ACTIVITY A: RESEARCH PLANNING

WHAT DESIGN CHALLENGE ARE YOU ADDRESSING?

UNIQUE PERSPECTIVES
What are some unique perspectives you'd like to hear related to this challenge?

1.
2.
3.
4.
5.
6.
7.
8.

EXTREME USERS
Imagine who extreme users could be for your challenge. Start with the prompts below, and add your own.

Novice	
Expert	
Somebody who cares deeply	
Somebody who doesn't care	
Somebody who demonstrates radical behaviors	

ANALOGOUS INSPIRATION
To find analogous inspiration, first identify a behavior or experience that you would like to learn about. Then, think broadly about how different industries approach this.

Start with a few examples, then add your own.

Behavior/experience	Analogous example	Why
How mechanics use toolboxes	A dentist, surgeon, or hairdresser.	They use tools extensively in their jobs.
How people prepare for earthquakes	Preparing for births and deaths.	These are other life events that people plan for.
Wayfinding in a national park		
How to increase community involvement		

NOW THAT YOU'VE COME UP WITH DOZENS OF POSSIBILITIES, HIGHLIGHT THE TOP FEW TO PURSUE.

WHAT DESIGN CHALLENGE ARE YOU ADDRESSING?

STEP 1: GETTING TO KNOW YOU
Think about the people you're about to talk with. What are the basic questions you'd ask to get to know them?

STEP 2: CURRENT BEHAVIORS & BELIEFS
Think about your design challenge. Write questions to understand the current behaviors and beliefs around this challenge.

STEP 3: WHAT COULD BE
Craft some questions about the ideal state—to understand their wishes, ideas, and vision. These are often more difficult questions, which can be kept to the end of the conversation when you've built a solid foundation.

PROCESS CHECK
Look back over the questions you've written. Can they be answered in one word?
If so, rewrite them to be more open-ended.

SKETCH TIME
Think of something you would like your participant to draw—an experience, a feeling, a process, etc.
Now, create the prompt you would give them to draw this.

SHOW ME.
Craft a question that asks an interviewee to show something—a place, tool, artifact, etc.

STORIES
Craft a question that would be answered with a story.

YOU ARE NOW EQUIPPED WITH A RICH SET OF CONVERSATION PROMPTS!
once you're in the field, keep this in your back pocket—but don't stick to the script. let the conversation flow and evolve based on the interviewee's passions.

ACTIVITY C: PROTOTYPE DEVELOPMENT

CONCEPT NAME

TAGLINE

SKETCH

DESCRIPTION
Capture the essence in 2-3 sentences.

WHAT NEED(S) DOES IT ADDRESS? WHO DOES IT HELP?

WHY IS IT INTERESTING? HOW IS THIS DIFFERENT THAN THE STATUS QUO?

HOW WILL YOU PROTOTYPE IT?

NOW... GO BUILD!

ACTIVITY D: EXPERIMENT DESIGN

EXPERIMENT NAME

WHAT IDEA OR PROTOTYPE ARE YOU EXPLORING THROUGH THIS EXPERIMENT?

WHAT DO YOU HOPE TO LEARN?

WHO ARE THE POTENTIAL PARTNERS FOR THIS IDEA? HOW MIGHT THEY BE INVOLVED?

WHAT CHALLENGES DO YOU ANTICIPATE?

HOW WILL YOU EXPLORE THIS IN A SHORT-TERM EXPERIMENT? (NO LONGER THAN 2 WEEKS)