Need Finding & Brainstorming

COSC 480: User-Centered Design
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Plan for Today

- Need Finding

- Continue: example interview script

- Brainstorm Project Ideas

- Project Overview

Need Finding Tools

2007

Stanford d.school

Software Engineering Course

Cast aside your biases, listen and observe

Let subjects tell their own story, and listen for the things that elicit emotion, cause them concern or frustration.

"If you want to find out what people really need, you have to forget about your problems and worry about their lives."

Note the contradictions between what people say and what they do

Opportunities for innovation lie within the disconnect between action and words.

Listen to people's personal stories

Let them relate their successes and failures.

Stories encompass the implicit rules that govern and organize peoples lives and reveal what they find normal, acceptable and true. They reveal moral codes, sources of pride, shames, shoulds and should-nots.

Watch for "work arounds"

People make do and work around the shortcomings of products and situations.

In everyday life, we all come up with "work arounds," clumsy or clever, that we usually are totally unaware of.

You must take note.

Distinguish between needs and solutions.

Needs open up possibilities, solutions constrain them.

If you start with a solution then you may overlook the possibility of coming up with an entirely new and revolutionary product or service.

Look beyond the obvious.

Your research may seem so routine and familiar that you feel there is nothing new to be learned.

Boredom and frustration easily set in. Stay alert.

The epiphanies and insights emerge from the nuances.

Continue: planning users interviews for an airport navigation app

Brainstorm

COSC 480: User-Centered Design

Team Project

Over the course of this semester, you and your team will be designing the interface and user interaction for a mobile application.

A3: Project Pitch

1. Brainstorm potential project ideas

2. Choose one idea and develop it

3. Craft a presentation to pitch the idea

4. Submit your slide deck (and brainstorm notes)
   Due: Tuesday, September 13th at noon

5. Present your pitch in class
   In Class: Wednesday, September 14th at 9:20am