ASSIGNMENT 1: NEEDFINDING (10%)

In this assignment you will plan, develop, and execute the first need-finding round for your semester-long team project. You will present your plan (methodology) and findings, as well as an empathy map.

Project Requirements

1. Make a plan to interview at least 10 people related to your group challenge. If you have a slightly narrower problem domain that you have identified within your theme (e.g., interested in "cancer" in the "health theme"), you can focus on that. The interviewees can be both potential end users and domain experts. The interviews can vary from short interviews, e.g. 20 minutes to long interviews, e.g. 60 minutes.
2. Shape your plan
   a. Determine what your domain of interest is (describe as well as you can & including pictures in the final report that helps to illustrate it).
   b. Who will you interview, why did you chose them, where and when the interview will take place, and did you offer any incentive/payment? Think about finding some extreme users.
   c. What questions will you ask? Try to outline areas of inquiry you intend to probe? Make sure to plan some questions and focus on "why" and "feelings."
3. Get out and interview
   a. Interview no more than one VNUK student or family member (for whole group)- try to get off campus!
   b. Make an extra effort to get to observe and interview at least some people in action in the context of your problem domain: whether they are commuters commuting, people wasting/saving water or food, students learning/not learning mediated by technologies, etc. Record what, how, and why they are doing what they are doing.
   c. Remember that the more creative you are in accessing these contexts, the more unique and valuable insights you are likely to discover.
   d. **Note - If you have trouble accessing the users you want to reach, let me know as soon as possible** so that we can try to help (if you wait too long, we can't help you!).
   e. Remember these interviewing tips in the types of things to look for and how to ask. Get stories! Use the techniques you practiced in studio #1!
4. Unpack the need-finding data by using the empathy map method (see below for more information) and identify surprises, contradictions, tensions – and things that intrigue your team! The interviews will be processed further during studio. You will revise this initial empathy map based on the feedback and insights you gain during class studio next week - this will be valuable in the next assignment in making sense of your user's point of view, brainstorming "how might we" and in building experience prototypes.

Deliverables

The document should be written as a Google, PowerPoint, or KeyNote Presentation that will be presented during your class. Create a PDF version that you will turn in on Canvas by the deadline

Presentation Guidelines

The presentation grading will be broken into two components: the individual grade of the presenter for delivery and presentation and a group grade for the presentation content/quality. One team will ***deliver*** a

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9-minute presentation. Note that you should ***use images liberally*** and try to keep the text on the slides relatively brief (and use large fonts – no less than 20 pt anywhere). The grades for each of these components are explained in more detail below.

Suggested Organization

- Introduction (2-3 slides)
  - List and introduce your team members
  - What is your problem domain (Don't forget your HMW question)
- Need-finding Methodology (3-4 slides, include images)
  - Your three empathy methods (How did you observe, immerse, engage)
  - In the interview part, who your participants were, why chosen, how they were recruited, and where they were interviewed
  - What did you ask?
- Interview Results and analysis (5-7 slides)
  - Discussion of results, pictures, quotes, and surprises you gleaned from your interviews
  - Inferences, conclusions, or questions you might have about your results
  - Empathy Map with highlighted components of what you found important or interesting
  - Initial assessment of "needs" and "insights"
- Summary (1 slide)

Grading Criteria

The presentation grading will be broken into two components: the individual grade of the presenter based on the presentation slides and delivery and a group grade for the content. The grades for each of these components are explained in more detail below.

Group Grade **(GROUP NAME:_____)**

_____User group reach, number of interviews (diversity, innovativeness, appropriateness) (20 points)
_____Depth of the interviews, Details in unpacking (20 points)
_____Identification of tensions, contradictions, surprises in the interviews (20 points)
_____ Use well-designed slides. Ensure that the presentation shows appropriate preparation, and that visual aids are aesthetic, effective, properly prepared, and properly employed (20 points)
_____ Effective presentation (clear voice, eye contact) (20 points).

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