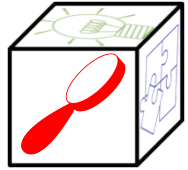


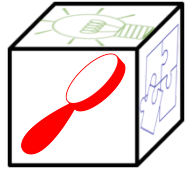
## DISCOVER

Prepare for empathy task – identify  
participants and places to discover  
from

Laurent Babout  
IIS, WEEIA, TUL, PL

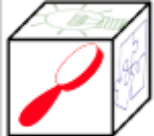


*“Good design thinkers observe. Great design thinkers observe the ordinary”  
(Tim Brown, CEO Ideo)*



# Research focus

- Research focus shouldn't be too broad (too varied data) nor too narrow (misses points in a larger context) – try to get the balance
- Driven by set of keywords, search statements
- Example:
  - challenge: *how persons do perceive the importance of recycling and future impact?*
  - Research focus:
    - *Understand the journey of waste from collection to recycling*
    - *Identify current barriers and successes that play a role on people's behavior towards recycling*
    - *Get acquainted with socio-economical, political issues*



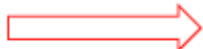
# 1. Understand the challenge

Brainstorm the challenge by going through different aspects of the discussion presented on the card.

**Team activity / Practiced during DT course – repeated for team project (if possible with mentor)**

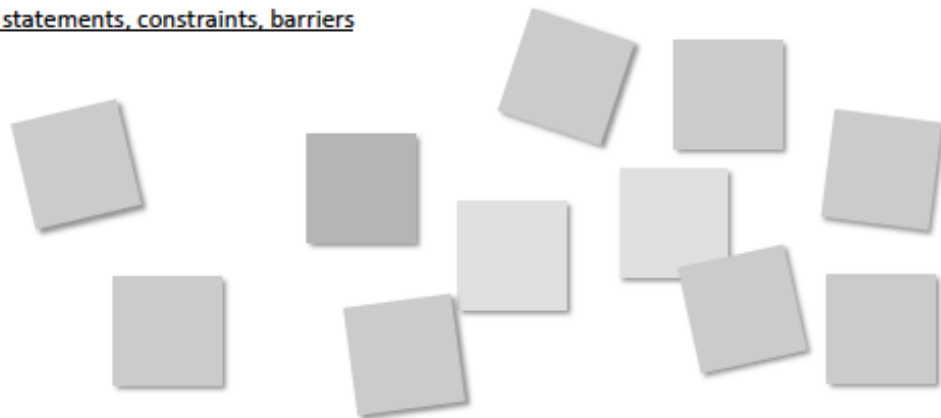
Write title of the project

Take 5 minutes to  
read carefully the



description and extract  
key features from it

Key statements, constraints, barriers



Write your new title (if needed)

How might we .....

.....  
.....  
.....

Additionally, the description  
should raise questioning,  
especially about what  
you would like to know  
more about...

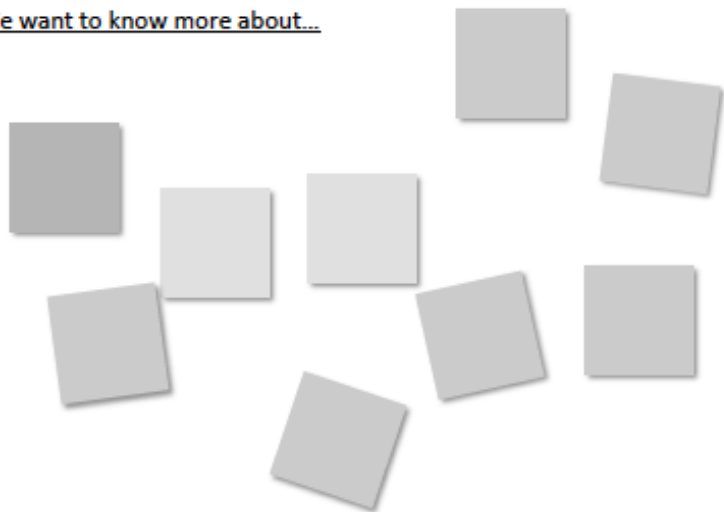
The challenge review  
may have changed  
your view on  
the project.

If you want to rewrite  
the challenge with HMW  
title, do it above

Share your knowledge on the go...  
You may be familiar with the topic  
or similar one (e.g. reading,

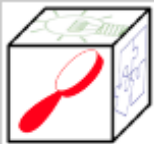
personal experience, beliefs).  
Capture all your assumptions.

We want to know more about...



Our personal experience/background tell us that ...





## 2. Restructure your thoughts and search for documents

One aspect of gathering information to the topic is to go through critical reading. This sheet helps structuring your thoughts.  
**Team activity-on its own/ Practiced during DT course – team on its own (but checked by mentor) / Use Post-its**

Select keywords for your future research



If list  
too exhaustive,



do grouping

Find similarities: separate keywords into labeled groups/categories



Split the search between team members: define who will search on what

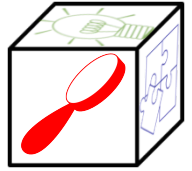


Hint:

Look for documents in  
newspapers, books, but also from  
scientific libraries / patent  
database (e.g. Scopus, Web of  
Science, Google Scholar...)

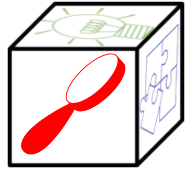
Set a common deadline to report  
your findings to your team and  
your mentor(s):

Delivery in ..... days



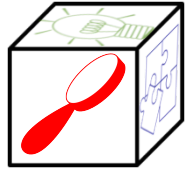
# Looking for people

- Finding the right people is critical to the outcome of your research
- Not so easy at it seems and requires the “whatever it takes” attitude
- *Veni vidi didici*



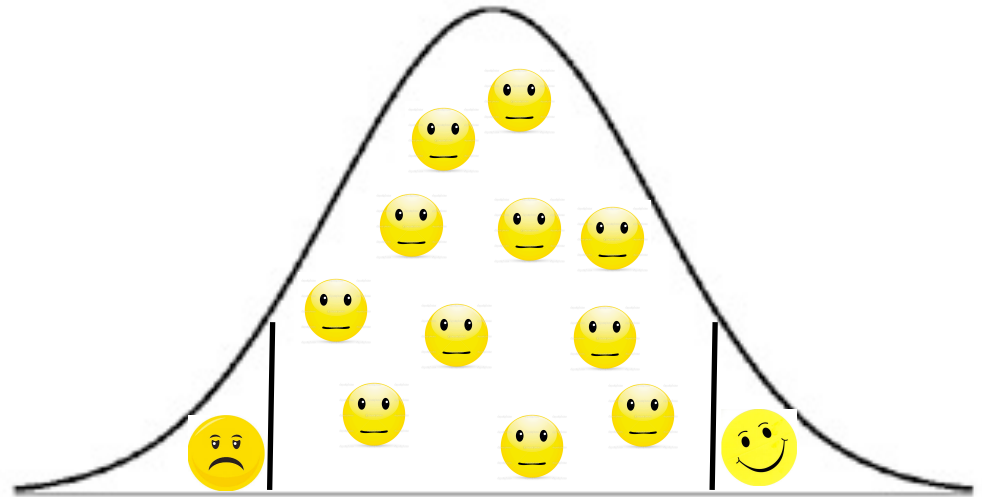
# Things to remember when recruiting

- Participant criteria (age, location, family status, occupation, familiar with technology...)
- General research approach/methodology (where, how long, which methodology...)
- If you are really recruiting (i.e. you don't know people), use screeners (i.e. questionnaire to target specific people)
- Compensation: sometimes people do not do things for free



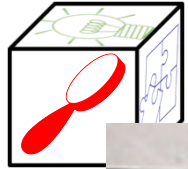
# Participants types

- Standard user
- Experts
- Extreme users



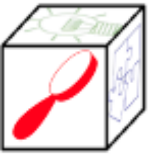
- *Family and friends (when small sample size is enough)*
- *Professional recruit (consumer research, location)*
- *On-the-fly / following observations*





www.alamy.com - BPF762

Ordinary user? Experts? Extreme users?



### 3. Prepare for empathy task – identify participants

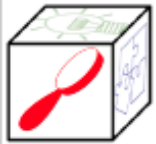
*Problems always involve people and take place in special scenes. You will need to look for obvious users and also less obvious ones from the first glance. Also identify places of inspiration. Think wide.*

***Team activity / Practiced during DT course – repeated during meeting with mentor / Can use post-its***

Cross-mapping:  
rewrite list of  
keywords /topics  
from previous step  
and associate them  
to people  
(stakeholders) and  
places

[illegible]

HINT: If you cannot get in touch with all participants or visit all places, prioritize the participants / places based on highest crossing ranking.

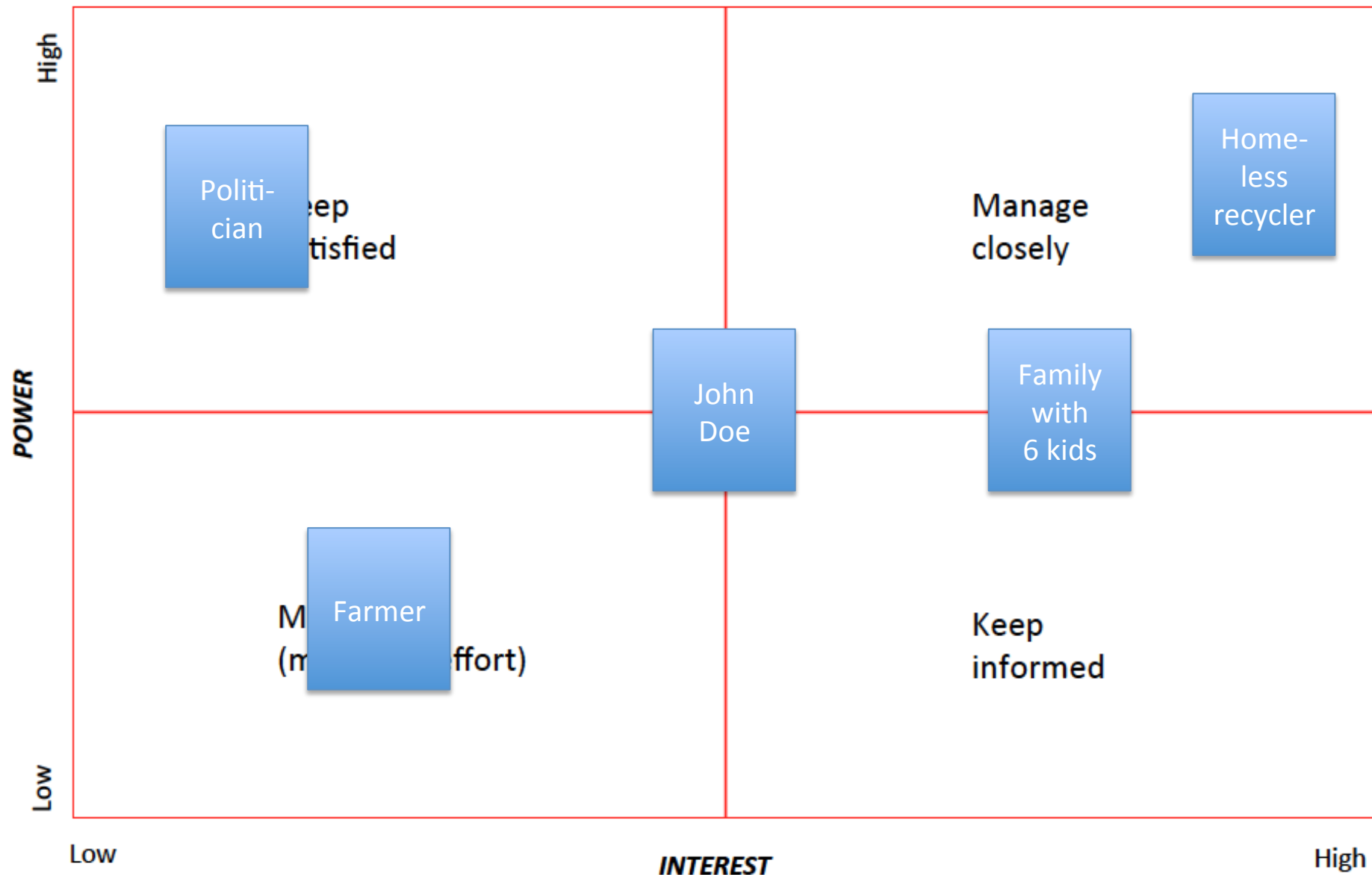


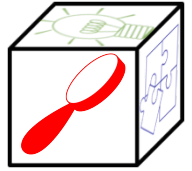
#### 4. Stakeholder map

30-45 min

*Problems always involve people and take place in special scenes. You will need to look for obvious users and also less obvious ones from the first glance. Also identify places of inspiration. Think wide.*

**Team activity / Practiced during DT course – repeated during meeting with mentor / Can use post-its**



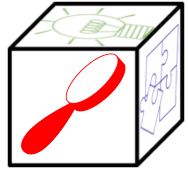


# Possible ways to proceed

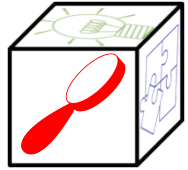
- Group session
- Interview
- Immersion
- Self documentation
- Questionnaire
- ...





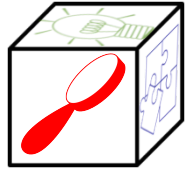


	GROUP SESSION	INTERVIEW	IMMERSION	SELF DOCUMENTATION	QUESTIONNAIRE
Aim	Express/discuss perceptions, opinions, beliefs, and attitudes towards a focus problem	interviewer asks questions to elicit facts or recollections of experiences from the interviewee	Feel in the shoes of users, to understand their logic and emotions	Participants record their own experiences, guided by your instructions. Capture thoughts, decisions and emotions	Research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents
Structure/ place	Round table discussion	Face-to-face	User's environment	User's environment	Anywhere but intuitively depends on focus / targeted users
Pros	Good overview of a topic More data (for cheaper) in less time	Can happen anywhere More intimate than group session Data can be shared easily	As close to emotional empathy as you can get You experience is your data	Access problem Intimate environment. Learning over extended period of time	Large data set Information on specific focus
Cons	Difficult to facilitate, keep focus Less rich, descriptive data Group conformity	Only rely on what interviewer asks and what interviewee says	Very time consuming Your experience is your only data Very reflective	No direct control with data May be subjective data	Need a lot of preparation Can cost money (printing issues) No control on respondent's dedication



# Places to immerse in

- Immerse yourself in context
  - Plan your observations in specific place/think of certain aspect you want to capture
  - Explore and take notes
  - Capture what you have seen
- Seek inspiration in analogous settings
  - Think of analogies that connect to your challenge
  - Make arrangements for your activities
  - Absorb the experience (observe people's activities and their environment)



# Warm-up

- Detective eye

