

Exploring The Challenge & Creating Interview Questions



thinkjarcollective.com

**Human Centered Service Design Thinking
Discovery and Research phase**



Discovery Phase

It's time to figure out what you already know (and believe you know) about the challenge.

Describe a little about what you think the challenge is about at present. Why is it important to tackle it?

Share what you know and what you would like to know more about

Take five minutes to answer the questions below yourself and then five minutes to discuss your answers with your team. If it's helpful, use Post-it notes to organize your thoughts and look for unique perspectives as well as overlaps in your team's knowledge base.

What are the aspects of the challenge that you already know a lot about? What are your assumptions?

Where are the aspects of the challenge where you need to learn more? What don't you know?



Discovery Phase

Why is this a problem? What is your sense at present the root causes might be?

What have you already thought might help? What have you tried?

If this problem or challenge was solved, what would you have that you don't have now?

Plan your research



Review the Discover Research Methods

1 People

Who will you be designing for? Consider both the core user and the extended community. Imagine a map of all the people who might have something to do with your design challenge. Think of characteristics that would make them interesting to meet. Also consider speaking with users who represent extreme (as opposed to mainstream) viewpoints.

2 Experts

Who are the inspiring researchers or organizations in the space of your design challenge? Successful members of the target population can also be great experts. A telephone or Skype call with experts who aren't local often works very well.

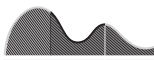
3 Immerse Yourself in Context

With a curious mindset, inspiration and new perspectives can be found in many places and without much preparation. Sharpen your skills and get started observing the world around you. Plan your observations by choosing places where you can have experiences that are relevant to your challenge.

4 Analogous Settings

What are the activities, emotions, and behaviors that make up the experience of your challenge? Now select similar scenarios that you would like to observe in places and situations that are different than your design challenge.





RESEARCH TIPS

To cover the most important topics, try to ask questions that will allow you to learn details related to each of these key categories:

Personal details

Who are you meeting and what are their demographics (profession, age, location, etc.)?

Motivations

What do people care about the most? What motivates them?

Frustrations

What frustrates them? What needs do they have that aren't being met?

Interactions

What is interesting about the way they interact with their environment?

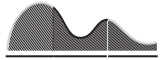
People who know about the challenge?

People who use the services?

What are some questions you could ask?

Hint: Start easy and relaxed and then go deeper. What do people really need and want from the service?

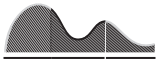
Interviews



Research

Who:
How they are connected with the challenge?

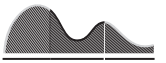
Interviews



Research

Who:
How they are connected with the challenge?

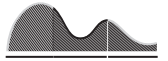
Interviews



Research

Who:
How they are connected with the challenge?

Immerse yourself in inspiring parallel context



Research

Visit organizations, institutions, and events that you can gather inspiration from. Plan your observations by choosing places where you can have experiences that are relevant to your challenge. Take notes and photos. Capture interesting quotes by talking to people that spend time in these spaces. What do they love? What is frustrating? Draw sketches, plans, and layouts.

