4 Project Types – Eddie Obeng

<table>
<thead>
<tr>
<th>Process (How)</th>
<th>Outcome (What)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unknow</td>
<td>Fog</td>
</tr>
<tr>
<td>Know</td>
<td>Quest</td>
</tr>
</tbody>
</table>

- Movie
- Paint by Numbers
Paint by Numbers

- familiar
- have done similar things in the past
- have the skills and technology to do it
• lost
• have never done anything like this before
• need to take time to define the what and how
Movie

- tools and technology are well known
- no clear idea of the outcome or impact
- dangerous – you don’t know what to measure
• objectives are clear
• unsure how to go about achieving the goals
• explore in different directions and get feedback quickly
Nathan’s Hot Dog Eating Competition

1972 – 3½ min – 10 HDB
1982 – 10 min – 11 HDB
1992 – 12 min – 19 HDB
2000 – 12 min – 25 HDB
2001 – 12 min – 50 HDB
Takeru Kobayashi

“People saw this as an extension of eating, I saw this as an extension of sport – worth scientific enquiry.”

“People make a limit in their mind – They listen to what other people hold to be true.”

EPISODE 173 - A Better Way to Eat
https://freakonomics.com/podcast/a-better-way-to-eat/
FRAMING & REFRAMING

Diverge  
Explore & Create Options

Converge  
Make smart decisions
UNDERSTAND

OBSERVE

POINT OF VIEW

IDEATE

PROTOTYPE

TEST
Where to start?
HOW TO FRAME YOUR DESIGN CHALLENGE
THE DESIGN CHALLENGE

Why?

A starting point to get your team off on the right foot, to organize how you think about the problem, and during moments of ambiguity, it helps to clarify your direction.
DESIGN CHALLENGE

What?

a unique, concise statement about the problem, who it effects, and what you want to do about it
DESIGN CHALLENGE

Why?

a starting point to get your team off on the right foot, to organize how you think about the solution, and during moments of ambiguity, it helps to clarify your direction
DESIGN CHALLENGE

Scope

1. Does the challenge contain a variety of explicit and implicit human needs?
2. Does the challenge allow for a range of solutions?
Example 1
What is the problem you’re trying to solve?

Improving the lives of children
What do you want to do about it?

How might we improve the lives of children?
What is the ultimate impact you want to have?

We want young communities to thrive
What are some possible solutions to the problem?

- better nutrition,
- parents engaging with young kids to improve brain development,
- better access to neonatal care,
- early childhood education centres
What is the context?
What are possible constraints?

Because children aren’t in control of their circumstances, we want to address our solution to their parents.
How can we frame this?

How might parents in low-income communities ensure children thrive in their first five years of life?
1. Does the challenge contain a variety of explicit and implicit human needs?

2. Does the challenge allow for a range of solutions?

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what is the goal? or major challenge?
We want to sell more Big Issue Magazines
How might we sell more Big Issue Magazines?

How might the Big Issue Magazine foster mutually beneficial relationships with their vendors, in a world where the Big Issue needs to be more resilient?
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2. Does the challenge allow for a range of solutions?
How might the Big Issue Magazine foster mutually beneficial relationships with their vendors, in a world where the Big Issue needs to be more resilient?
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Your turn...
Redesign the __________ experience for ____________________________ in a world where ________________.

How might ____________________________ ________________,

In a world where ________________?
Redesign the _______experience for _______
in a world where ________.
[e.g. Redesign the savings experience for young, low-income earners, in a world where savings is seen as a grudge purchase.]

How might _______ _______
__________,
In a world where ________?
[e.g. How might young, low-income earners be more intentional about saving for their future, in a world where savings is seen as a grudge purchase?]
Specific Challenge
USER + NEED + INSIGHT
Think **Specific** – empathetic language about who your user is.

Think **Observation + Interpretation** – surprises, tensions, or contradictions (provides context; is changeable).

Think **Verbs** – physical or emotional necessities (concrete / not changeable / not a feeling).
Who are you designing for?
What is their context?
(social, emotional, functional)
What is the underlying insight / problem / need?
What is the underlying insight / problem / need?
The USER: a teenager

The NEED: needs to eat nutritional food

The INSIGHT: because (what we didn't realize) a good diet is vital for adolescent growth and development
Elements of a good POV

The USER: 14yo girl at a new school

The NEED: needs to feel socially accepted when she eats her healthy lunch

The INSIGHT: because (what we didn't realize) in her neighborhood, a social risk is more dangerous than a health risk
### What does a POV look like?

<table>
<thead>
<tr>
<th>Angela told us...</th>
<th><strong>INSIGHTS</strong></th>
<th><strong>Inference</strong></th>
<th><strong>Underlying NEED</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>She has 2 kids (12 &amp; 18)</td>
<td>Has no free time</td>
<td>She feels like she is &quot;on call&quot; 24/7</td>
<td>Relax and remember who she is</td>
</tr>
<tr>
<td>Oldest child just started university</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has no free time</td>
<td></td>
<td>She likes to keep busy</td>
<td></td>
</tr>
<tr>
<td>Works in town from 9-5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doesn’t know what her kids are up to</td>
<td></td>
<td>Doesn’t care</td>
<td></td>
</tr>
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</table>

**Underlying NEED**
- To reconnect with her kids
- Relax and remember who she is
- She needs a way to...
Point of View Statement

**USER**
- name + picture

**CONTEXT**
- needs a way to...
- What do we know about this person...

**NEED**
- because... interestingly in their world...
- What goal or action are they trying to achieve?

**INSIGHT**
- What was your big insight or inference?

Use your Insights and Needs to frame a human-centred design challenge.
Be quick to write down your thoughts.
Then discuss and edit.

**CONVERGE AS A TEAM AROUND ONE P.O.V.**
Point of View Statement

USER

Angela

name + picture

What do we know about this person...

CONTEXT

A hardworking professional that doesn't know what her kids are up to

needs a way to...

NEED

To reconnect with her kids

because...

Interestingly in their world...

To be invited into her child's life

because...

She feels excluded from her child's life

She no longer is entitled to that access

INSIGHT

a working parent that has no free time for herself

an overworked parent, with two kids

Relax and remember who she is

find stolen moments of personal time

She feels like she is "on call" 24/7
USER + NEED + INSIGHT

point of view

problem statement
Frames the problem as a **statement**

Provides narrow **focus**

Is seductive and captures **attention**
Does not design for everyone
Does not include all insights
Does not contain a specific solution
Does not tell you how you are going to fulfill your user’s needs
THANK YOU