

DRAMA 135: IDEATION

Project #2: Human-Centered Design (80 pts)



Introduction:

- By this point in your lives, you have met many people across diverse backgrounds and have experiences that bring you into contact with classmates, family members, etc. of varied backgrounds. Within that group of people, you may know of a few who face a challenge every day that deserves a solution.

Objectives & Goals:

- In 6 teams of 5 each, your task is to:
 - Identify that individual – may be a relative, a friend, classmate, etc.
 - Interview that individual (and video) to dialogue with them about their life and personal challenges they may face.
 - Research the issues they face (aka walk a mile in their shoes) – empathy!
 - Create an Empathy Map and follow up with a [Persona](#) for that individual (see documentation that follows).
 - Ideate/prototype a solution to a challenge they regularly face. Get feedback from your user! Video clips of user interviews and feedback should be contained in your 2 minute video.

Project Timeline:

- Final Presentations (6 groups of 5) are on **Tues, Mar 7th and Thurs, Mar 9th**.
- Three groups on each day – groups that present on each day selected by lottery.
- Each group will get 15 total minutes (including 2 min video) – It is strongly recommended that you **rehearse** your presentation. Presentations that go over will be cut-off at 17 minutes.

Some tips/reminders:

- Keep your group honest when it comes to deadlines and ends each meeting by clarifying what is expected from EACH group member by the next deadline date.
- Set interim meeting times/locations between class dates. There is **NO** way you can accomplish all that is necessary for the project in class time alone.
- Use online tools to help you! A facebook group for posting stream-of-consciousness ideas, google documents/presentations for organizing them, shared Prezi, etc.
- Don't be intimidated by the enormity of the goal. Take little bites and move slow-and-steady forward with the project.
- REMEMBER to recognize that FIVE of you WORKING TOGETHER can achieve A LOT!
- Grading will be partially determined by the evaluation of your fellow group members (the notecard method). So stay sharp and pull your weight individually.
- Be HONEST with each other while encouraging each new idea. Practice "yes and..." instead of "but..".

And **HAVE FUN** together! Creative ideas don't flow when there is anxiety present.

Groups are as follows:

Team 1

Kentrell Jamison, Jonathan Schneider, David Huang, Alissa Geller, Nick Blenko

Team 2

Anya Carter, Hank Hunter, Jason Tang, Olivia Quinton, Christian Anyanwu

Team 3

Isabel Leeds, Sam Fisher, Daniella Bursak, Jake Nathanson

Team 4

Preston Tasoff, Nate Engel, Giles Carr-Locke, Jake Schaffer, Claire Petrus

Team 5

Blake Miranda, Mickey Bell, Sam Gittleman, Jake Williams, Omar Jeelani

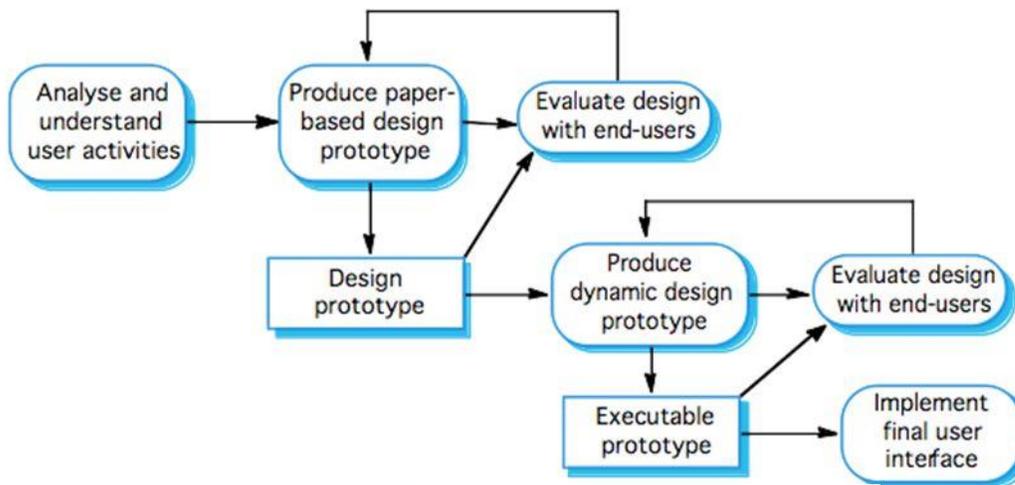
Team 6

Ethan Paik, Jasmin Delgado, Noah Nazmiyal, Noah Saldana, Max Helfand

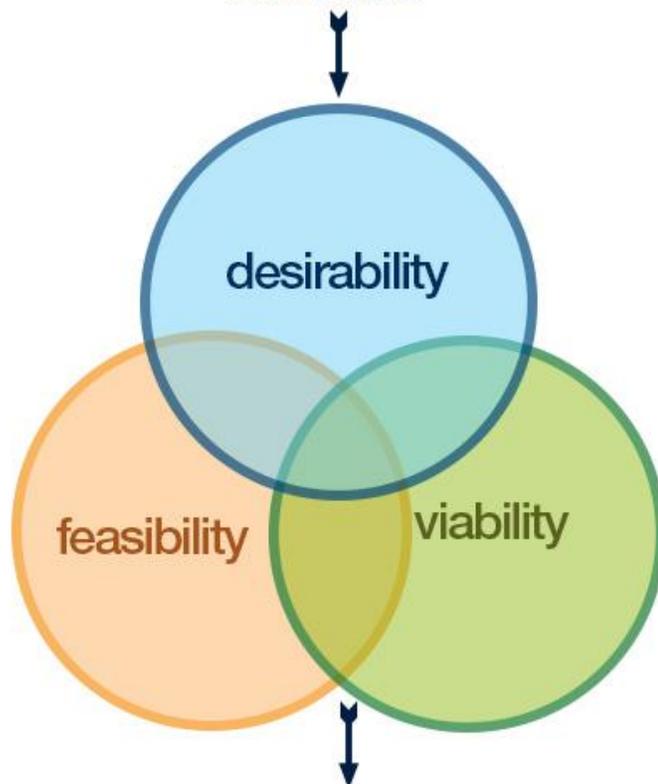
Resource Link: <http://www.designkit.org/human-centered-design>

ESE — User Interface Design

The design process



start here

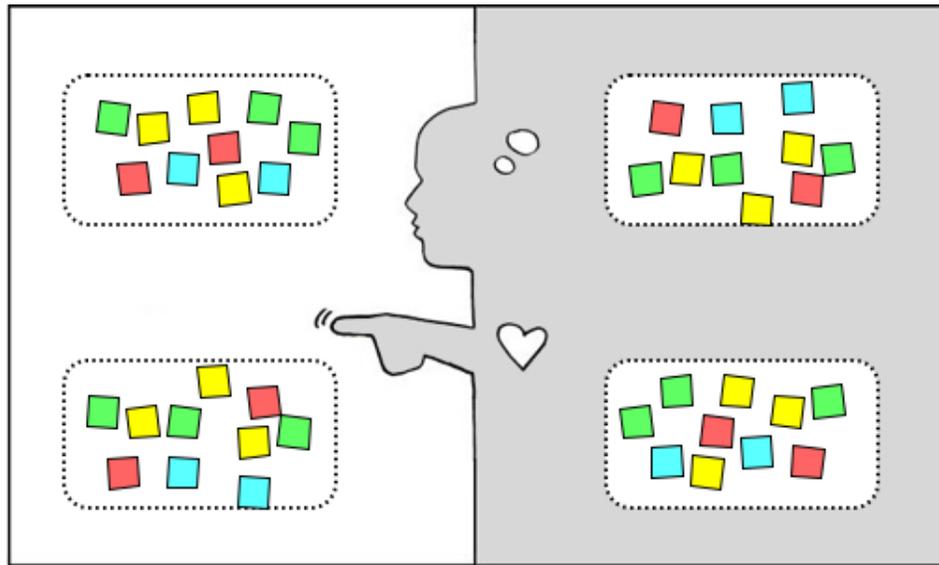


the solutions that emerge at the end of human centered design overlap these three lenses

ESE 8.6

METHOD

Empathy Map



WHY use an empathy map

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

HOW to use an empathy map

UNPACK: Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

SAY: What are some quotes and defining words your user said?

DO: What actions and behaviors did you notice?

THINK: What might your user be thinking? What does this tell you about his or her beliefs?

FEEL: What emotions might your subject be feeling?

Note that thoughts/ beliefs and feelings/ emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

IDENTIFY NEEDS: “Needs” are human emotional or physical necessities. Needs help define your design challenge. Remember: Needs are *verbs* (activities and desires with which your user could use help), not *nouns* (solutions). Identify needs directly out of the user traits you noted, or from contradictions between two traits—such as a disconnect between what she says and what she does. Write down needs on the side of your Empathy Map.

IDENTIFY INSIGHTS: An “Insight” is a remarkable realization that you could leverage to better respond to a design challenge. Insights often grow from contradictions between two user attributes (either within a quadrant or from two different quadrants) or from asking yourself “Why?” when you notice strange behavior. Write down potential insights on the side of your Empathy Map. One way to identify the seeds of insights is to capture “tensions” and “contradictions” as you work.