

What is your Perfect Wallet

Assumption Dump

The goal of need finding is to find a persons latent needs. To understand them better than they understand themselves. To do this it is important to start with removing your personal assumptions about the person which have the potential to obscure your perception of them. To do this list out all your assumptions about the person you will be interviewing, assumptions that both relate to the subject at hand and to their life as a whole. Also, differences between your assumptions and reality can be a great basis for questions when you begin need finding.

Design Research

In design research your goal is to understand users explicit and implicit needs. Start conversations by asking about different aspects of the object or subject of interest and probe the for deeper levels of meaning. When in doubt try asking “why”

Point of View

A Point of View is a short statement that is based on the findings from the user research and guides the design process going forward. It is the basis for future brainstorm and helps the team narrow down ideas.

User + Need = Point of view

Needs

USER

Prototypes

Prototypes are ways of asking question. The main one is “is this idea on the right path.” This is because it is very hard for a user to give feed back on an idea in your head, both because it is hard to describe some ideas and second because users can not want to give you needed negative feedback because they do not want to hurt your feelings. The best way to get around this is to show users prototypes of multiple ideas.

In this case you will be using sketches as your prototypes.

IDEA #1

IDEA #2

IDEA #3

Feedback

As the whole point of prototypes is to learn something about your user, showing your prototype to your user and accurately receiving feedback is very important. It is human tendency to want your ideas to be correct / right and therefore while doing research there is a tendency to discount negative feedback as “they just didn’t understand it.”

Try to look at negative feedback as steering you on the course to a better design.

Feedback for IDEA #1

Feedback for IDEA #2

Feedback for IDEA #3

2nd Prototype

Iteration is the key to the design process. Make a prototype, learn from it, make another prototype, learn from it....

Sketch your 2nd prototype

Physical Prototypes

With the different types of prototypes come different results. Sketches are great for quick idea generation but to refine and idea building it so that a person can interact with it can invoke a much deeper level of feedback for the idea.

BUILD!

Second Feedback

Feedback for PROTOTYPE #2