



UX Fundamentals

Week 5:

Insights + Opportunities

Feb 22 2021

Siebel
Center
for
Design

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

WEEK 5 | FINALIZING INSIGHTS + ORGANIZING OUTCOMES (ITEM D) DUE 9/26

CREATING FRAMEWORKS TO ORGANIZE OUTCOMES

JOURNEY MAPPING (D3)

Here are examples from several of the different approaches to journey mapping.



Using one of the two examples below, creating your own version at least one hour before you start the journey of a user through the stages of using the feature you're going to build.



TWO BY TWOS (D5)

Here are examples from several of the different approaches to two by twos.



PERSONAS (D4)

Here are examples from several of the different approaches to creating personas.



Using one of the two examples below for creating your own, create your personas to represent different user segments and their relationships to other stakeholders.

These should help to demonstrate some of the key insights that you want to capture about your customers and secondary research findings.

You can also optionally create a relationship map using the insights that you have from different personas, relate to and interact with each other.



PERSONA NAME



"WILL QUOTE CAPTURING THE PERSONA IN A POWERFUL STATEMENT FROM AN INTERVIEW"

Detailed description of the persona, based upon data gathered from interviews, surveys, and other research. Both research and secondary research should be used to create a complete picture of the persona. The persona should be able to be used to inform the design process.

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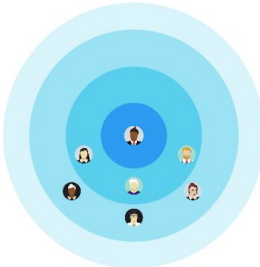
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HOW MIGHT WE...?

To create **design opportunities**, you need to ask "How might we..." questions. Use this space to **formulate at least five "How might we..." questions**.

Here are some guidelines to consider:

Framing for Multiple Solutions
A properly framed "How might we..." doesn't suggest one solution; but gives you the perfect frame for innovative thinking.

Inspired by Insights
HMW is inspired by at least one of the developed insights which are linked to more than one observation, interview idea or quote.

Creating Helpful Boundaries
HMW question is broad enough to lead to a wide range of solutions; but narrow enough to create helpful boundaries to think about specific solutions.

How might we...?

How might we...?

How might we...?

How might we...?

How might we...?

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: 10:50am
 - 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.