Searching for a team?

SLACK CHANNEL
#0_looking-for-group

Searching for co-workers?
YOUR TEAM

• get started when you are at least 3 members

• up to 7 team members

• write your active members on www.evalhack.org
Tasks of the day

Take a screenshot of your team call
post it in #0_community channel
Questions for this session?

Write on Slack #0_Design_Thinking
Design Thinking Process

- **Problem Framing**: Day 1
- **Need Finding**: Day 2
- **Ideation**: Day 3
- **Prototyping**: Day 4
- **Testing**: Day 5
Macro Process
Phase II – Need Finding

What

• Understand the needs of the user more in depth
• Develop empathy!

Result

Key Insights

3 Methods

• Interviews & Key Insights
• (Challenge Redefinition)
Phase II – Need Finding

How can insights be generated?

- Interviews
- Shadowing
- User Journeys
Phase II – Interviews

Assignment

• Conduct 3 interviews (15min. per interview)
  • Prepare 3 questions and keep in mind:
  • Better go with an explorer mindset
  • Don’t try to confirm your own assumptions
  • Better: find out as much about the need or problem (instead of a possible solution)
• It is not about statistics – It about quick key insights
• Share the results within the team - especially your key insights
Phase II – Interviews

How to choose interview partner?

• Think about teammates / external partners / friends / etc. – someone you can interview easily

• Be inspired by extremes

[Diagram showing distribution with labels: Non-User, Extreme user, Experts, Analogue user]
Phase II – Interviews

Look for strong emotions, observe body language

„...Ice breaker....“

„...How did you feel when........?....“

„...When did you ... for the last time...?“

Truly listen

80/20
Phase II – Challenge Redefinition

Assignment

• Have a look at the collected insights. Does the additional information help you to narrow down your Challenge Definition (max. 10 min.)

• Please rewrite your Challenge Definition based on the learnings you had (max. 10 min.)
Phase II – Persona Development

**Assignment**

- Develop **one persona** that will represent your stakeholder (the most important one)
- Work alone and fill in the handout (max. 5 Min)
- Share your results in the team (max. 5 min. per teammate)
- Develop one persona together. Be creative and bring your persona to life (max. 10 min)

**Handout**

**DAY 2: Persona**

**TASK: Make this person as real as possible**

- What is my name?
- What is my sex and how old am I?
- Where do I came from?
- What is my profession?
- Anything else? Mom / Dad / married / divorced / ...?
- What are my wishes?
- What do I love?
- What are my pain points?
Phase II – User Journey

**Assignment**

- Write down the process
  - First work alone (max. 5 min.)
  - Share your results (max. 5 min per person)
  - Design a process together (max. 15 min)
- Define the pains and wishes during the process steps of all relevant stakeholders
  - First work alone (max. 5 Min)
  - Share your results (max. 5 min per person)
  - Design a process together (max. 15 min)

**Handout**

DAY 2: User Journey

<table>
<thead>
<tr>
<th>TASK: Describe the process with its pains and wishes as detailed as necessary and as global as possible</th>
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</thead>
<tbody>
<tr>
<td>Steps</td>
</tr>
<tr>
<td>Activity</td>
</tr>
<tr>
<td>Wishes</td>
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<tr>
<td>Pain points</td>
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</table>
And again - the Design Thinking Process is YOUR process, so choose the method you think fits the best to your challenge. The recommendation would be: