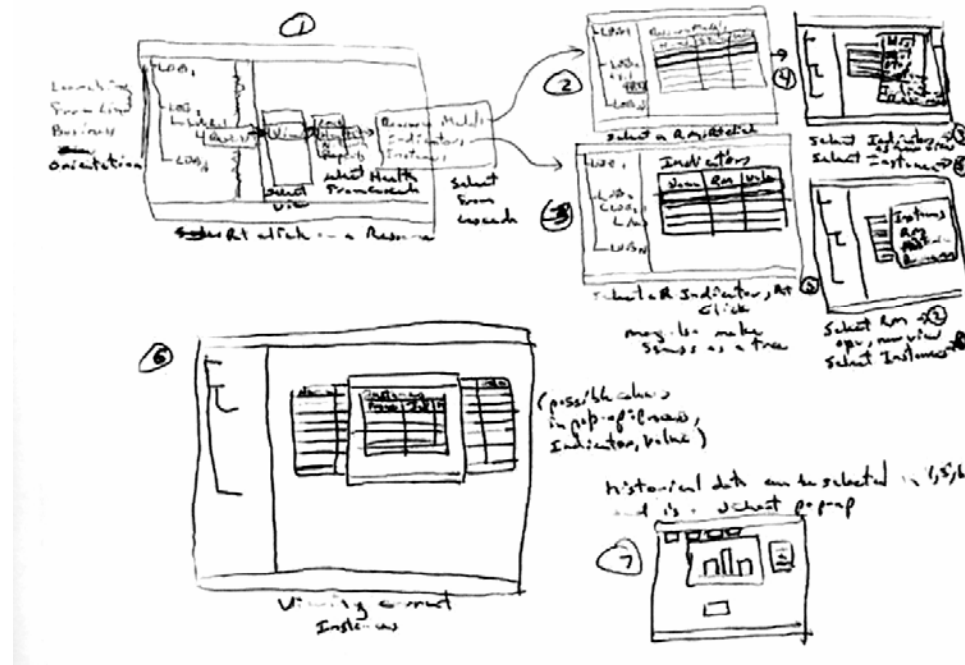


Questions?

- Groups and Project

Storyboarding exercise

- What did the storyboarding process force you to do?



How to improve laundry in one hour?

- Acceptance
 - Today assignment
- Analysis
 - Interview
- Definition
 - Identify the key problems
- Ideation
 - Brainstorming

What to ask and to whom?

- To the stakeholders
 - Constrains: cost, schedule, resources...?
 - Business objective?
 - Perception of their users?
 - How their vision differ?
- Subject matter expert
 - Develop an ongoing relationship with them
- To users and customers
 - Problem and frustration with the current state of affair
 - What, When, Where, Why and How do they reach their goals?
 - Could you show me

What to ask and to whom?

- To the stakeholders
- Subject matter expert
- To users and customers

Analysis: gathering users knowledge

- Real persons with real constraints
- Tools
 - Notepad
 - Camera
 - Tape recorder
 - Video



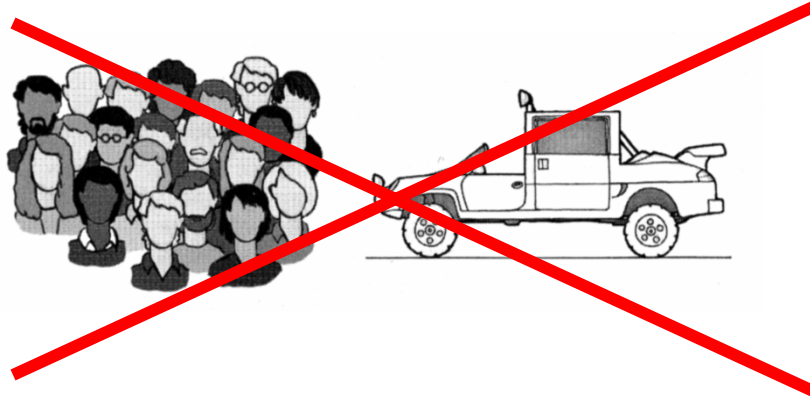
Conducting an interview

- Typical topics to explore
 - What is the problem at hand?
 - How is it addressed now?
 - What are the limitation of the current practice?
 - Who, when, where and why will they use the system?
 - What will they do with it?
 - Could you show me?
- Listen to users!
 - Do not comment on what is possible or not!
 - Do not force your views!
 - Users are always right!
 - Be sure to have clear communication channel!

Interview exercise

Definition

- Stay focused



- Use persona to focus your design

- Distinguish between task and goals!

- See About Face 2.0 by Alan Cooper



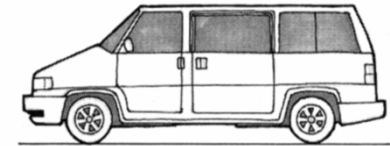
Alesandro's goals

- Go fast
- Have fun



Marge's goals

- Be safe
- Be comfortable



Dale's goals

- Haul big loads
- Be reliable



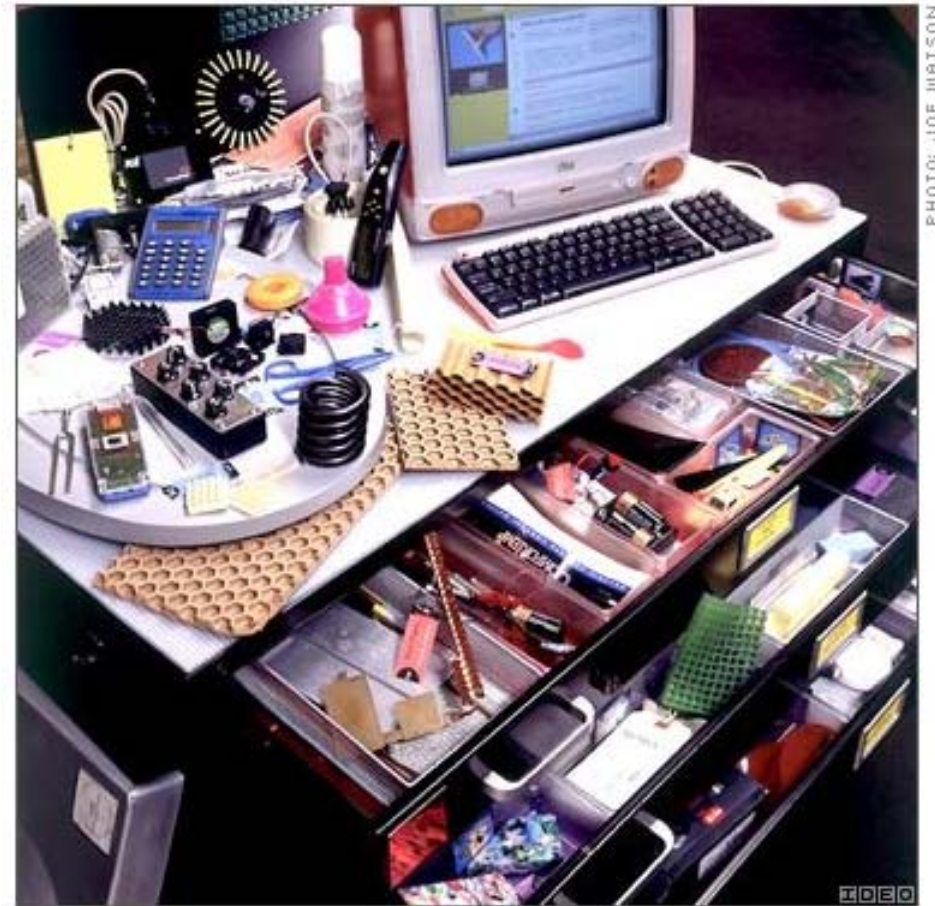
Laundry today

- What are the key problems?

Ideation

“The best way to get a good idea is to get a lot of ideas”

- Seed the brainstorm
- Get physical
- Follow the rules (IDEO)
 - One conversation at a time
 - Stay focus
 - Encourage wild ideas
 - Defer judgment
 - Build upon idea from others



The future of Laundry