



The previous
minutes are
before the
SALAD!

Just use
3 salads
Dressing
Croutons

Coffee!
choice

Good was
Din

Presentation
ambience
is
important

Fast
Service

eating
out is
expensive

Does that
and food

Want
Organic or
Local Options

Veggie
option

Different
Option -
something
new

Clean &
Visual

Service was
Congested

Proximity

I shared feedback
with slow food
preparation

I would
get in line
for that
'Burger'

I heard that
fast food + coffee
are most likely
high sales
divergent

Breads

Texture

Clean
Flow

Clean

'THE ORIGINAL
Process was
A BLOCKADE.'

I like an
opportunity
to get out of
the office -
see something
new

I shared desire
for central easily
location within
work building

I heard that
Long wait
time + more
negative lunch
expect

Remember the

I heard
Organic are
best part of
middle
back

Answer
from user

had pictures
for the menu
which was

Choose
from

Setting the Context: Human-Centered Design

Your challenge: To figure out how to incorporate the TANF client's experience into the decision-making process of your partner's organization.

For the next 4 minutes...

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

d. 

Switch roles & repeat Interview 1.

Ask your partner to tell you about the ways that they incorporate the TANF client's experience into their decision-making process.

- How did they do it?
- Why was it meaningful?
- How did they come up with their current process?

For the next 4 minutes...

2 Dig deeper

8min (2 sessions x 4 minutes each)

Notes from your second interview

Dig deeper.

- **Look for stories, feelings and emotions.**
- **Ask ‘Why?’ often.**

Switch roles & repeat Interview 2.

For the next 3 minutes...

3 Capture findings 3min

needs: things they are trying to do*

*use verbs

insights: new learnings about your partner's feelings/
worldview to leverage in your design*

*make inferences from what you heard

Individually...

Synthesize your learning into two groups: your goals and wishes, and insights you discovered.

For the next 3 minutes...

4 Define problem statement 3min



_____ **partner name/description**

needs a way to

_____ **user's need**

Surprisingly // because // but ...

[circle one]

_____ **insight**

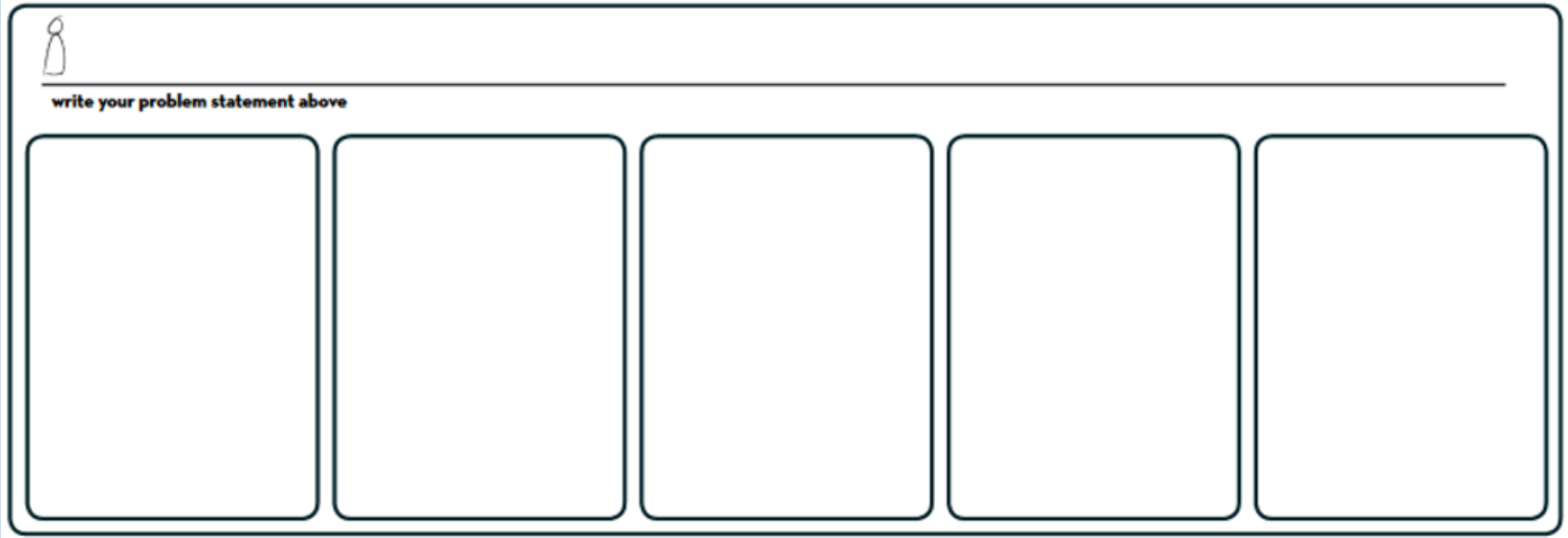
Individually...

Select the most compelling goal and most interesting insight to articulate a problem statement.

For the next 5 minutes...

Ideate: generate alternatives to test.

5 Sketch at least 5 *radical* ways to meet your user's needs. 4min



write your problem statement above

- Rewrite the problem statement at the top of the page.
- Sketch as many ideas as possible for your partner's problem statement.

For the next 4 minutes...

6 Share your solutions & capture feedback. 8min (2 sessions x 4 minutes each)

Notes

d. 

Switch roles & repeat sharing.

- Share your sketches with your partner.
- Note likes/dislikes and ideas that build on the ideas, but also listen for new insights.

For the next 3 minutes...

7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

d.⊗⊗⊗⊗⊗

- **Consider what you have learned about your partner and about the solutions you generated.**
- **Sketch new ideas based on your partner's feedback.**

For the next 10 minutes...

8 Build your solution.

Make something your partner can interact with!

[not here]

10min

d. 

Individually...

- **BUILD!**
- **Use the materials at your table to create a physical prototype of your solution.**

For the next 4 minutes...

9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)

- Share your prototype with your partner.
- Jot down your partner's
 - Likes
 - Dislikes
 - Questions
 - Ideas

For the next 10 minutes...

- **Place all prototypes in the middle of the table.**
- **Share your innovations with your table!**