

PUT YOUR KEYS ON THE  
TABLE.

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# MODULE 3

# UNDERSTANDING PEOPLE

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Ben Woods

# Module 3: Understanding People

- **Key Topics**

- Learning about people
- Observation
- Interviews
- Personas

- **Activities**

- Observation, Interviews, Affinity Diagrams

- **Ask yourself:**

- Do you ever watch people and realize they could do something better?
- Do you every think about how you do some activity, then realize you could do it better?
- How can you ask questions in a way that gets you answers, but doesn't 'lead the witness'?
- How can these points help you to put the customer at the center of your solutions?

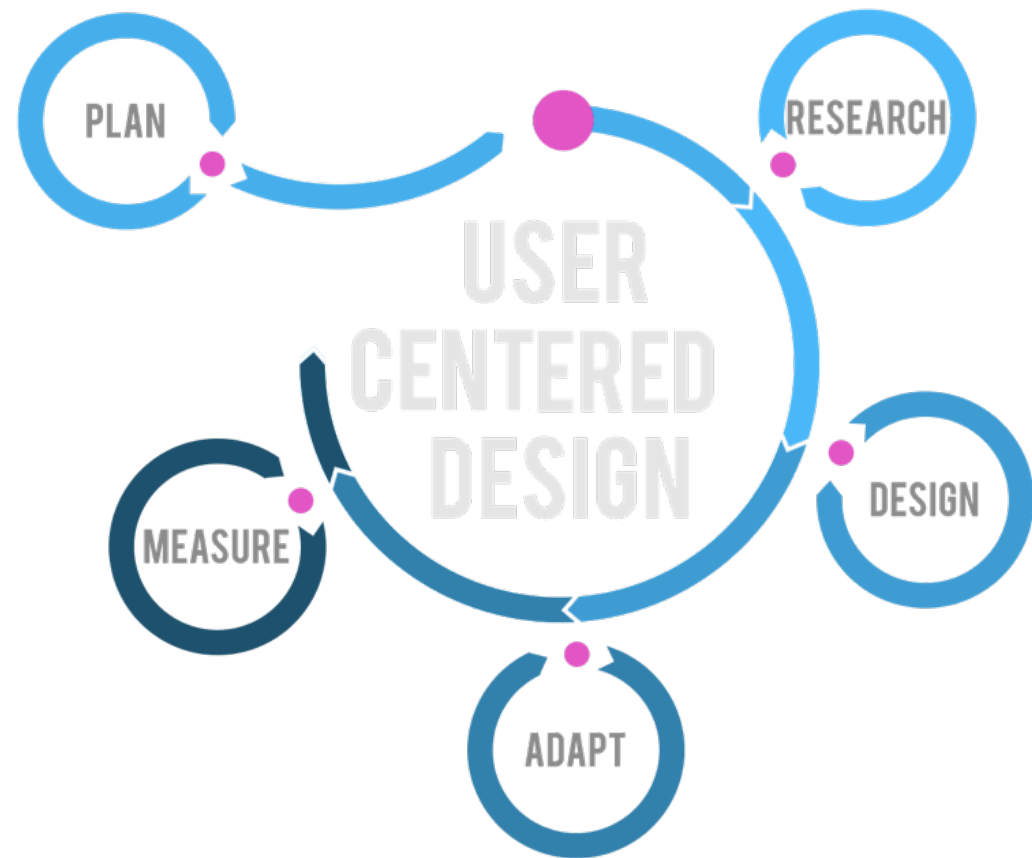
# WARM UP ACTIVITY: KEYS

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# Activity: What can you learn through observation?



# The User Centered Design Process



# UNDERSTANDING PEOPLE

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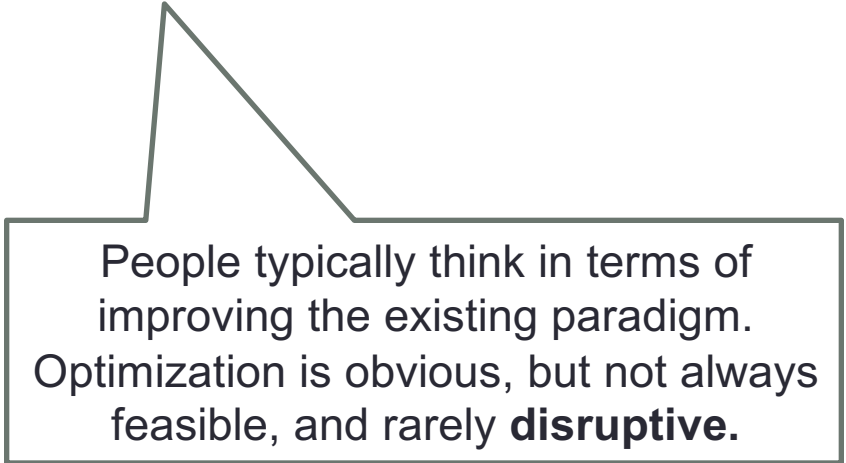
If I'd asked customers what they wanted, they would have said a **faster horse.**

-Henry Ford



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People typically think in terms of improving the existing paradigm. Optimization is obvious, but not always feasible, and rarely **disruptive.**

To design for people, you have to understand **people.**

## Why are we spending so much time on this?

- Tom Kelly on observing customers

# Observation

- We can learn a LOT simply by thoughtfully watching how people use systems.
- Actions speak louder than words.
- There are lots of things people don't think to tell you – or will not tell you.

# Self checkout



# How to observe

- Don't interact with people.
- Find a location that is inconspicuous.
- You don't want people to feel they are being observed.
- Bring a small notebook or piece of paper.
- What are they doing?
- What are they saying?
- Wearing?
- Holding?
- Do they pause or appear confused? Do they repeat actions? Do their facial expressions change? Do they ask for help? Do they give up?

# Can observation create new products?

- Objectified video





# OXO Good Grips



\$1.49



\$3.99



\$21.99



# Can observation change an industry?

- By 2000 OXO was enjoying 37% annual growth.
- Virtually no need for advertising.
- 100s of design awards

*“We wanted to appeal to the broadest possible market, not just a very specific market of arthritics and the infirm”*

*Sam Farber, Founder, OXO*

# ACTIVITY: OBSERVATION

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# Activity: Observation

- How do people use smartphones?
- Over the next 45 minutes and into lunch:
  - Visit the lobby, go outside, maybe visit a coffee shop.
  - Maybe a grocery store – how do people treat the packaging?
  - Bring paper and a pencil!
  - Watch the people around you.
  - How do they eat potato crisps?
  - Pay special attention to how they treat the packaging.
  - How do people carry packaging?

**ACTIVITY TIME:  
45 MINUTES**

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ACTIVITY TIME:  
DEBRIEF 10 MINUTES

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# INTERVIEWS

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# CASE STUDY: THREE MOBILE

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Shop

Support

Hub

What are you looking for?



Login. Register.



Awesome deals that won't last forever. Ends 31st January.

# Winter SIM deals.

Start 2018 with a better SIM deal.

Buy now.



4GB data	£10 a month
12GB data	£15 a month
30GB data	£20 a month



Want to shop?



Need support?



Top-up now.



Our network.

# Pre-pay mobile

- Customer Satisfaction survey for Pre-pay were low.
- But why?
- On to the interviews!



[Shop.](#)

[Support.](#)

[Hub.](#)



[Login.](#) [Register.](#)

simplilearn

## Web top-up.

Log in to your My3 account to view your itemised bills, check to see if you're eligible for an upgrade, find out about existing customer deals, update your personal details and more.

Mobile/device number



Password



Minimum of 7 characters is required.

 Show

Log in

[Forgotten your password?](#)

We only accept cards that are registered to a UK address.





**Shop.**

**Support.**

**Hub.**

What are you looking for?



**Login.** **Register.**

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## Web top-up.

Enter the number you'd like to top-up.

[Find out your number.](#)

How would you like to top-up?

- Credit/debit card.
- Voucher.

**Top-up this number.**

We only accept cards that are registered to a UK address.





Orange PrePay

- oferta PrePay pentru clientii noi si existenti
- program de loializare PrePay Bonus
- Internet PrePay
- PrePay supporter
- reincarcare si bonus**
- Orange Young
- cartela SIM si tarife
- serviciile PrePay
- asistenta online



# Vacanțe afară,conversații ca-n țară

## Netul și minutele naționale valabile acum și în Europa

### reincarca aici contul PrePay direct cu cardul bancar

Iti poti reincarca oricand contul PrePay direct cu minute, SMS sau MB pentru internet.

te rugam sa introduci numarul pe care vrei sa il reincarci:

Reincarca direct cu ceea ce iti doresti :

**Optiuni cu minute**

**Optiunea de 5 euro credit cu beneficii nationale**

- Nelimitat minute si SMS in retea
- 1000 minute nationale si internaționale, din care 100 minute s internaționale pe mobil UE
- 2 GB

**Optiunea de 6 euro credit cu beneficii nationale**

- Nelimitat minute si SMS in retea

Descarca aplicatia Contul meu pentru mobil si poti oricand sa:



- platesti online orice factura Orange
- reincarci la curs BNR cartele Orange PrePay
- afli totul despre convorbirile tale
- descoperi ultimele noutati de la Orange

Completeaza mai jos numarul tau de telefon si vei primi prin SMS linkul pentru descarcarea

UX isn't about features.  
**Avoid featuritis.**

GOOD INTERVIEWING IS  
GOOD LISTENING

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# Asking good questions

- Keep questions short – no more than 20 words.
- Typically start with “Tell me about...” or “What has been your experience...”
- Don’t force choices
- It’s great to ask follow up questions, but stay on track

# More than words

- As we interact with people, take note of more than what they say.
- Tone of voice.
- Do they avoid anything?
- Do they make statements that are obviously false or incorrect?
- Notice their posture and body language.



# What does Google say about interviewing?

- <https://youtu.be/8tiuWYs5Z-A>

# ACTIVITY: INTERVIEWS

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# Activity: Interviews

- How do people use/consume potato crisps, how do they use the packaging?
- In 15 minutes:
  - Pair up
  - Develop a series of 3-5 questions.
  - Ask questions that can help you to understand what people do with their phones.
  - Think about questions about where they bring their phones.
  - Any problems they run into?
  - Test questions with each other.
- Over the next 45 minutes:
  - Visit the lobby, go outside, maybe visit a coffee shop.
  - Bring paper and a pencil! Work in pairs - one person who asks questions, the other takes notes.
  - Approach 1-2 people and conduct quick interviews.

**ACTIVITY TIME:  
45 MINUTES**

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# DEBRIEF

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# AFFINITY DIAGRAMS

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# What do we do with this information?

- It is important to analyze data as soon as you get it.
- Your memory of the research will decay very quickly!
- Many ways to interpret data, some highly quantitative, others less so.
- We will work on an Affinity Diagram to help us identify common themes.



# More examples

- <https://youtu.be/jvTSsJrDZec>

# How to build an affinity diagram

- In your pairs or individually
- Write key themes that you saw in your interviews and observations.
- Write each on a post-it note
- Gather your broader team together.
- Put all of the post-its on the wall
- Start grouping them together where they are similar
- When you have similarity – name these categories.
- What insights are getting from these categories?

# ACTIVITY: INTERPRET DATA

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# Activity: Affinity Diagrams

- 10 minutes
  - In your pairs or individually
  - Write key themes that you saw in your interviews and observations.
  - Write each on a post-it note
- 30 Minutes
  - Gather your broader team together.
  - Put all of the post-its on the wall
  - Start grouping them together where they are similar
  - When you have similarity – name these categories.
  - What insights are getting from these categories?

**ACTIVITY TIME:  
40 MINUTES**

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# DEBRIEF

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# Module 3: Wrap up

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