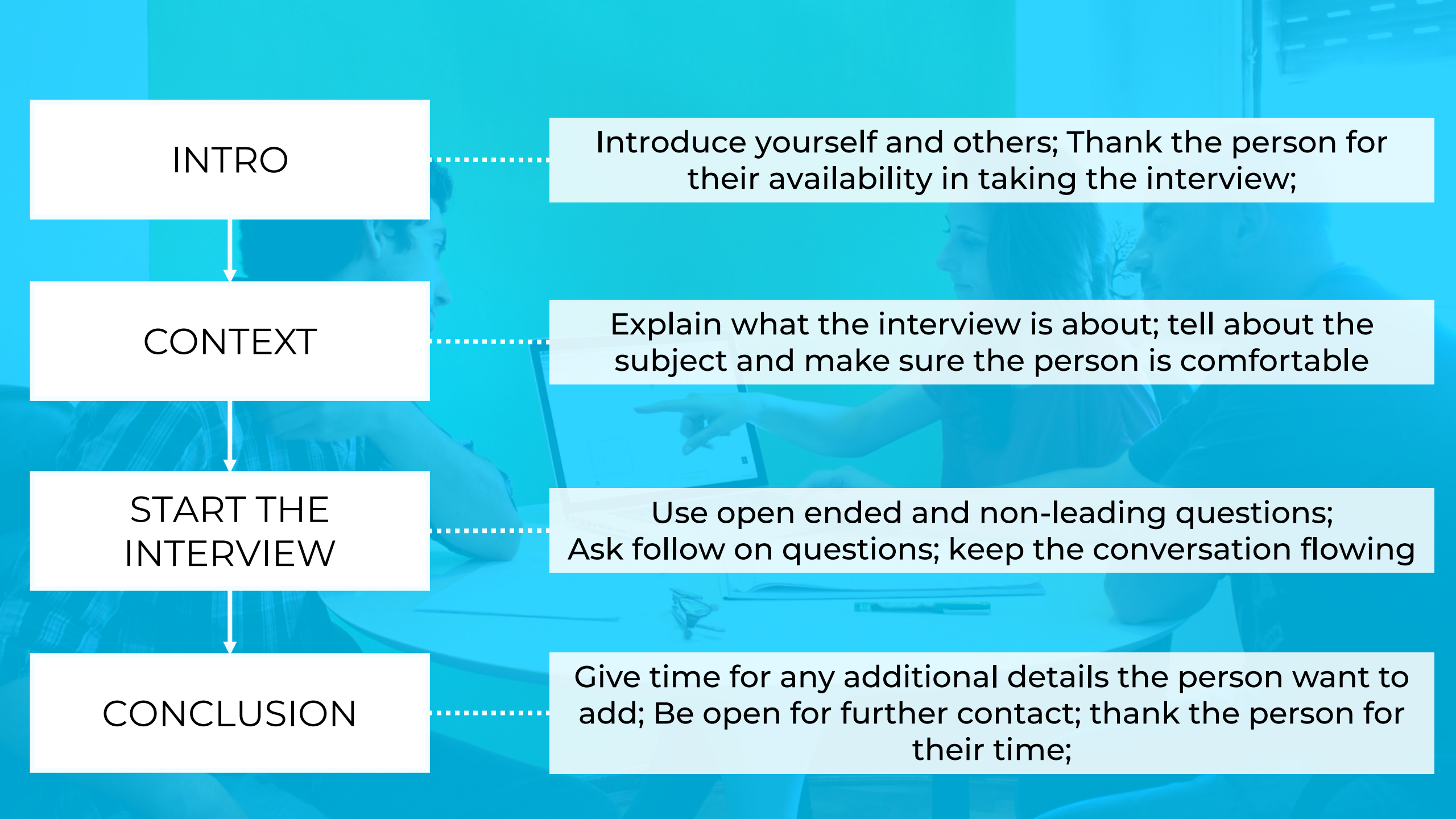
Understanding this starts with **asking** the right people the **right questions**.

Best Practices for UX Interviews

- Avoid biases: don’t ask leading questions
- Don’t ask what people want
- Ask **open-ended** questions
- Avoid yes/no questions
- Keep a conversation flow
- Ask follow up questions
- Have a 3rd person to take notes







INTRO

Introduce yourself and others; Thank the person for their availability in taking the interview;

CONTEXT

Explain what the interview is about; tell about the subject and make sure the person is comfortable

START THE INTERVIEW

Use open ended and non-leading questions;
Ask follow on questions; keep the conversation flowing

CONCLUSION

Give time for any additional details the person want to add; Be open for further contact; thank the person for their time;

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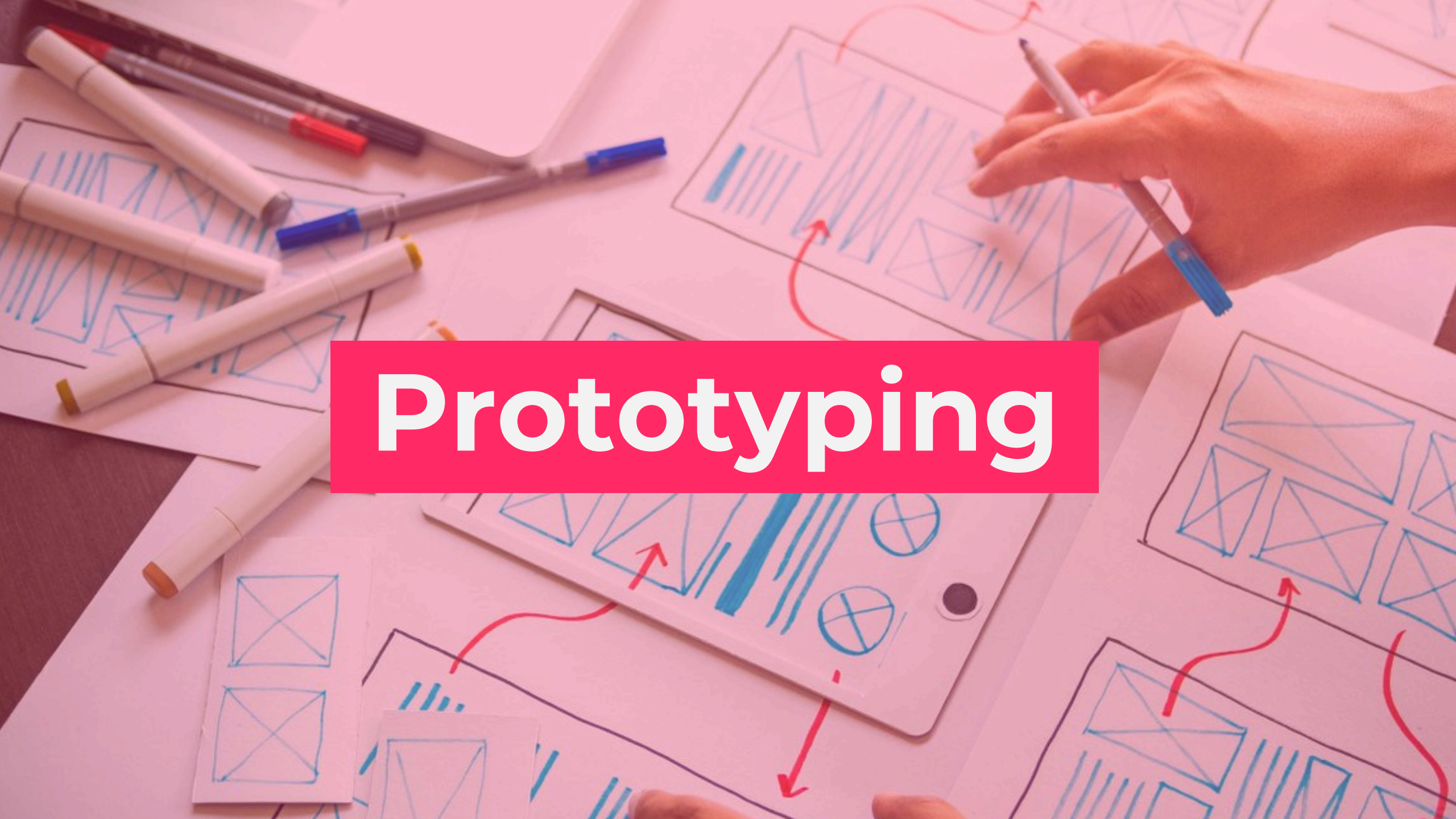
Class 8 – Part 3

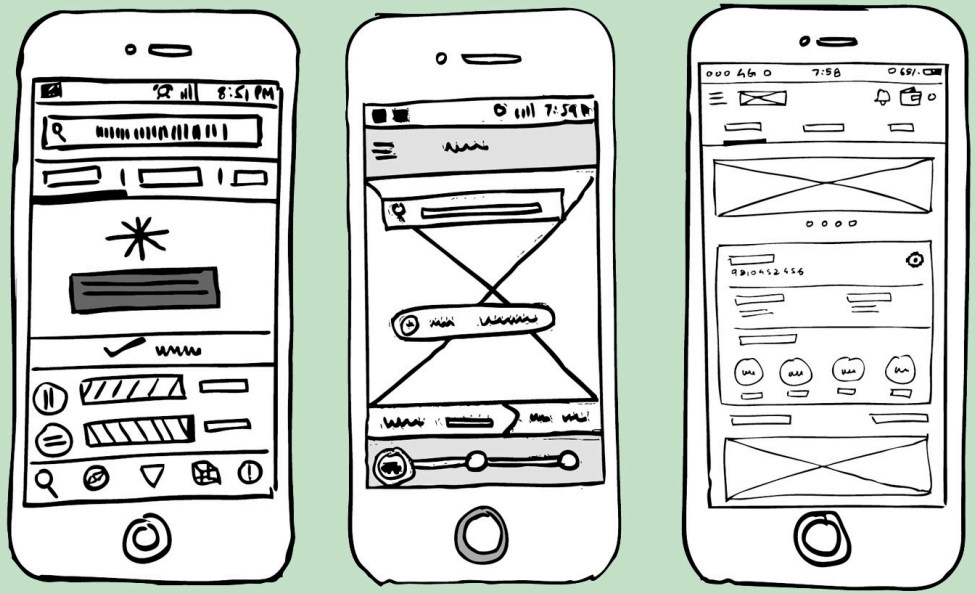
Prototyping


Prototyping

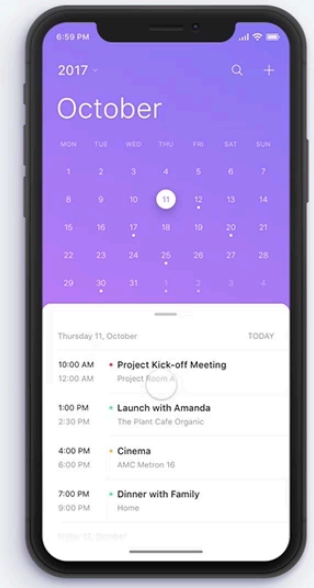
Prototype

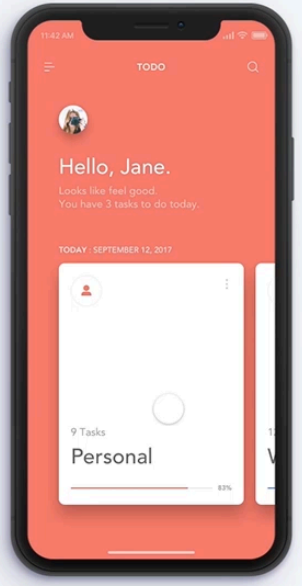
- To communicate ideas in an understandable way
- To test possibilities without compromising on a single solution
- To devise and solve problems
- Manage the process of creating solutions by breaking down complex problems into smaller elements that can be tested and evaluated

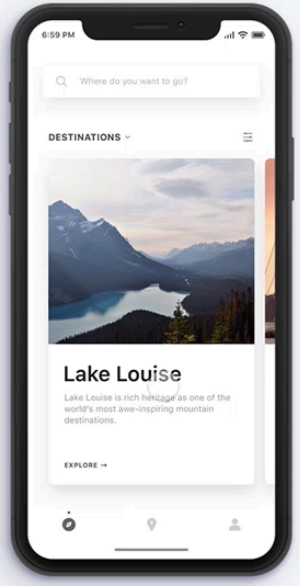
Low Fidelity

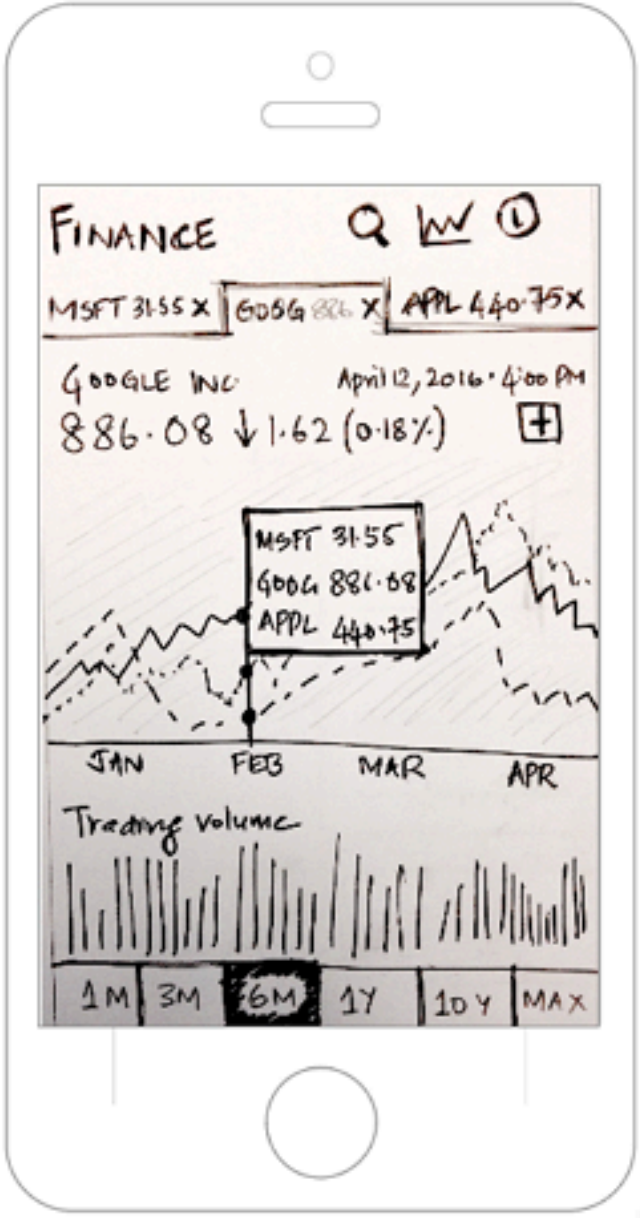


High Fidelity





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April 12, 2016 · 4:00 PM
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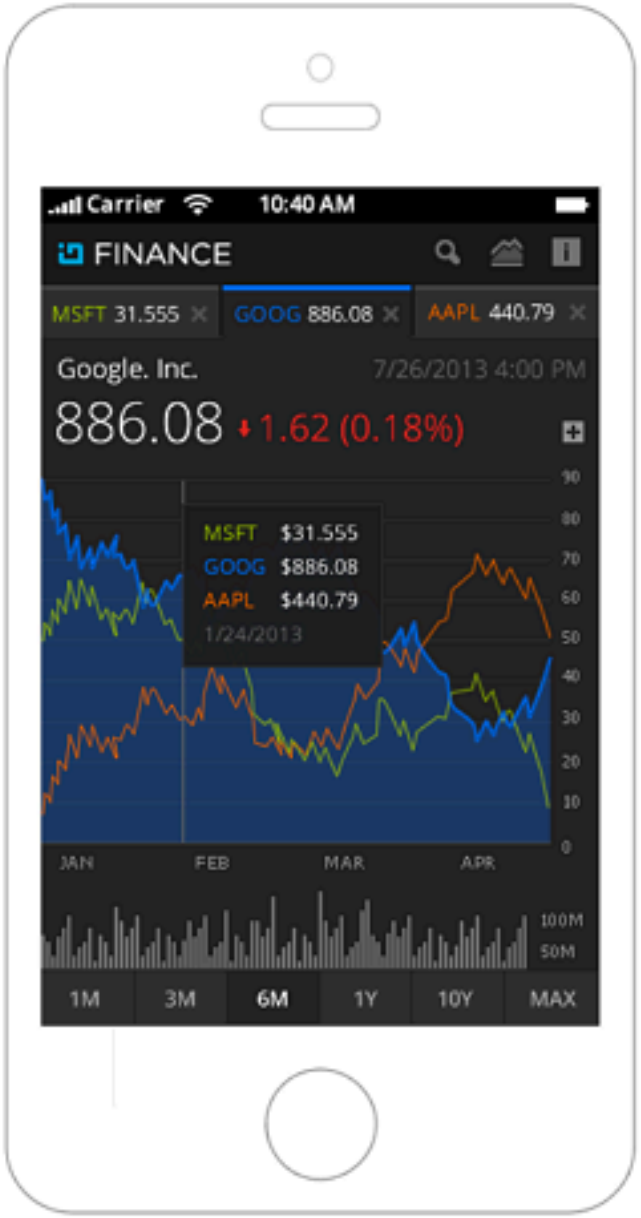
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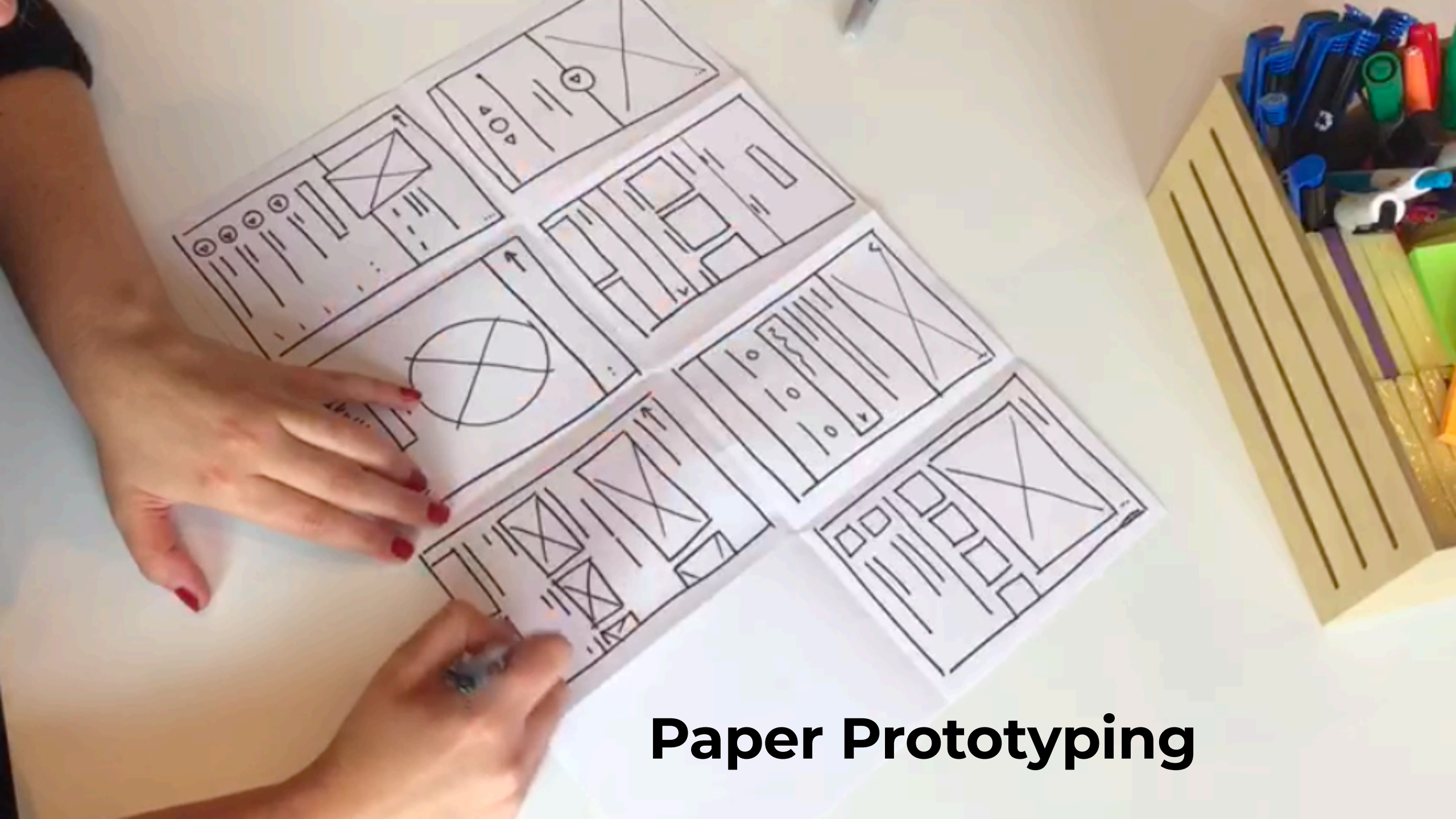
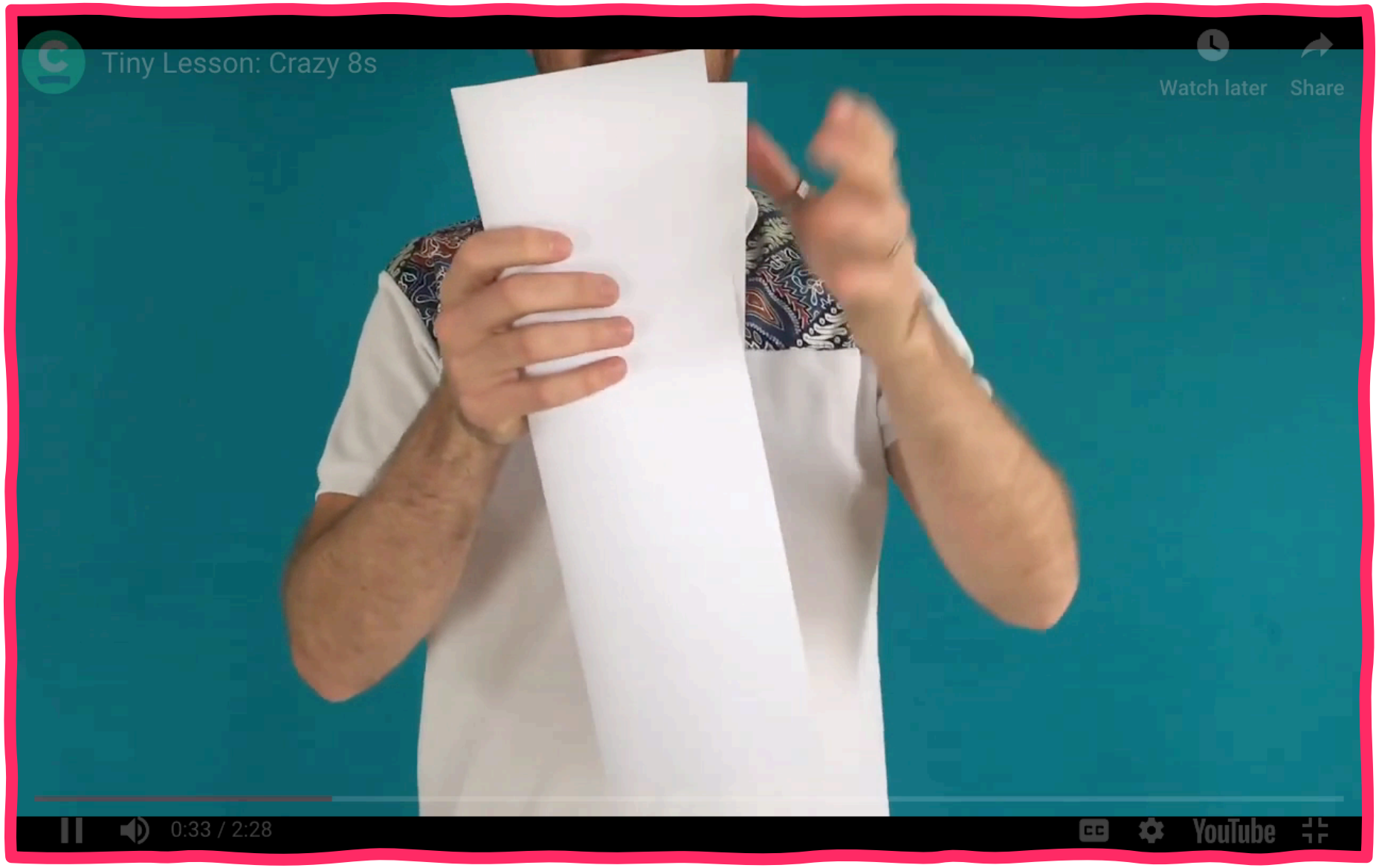


Paper Prototyping


Tiny Lesson: Crazy 8s
Watch later
Share
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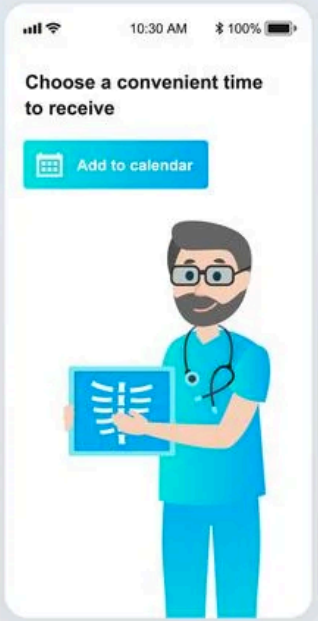
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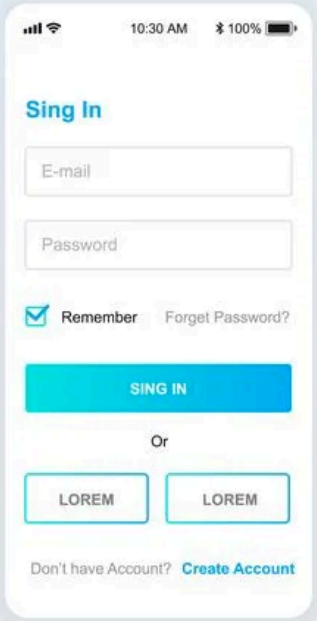
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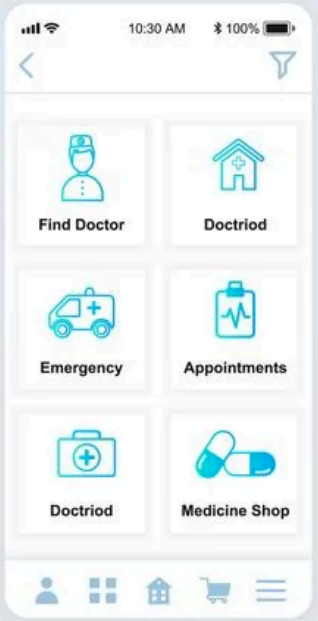
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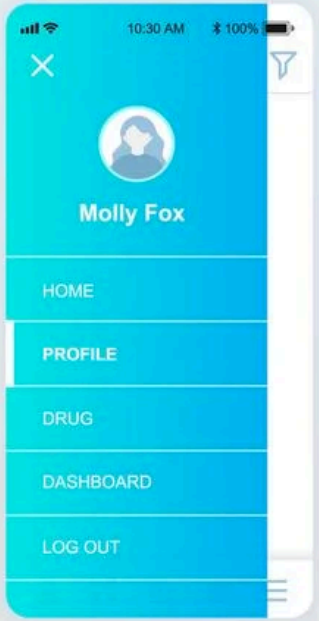
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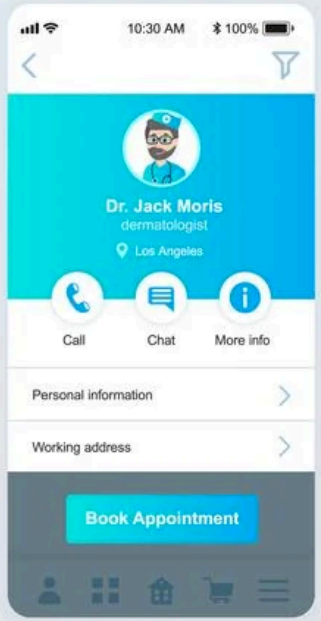
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dermatologist
Los Angeles
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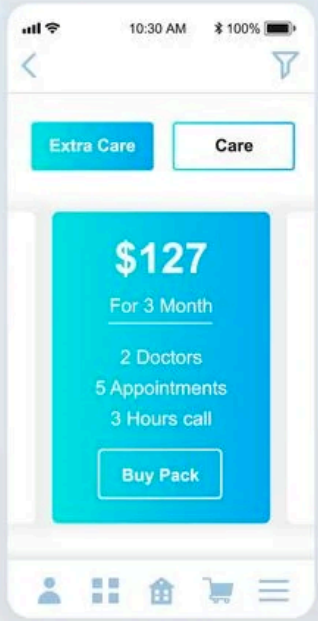
Personal information
Working address
Book Appointment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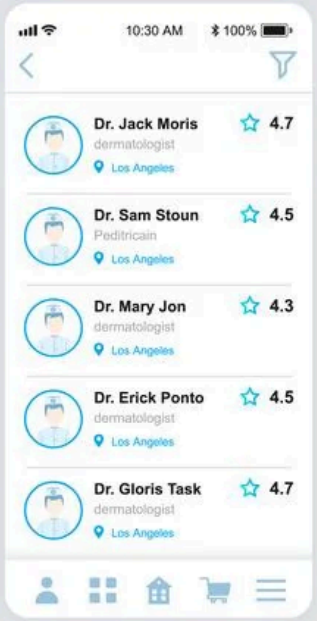
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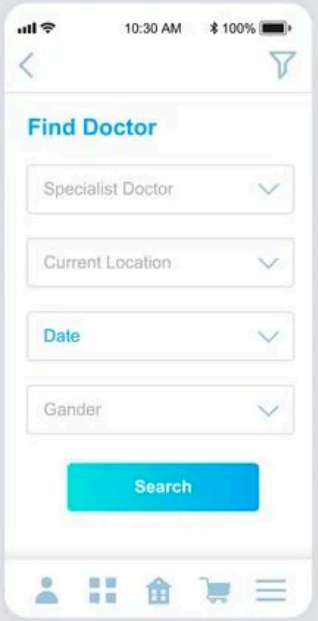
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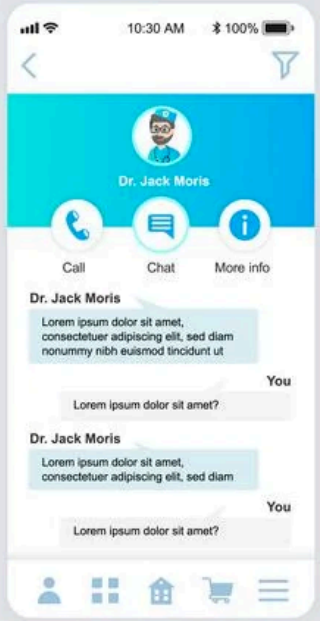
Calling ...
Dr. Jack Moris


10:30 AM
100%
Dr. Jack Moris
Call
Chat
More info
Dr. Jack Moris
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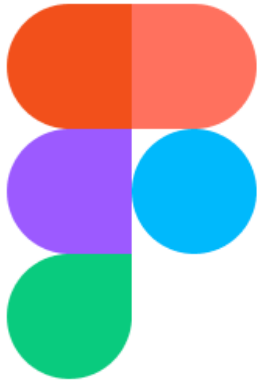
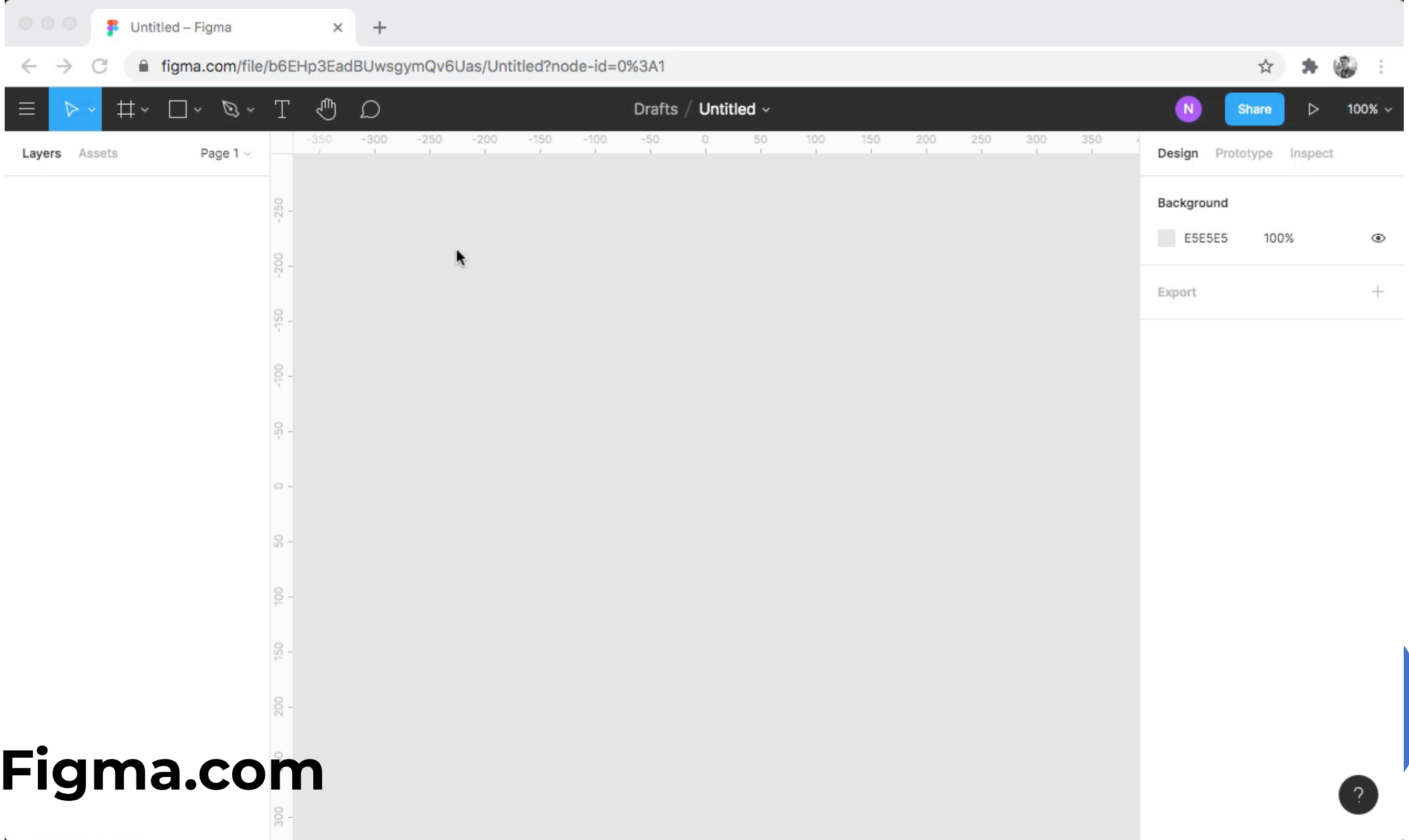
Digital Prototyping Tools

Sketch



Figma

Adobe XD


Untitled – Figma
figma.com/file/b6EHp3EadBUwsgymQv6Uas/Untitled?node-id=0%3A1
Drafts / Untitled
Share
100%
Layers
Assets
Page 1
Design
Prototype
Inspect
Background
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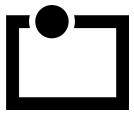
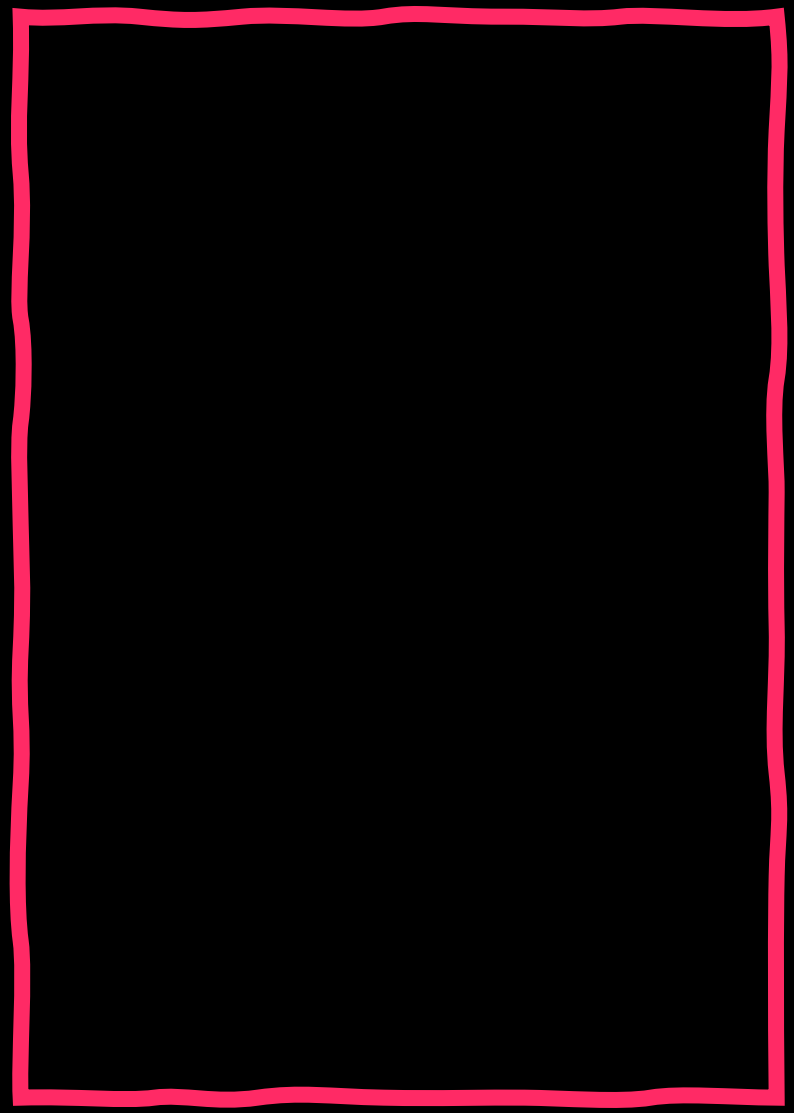
100%
Export

Figma.com

Challenge

Create two prototypes for a video player app.

Low-fidelity and high-fidelity.

You can start sketching on paper and then move to a digital prototyping tool, such as Figma.