

RAPID IDEATION AND FORCED PROVOCATION

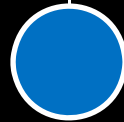
Format for today's bootcamp:

Ethnography



A Process for Seeing:
Guerilla Ethnography,
Lauren Serota

Synthesis



Rapid Ideation and
Forced Provocation,
Jon Kolko



Understanding Insights
and Themes,
Jon Freach

Prototyping



Interface Visualization
and Design,
Justin Petro

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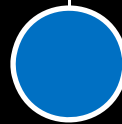


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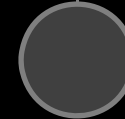


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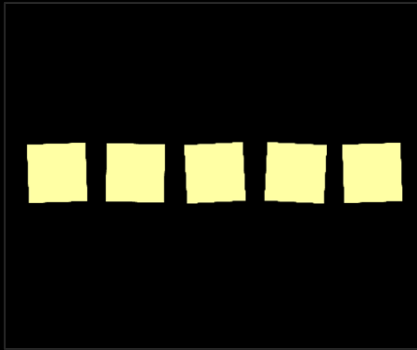


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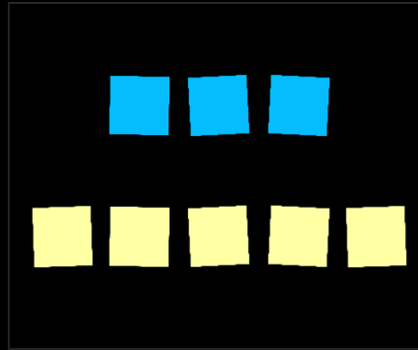


Extracting insights and themes

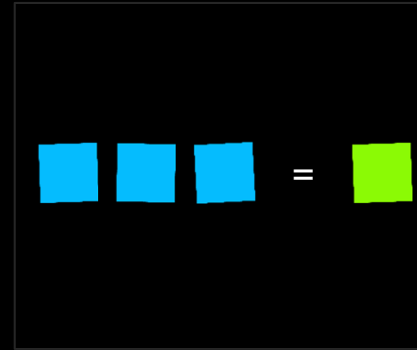
Observations



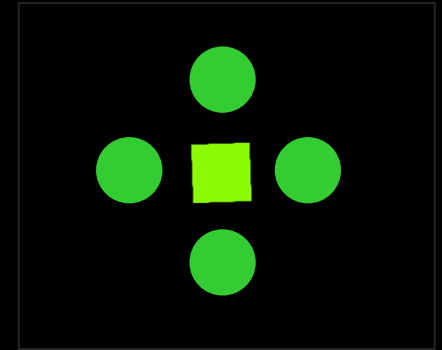
Insights




Themes



Ideas



 Make observations


Analyze your field notes, write up key observations, look for patterns, and organize them in groups.

 Draw insights

Draw insights from the key observations in each group. An insight is a summary of similar data points in a concise statement.

 Extract themes

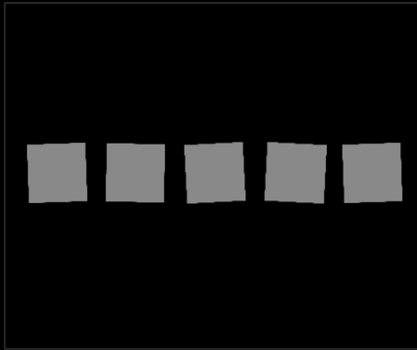
Extract themes by forcing comparisons between insights. Themes provide context and actionable direction for design ideas.

 Generate Ideas

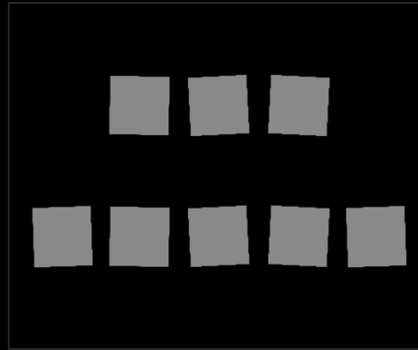
Generate ideas using rapid ideation and forced provocation between themes and other ideas from your own experience.

Extracting insights and themes

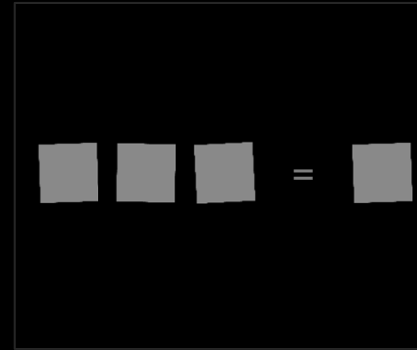
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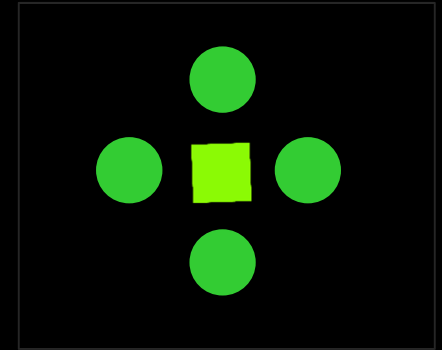
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Reframing

A frame is a perspective or viewpoint:

“Even though frames define what count as data,
they themselves actually shape the data
(for example, a house fire will be perceived differently
by the homeowner, the fire fighters,
and the arson investigator).”

Klein, Moon & Hoffman

Reframing is a method of shifting semantic perspective in order to see things in a new way.

1. "Re-embeds" a product, system or service in a new (and not necessarily logical) context
2. Explores associations and hidden links to and from the center of focus
3. Posits a "what if" scenario implicitly
4. Is primarily semantic (a tool for cognition)
5. Encourages empathy
6. Forces understanding of the various touchpoints
7. Identifies implications and insights

Consider a toothbrush ...





environment

in the bathroom



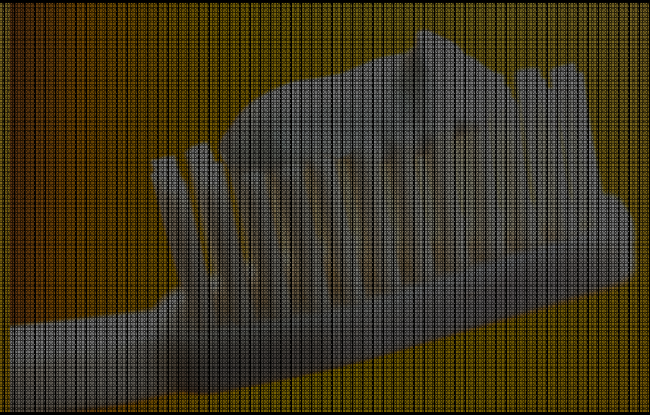
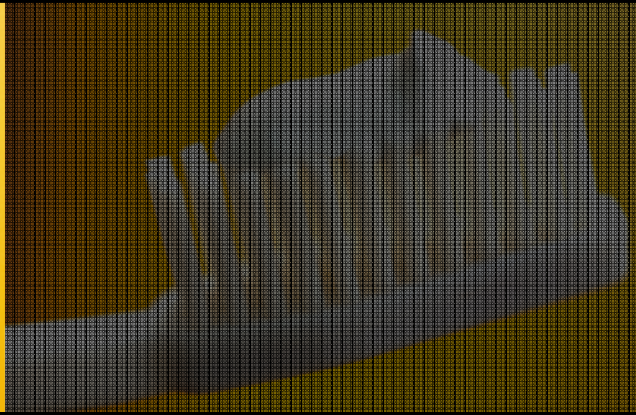
perspective

consumer



embodiment

object



environment

perspective

embodiment

in the bathroom

consumer

object

reframed in a new environment:

In the kitchen

In an airplane

At a conference

primary user goal:

Remove food

Remove smells

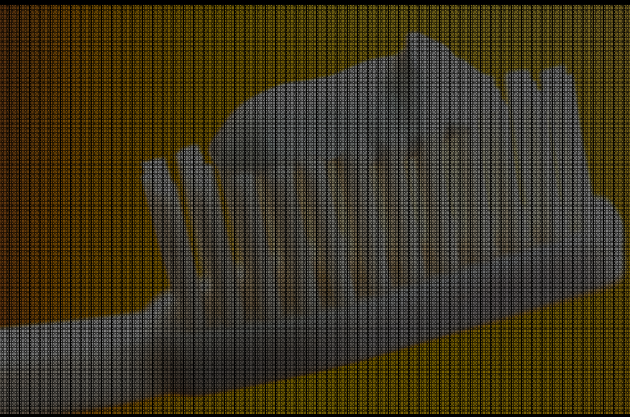
Remove lettuce before giving a talk

implications and insights:

Teeth cleaning should allow for a way to quickly get pieces out of hard to reach places, and shouldn't require a mirror

Provide a way to quickly and nonchalantly freshen breath in close quarters and without being offensive to other passengers

Teeth cleaning should include some form of sharp picking object, and should clearly indicate when you missed a chunk



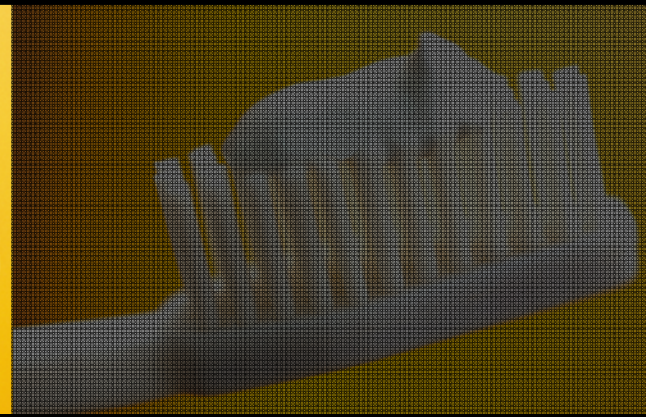
environment

in the bathroom



perspective

consumer



embodiment

object

reframed from a new perspective:

primary user goal:

implications and insights:

Dentist

Effectively clean teeth and prevent future problems

Teeth cleaning should be as rigorous as possible, and should be "future proof" for some period of time

Hotel Housekeeper

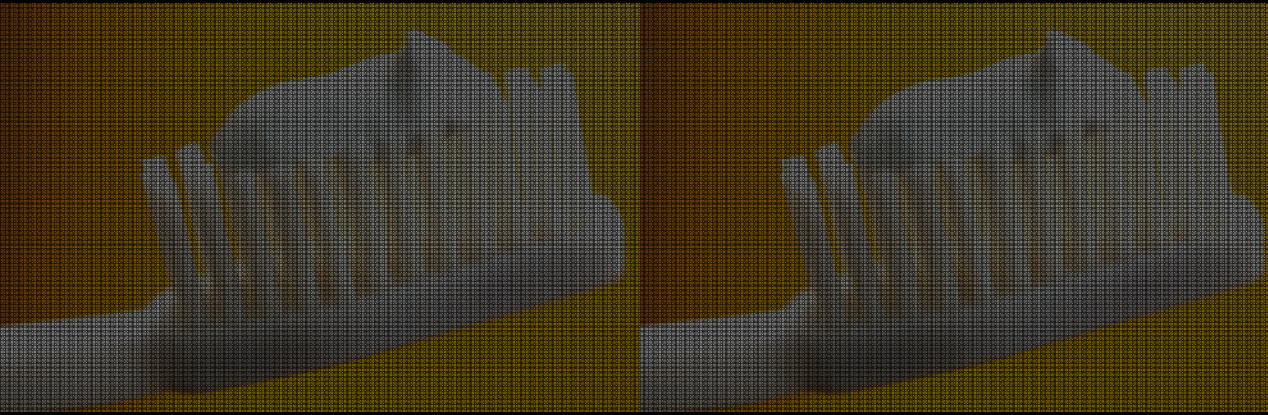
Clean the hotel room

Teeth cleaning should have as small a disposal footprint as possible, and shouldn't generate any extra work, trash, or waste

Blind Date

Avoid looking at spinach-in-teeth all night

There should be a way to casually alert the date that they have something nasty in their teeth.



environment

perspective

embodiment

in the bathroom

consumer

object

reframed as a new embodiment:

primary user goal:

implications and insights:

A Plant

Clean teeth while feeling closer to nature

There should be a plant with teeth cleaning properties, that can live peacefully in one of the aforementioned environments

A Spray

Clean teeth quickly without friction

A portable spray should freshen breath but should also clean teeth; instant or quick acting timeframe, through a fine mist.

A Service

Gain "dentist visit" cleanliness in between visits

Provide a quick-stop for interim dentist appointments – at the mall. Should be trustworthy and clean; legal implications...

Reframing is easy, and easier in teams – but requires that you perform an abduction

1. Identify the product, service or system that is being reframed. It's not always what your client asked for. (1+ hour)
2. Create blank reframing charts on paper, one each for environments, users, and embodiments. (5 minutes)
3. Free associate new items for the left column of each chart; work on all three charts at once. There are no bad ideas: criticism is completely suspended. (1+ hour)
4. Begin to fill in Primary Goal for all items in all charts. Try to paint a picture of a credible story; judge responses and add criticism as appropriate, but only in relationship to the primary goal column. (2 hours)
5. Begin to fill in the Implications and Insights column in all charts. There are no bad ideas; criticism is completely suspended. An item can generate more than one implication or insight; if it does, create a new row to capture it. Try to generate thirty-fifty items for each list. (4 hours)
6. Extract implications and insights that are relevant based on the specific constraints of your project, and list them: these can then be integrated with the rest of your design criteria. (1 hour)
7. Select the best ideas, and sketch them. (3 hours)

For today, reframe as a **new embodiment**:

new embodiment

primary user goal:

implications and insights:

1. An object

2. A service

3. A website

4. An iphone application

5. An ipad application

6. ...

... try to get 50 different ideas!

DESIGN FOR IMPACT BOOTCAMP