UX Fundamentals

Week 5: Insights + Opportunities

Feb 22 2021
Today’s Agenda:

- **10:05 - 10:20** Discuss this week’s assignments and expectations for next week’s in-class group presentations.
- **10:20 - 11:40** Breakout rooms + group meetings w/ instructors.
- **11:40 - 11:50** Wrap-up and answer any lingering questions.
Assignment for this week:
Wrap up synthesis + prepare presentations

- Create your frameworks in **Deliverable 3** by **Sun. Feb 28**.
- Build your **10-Minute (maximum) Deck** to present in class on **Mon. March 1**.
- **No discussion requirement this week on Slack** - but if you want to share anything you find about using **frameworks**, there is a **#week-5-discussion channel**.
Let’s walk through Item D on Miro
Expectations for presentations next week

● **What did you learn from the research?**
  ○ Show your process - Who did you speak with?
  ○ Show your key insights - What did you learn?

● **What are your opportunity areas for design?**
  Show the frameworks you used to determine these (journey map, personas, 2x2, et al)

● **Where would your team like to focus/prioritize in your concept development?**
Expectations for presentations next week

● **SHOW UP ON TIME!**
  ○ We need to start right at 10:00am to fit all presentations in!

● **Pick a team lead ahead of time to share slides!**
  ○ One of you should have your deck open and ready to share screen - and we should know ahead of time who this is!

● **Export your presentation deck and be prepared to post to the #presentation-1 Slack channel immediately before you present**
  ○ This way, we can start a thread for the class to provide feedback as you present
Schedule for Breakouts and Discussion

● Pre assigned breakout rooms will open at 10:20 am.
● Before we call you back out to the main room, prepare to discuss your synthesis and insights.
● We will call you out to join us in the main room at the following times:
  ○ Group 1: 10:30 am
  ○ Group 2: 10:40 am
  ○ Group 3: 10:50 am
  ○ Group 4: 11:00 am
  ○ Group 5: 11:10 am
  ○ Group 6: 11:20 am
  ○ Group 7: 11:30 am
● We will all reconvene at 11:40 am.