# Migration & Game Design Working Group Intro to Design Thinking

Wednesday November 13

## Introductions



#### **Danielle Hernandez**

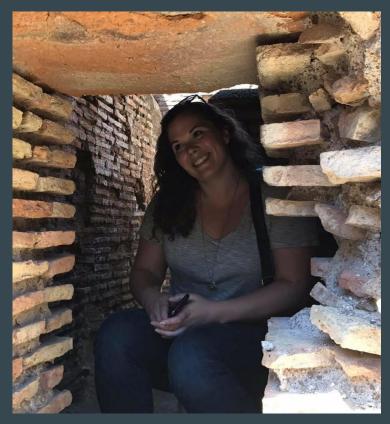
Senior Design Strategist at SCD <u>dherna34@illinois.edu</u> | hernandezd.com

My background is a BFA from Iowa State in Graphic Design, MFA from NYC's SVA in Design for Social Innovation

What I do here:

- Senior Design Strategist, Social Impact
- co-teach courses in social innovation space
- work on social impact projects on + off campus

## Introductions



#### **Amanda Henderson**

Lecturer + Senior Design Strategist at SCD <u>akhende2@illinois.edu</u>

My background is in Industrial Design, Exhibit Design, Experience Design, + Teaching

What I do here:

- teach and create courses
- run projects on and off campus
- support new team members in learning the design thinking process



The Heart of Creation for the campus community to Question. Discuss. Dream. Invent. Innovate. Collaborate.

#### Illinois Breaks Ground on Siebel Center for Design

Construction is expected to begin this summer on the campus-wide hub, which will offer an abundance of tools and space for students to advance technology through collaboration and an interdisciplinary approach.



#### **SCD** Mission

To foster multidisciplinary collaborations across campus, using design thinking as an approach to promote <u>human centered design</u>, reflection, and iteration.

# Introduction to Design Thinking

Human Centered Design is an interdisciplinary, problem solving approach that identifies the unmet needs of a population in order to collaboratively develop solutions.

# Connect with the people you are designing for - their lives, their interests, and their motivations.

# And then design from there.

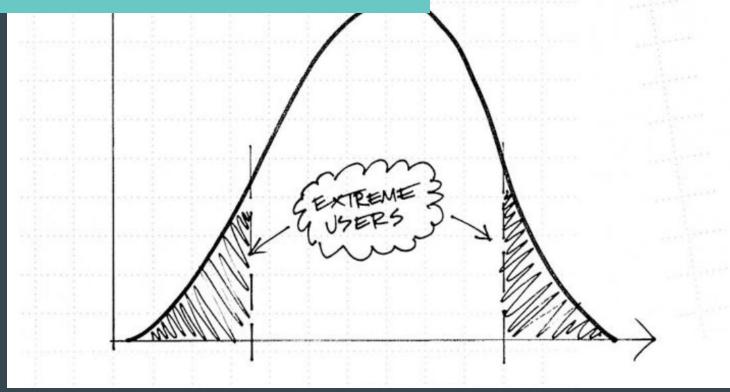
# Walk in their shoes.



# Be an anthropologist.



## Find extremes.



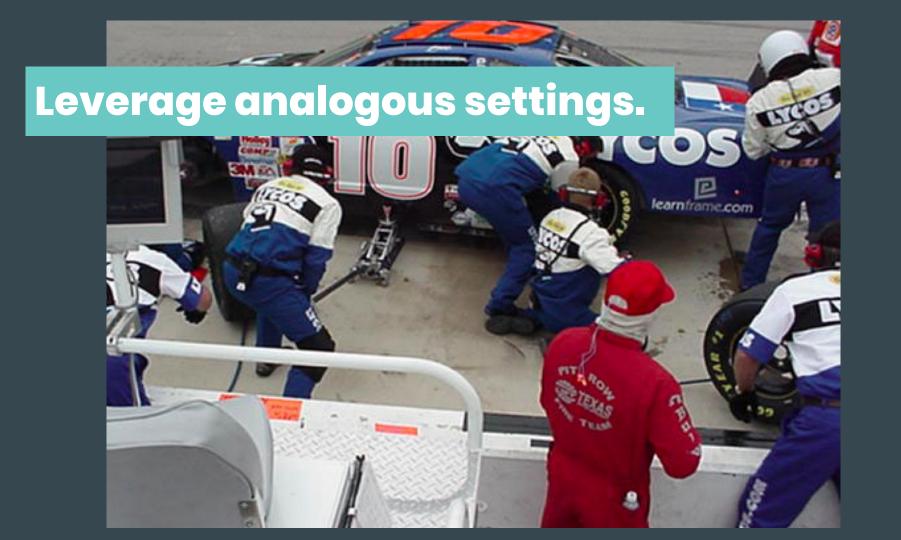
# Find extremes.

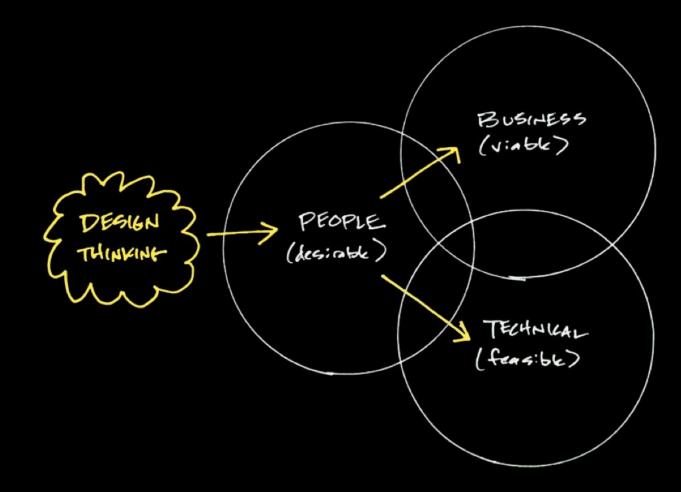


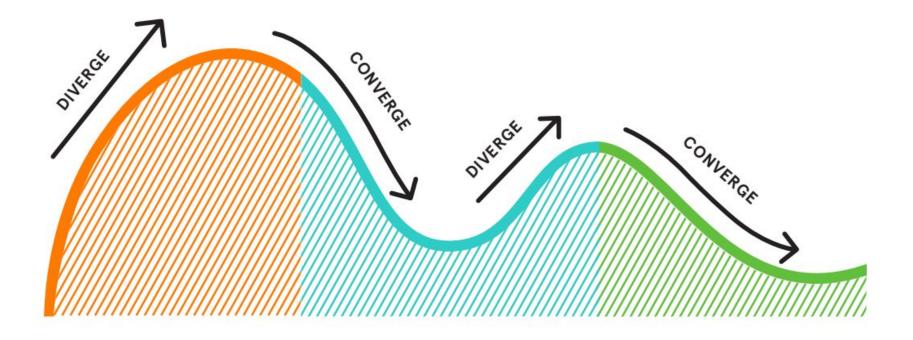
# Leverage analogous settings.



0



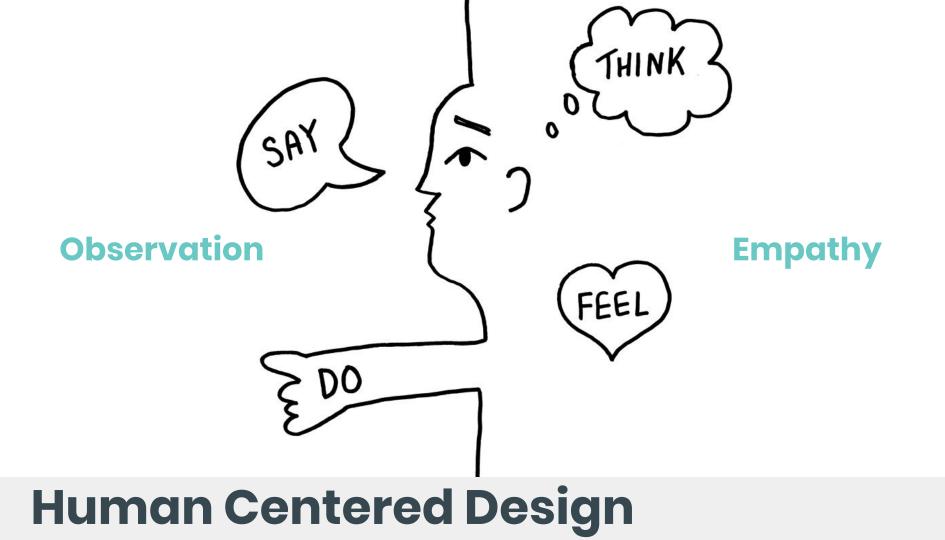




# Build to think, think to build



# **User Research**





# Demonstrate how you open the pill bottle.





# Synthesizing Research

### Four Key Activities for Synthesis

- 1. Tell stories about individuals
- 2. Look for patterns
- 3. Extract the key insights
- 4. Create frameworks to best communicate

# 1. Tell Stories About Individuals

TWO STORIES

#### Lisa 30yo, 3x cancer survivor

5yo — Ewing's Sarcoma, in remission 13yo — 2nd Osteosarcoma, in remission 30yo — Hylanizing Clear Cell Carcinoma, in remission

Pursuing a master's degree in games & education, after deciding not to be an oncologist for fear of spending her life in a cancer ward.

"I was told I was not going to make it through the weekend... my parents were asked to make funeral arrangements. The hardest thing was saying goodbye to my sister."

"No way did I think that bump in my mouth could be cancer."

"Once she got out of the Google terror rabbit hole she actually became useful — and convinced me to go to the best surgeon, who invented the procedure."

"I imagined all the things I would do when I grew up — going camping, going hiking. This one year was the tradeoff I would make to have the rest of my life."



TWO STORIES

## Frederick and Natasha

#### 53 yo, stage 2 esophageal cancer

Fall 2015— undiagnosed symptoms emerge Summer 2016 — diagnosed with stage 2 esophageal cancer Feb 2018 — Completed second round of treatment

Immigrated from Colombia 11 years ago. Frederick works as a painter. They have three daughters and a very tight-knit Catholic community.

"When I was diagnosed it felt like I was going into the lightning storm. I am a pilot in Colombia and it's very bad if you're flying."

"The hardest part was surgery. It was like the flame could go off anytime and he"d be gone. I didn't know if I would see him again. The surgery was seven hours and I stayed the whole time."

"I feel like I am the mom of everyone here. I can't cry in front of him with him going through this...the shower became my best friend. I would cry in the shower."



## Four Key Activities for Synthesis: 1. Tell stories about individuals

- Take turns telling stories
- Actively listen to your team members and look for meaning
- Analyze and interpret meaning
- Focus on the highlights
- Go deeper

# 2. Look for Patterns

## Four Key Activities for Synthesis:

#### 2. Look for patterns

- Look for buckets and themes
- Consider the relationships between buckets
- Group and re-group
- POINT
  - Problems, Opportunities, Insights, Needs, Themes

# 3. Extract the Key Insights

## Four Key Activities for Synthesis:

#### 3. Extract key insights

## What is an insight?

- Insights are <u>revelations</u> the unexpected things that make you sit up and pay attention
- Insights bring <u>visibility</u> and <u>clarity</u> to previously hidden meaning
- Insights allow us to see the world in a new way

#### **The Driver Journey**

For our own understanding, we spent time mapping out the driving journey, focusing on the key elements of the on-boarding process during our deep-dive immersion.

#### Discovery

The discovery phase is where potential drivers learn about Lyft as an option to earn money with a flexible schedule. This could be through ads, referrals, word of mouth or any other channel that catches their interest and motivates them to start the on-boarding process.

#### **On-boarding**

The potential drivers with the motivation to drive for Lyft go through various steps: the process starts online with the sign-up and documents upload, it moves on to document validation and background check, and ends with the in-person vehicle check / car rental and the introduction class by a Lyft Community Associate.

#### Driving

With on-boarding completed, the new Lyft drivers are ready to go and become the faces of Lyft to the riders. Lyft maintains driver engagement through various digital and physical channels, i.e. text messages, the Lyft driver app or Lyft Hub to inform drivers about current bonuses and surging areas.

# Our understanding of the Lyft on-boarding process

#### Check-up

After uploading various documents (e.g. driver's license), Lyft validates the uploaded documents and drivers go through a background check by a third party.

#### Intro to Lyft

Combined with car inspection/car rental, drivers get introduced to driving at Lyft by a Community Associate, where they learn about the Lyft brand, how to use the app and other important basics.

#### Sign-up

- The sign-up is a 7 step process, where
- drivers provide personal information,
- upload relevant documents and get
- familiar with basic rules and
- regulations associated with driving for Lyft.

#### Vehicle set-up

Drivers have two options for their vehicle set-up. They can rent a car through one of Lyft's partners (Hertz, Maven) or drive their own car (that needs approval by Lyft).

#### **First ride**

The stickers are applied to the windshield, the Lyft Dash is connected and ready to go — it's time to turn on the app and switch to online. The on-boarding finishes with the first ride as a driver.

#### **Key Insights**

Through the driver interviews, our visits to various Lyft locations, talking to experts and going through the on-boarding process ourselves, we gathered these initial learnings.

#### **Different Levels of Proficiency**

Talking to the drivers we saw different levels of proficiency with driving, social skills, or tech-affinity. As the process stands today, Lyft does not tailor the on-boarding experience to accommodate personal needs of each driver.

#### Low Ratings Pressure

During our interviews with the drivers we observed a lot of pressure on the driver side to keep up the high ratings and meet all the riders' needs, even when they are clearly overly demanding.

#### **Complex On-boarding Process**

The various steps involved in on-boarding reduces initial excitement for joining the service.

#### **Great Reputation**

With the main competitor showing up in a negative light in the media and through word of mouth, Lyft is in a unique position to build on their existing reputation and create an even more differentiated brand to attract and retain new drivers.

#### **High Expectations**

We heard a lot of stories from the drivers about how excited they got to join Lyft. Sometimes they have high expectations that are not always met from the beginning.

#### **First Ride Anxiety**

The drivers seem to be anxious about their first ride and because of that, they are reluctant to get started and sometimes put it off for several weeks.

# **4.** Create frameworks to best communicate findings

## Four Key Activities for Synthesis:

## 4. Storytelling + Frameworks

- Find the best way to express your insights
- Find the right framework for your story

## Journeys

## **Key Insights**

Through the driver interviews, our visits to various Lyft locations, talking to experts and going through the on-boarding process ourselves, we gathered these initial learnings.

#### **Different Levels of Proficiency**

Talking to the drivers we saw different levels of proficiency with driving, social skills, or tech-affinity. As the process stands today, Lyft does not tailor the on-boarding experience to accommodate personal needs of each driver.

#### Low Ratings Pressure

During our interviews with the drivers we observed a lot of pressure on the driver side to keep up the high ratings and meet all the riders' needs, even when they are clearly overly demanding.

Complex On-boarding Process The various steps involved in on-boarding reduces initial

excitement for joining the service.

#### **Great Reputation**

With the main competitor showing up in a negative light in the media and through word of mouth, Lyft is in a unique position to build on their existing reputation and create an even more differentiated brand to attract and retain new drivers.

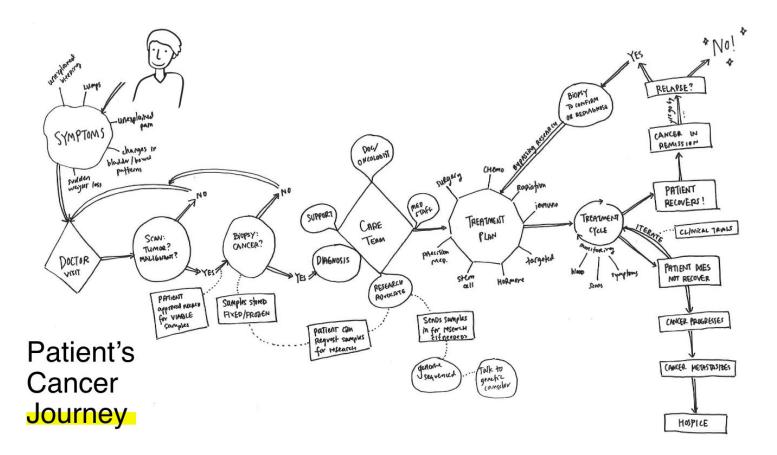
#### **High Expectations**

We heard a lot of stories from the drivers about how excited they got to join Lyft. Sometimes they have high expectations that are not always met from the beginning.

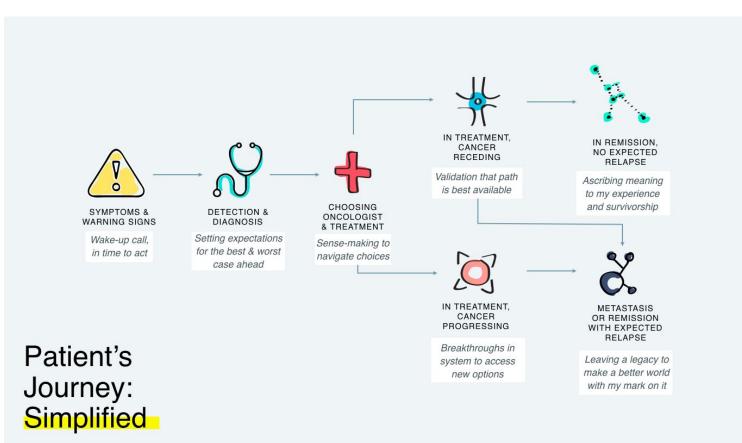
#### **First Ride Anxiety**

The drivers seem to be anxious about their first ride and because of that, they are reluctant to get started and sometimes put it off for several weeks.

## Journeys



## Journeys



#### INSIGHTS

#### 05

### Caretakers are a critical part of treatment, but often lose their support system.

Caretakers play an extraordinarily important role in cancer journeys, especially for the old and the young. Supporters are often those who keep records, translate information and seek out the best possible treatment for those that they love. That said, as a patient it can also be challenging to build support when you're down both physically and mentally.



#### SUPPORTIVE QUOTES

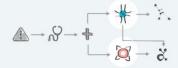
----

"I'm ready to finish my bucket list. I want to travel, but my husband just wants to rest." — Stacey

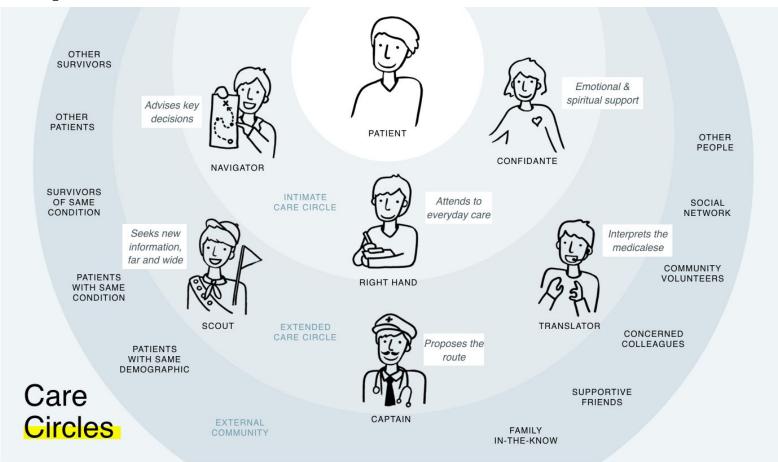
"It's been 6-7 months and now all this [bottled up emotional experience] is coming out. He felt like it was all about me." — Stacey "For my second surgery I told my mom she couldn't come because she was so worried and anxious that it put more stress on me." — Beth

"My mom would use a chatbot. Clearly she needs someone to talk to." — Beth

"I felt like I was going to pass out. I was crying non-stop. I didn't want to cry in front of him." — Natasha



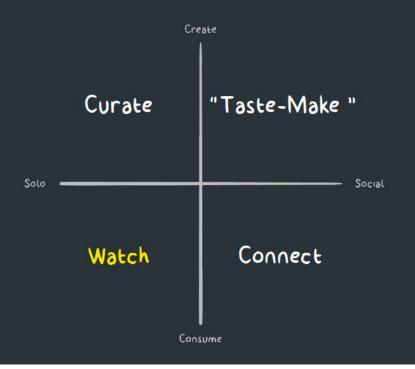
## Maps



## Two by Twos

02. Levels of Engagement

Not only how, when, and where we watch TV has changed (content + context), but also how we might potentially engage with it, socially and/or creatively.



## **Behavioral Segmentation**

#### "Hold my hand through the process."

Offer the opportunity to learn more about, and be coached through the retirement process using straightforward language. Allow them to pause the process and take time to consult others when questions arise.

#### "Let me see all the possibilities in front of me."

Give them the opportunity to experiment with different retirement scenarios. Offer unbiased information to expand their understanding of retirement.

#### "Show me the process from beginning to end."

Show what the whole process will look like so they can plan in advance. Visualize multiple income sources all in one place.

#### "Get me to the finish line as quickly as possible."

Provide the convenience of completing the application without visiting an office. Offer instant feedback to let them know that the process has been successful.



## **A Few Case Studies**









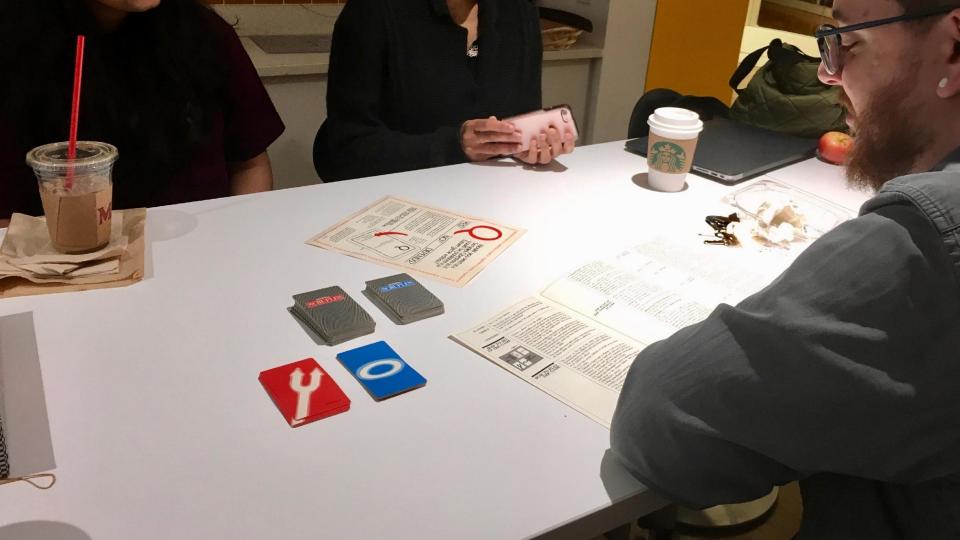


## **HMW Questions**

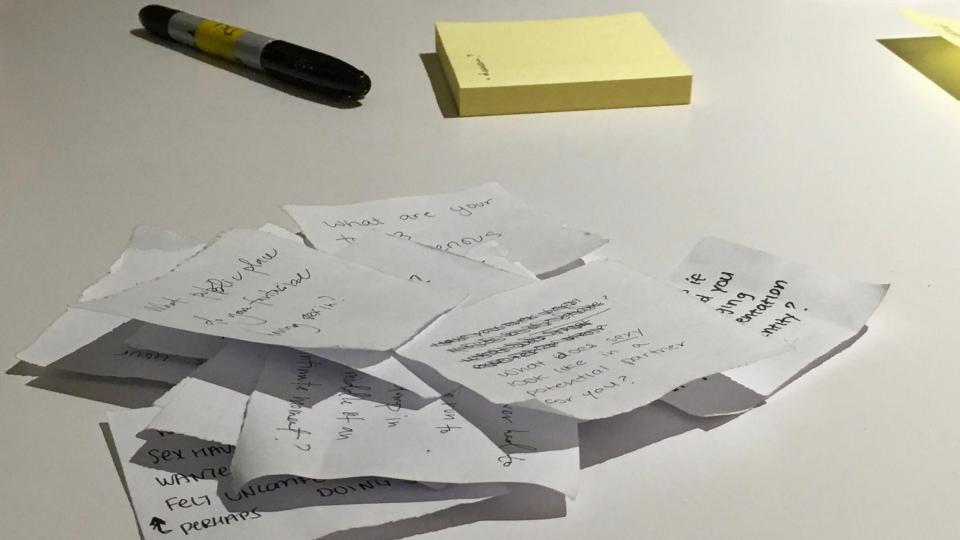
"How might we" (HMW) questions are short questions that launch brainstorms. Break that larger challenge up into smaller actionable pieces.

# How might we encourage education through play?

How might we create comfort and space for conversations about sex?











Have do you feel about receiving naked pictures? Sending them?

Motinthe

A NSFW game about love, sex, and screwing your friends.

> ранция дар бала уландына биргеле кассанныгд карканд биргеле кассанныгд карканд дар бала уланд

How might we...

... leverage the shared expertise in the room by iterating with students throughout the semester?

... support students building empathy in others through building empathy in themselves?

