



Design Challenge



WE PROPOSE 3 DESIGN CHALLENGES

- All about music
- Change
- Empower



DESIGN CHALLENGE

- Design challenge
 - Vague and abstract - you need to re-frame it
 - Overwhelming - only the interaction and visual part matter so don't worry about programming and database management
 - To have more ideas of what level of implementation detail is expected from this course, please see a video recommended in this week (LifeKey)



Design Brief 1



3 STEPS

- Domain research
- Competitive analysis
- Formulating DPS



- Follow the suggestions from the DB1
- Expand
- How do you know you have done enough?
 - Paint points identified
 - Some insights are emerging

- Design challenge
 - Change
- First iteration to reframe the challenge
 - How can we help people become physically more active?



DOMAIN RESEARCH – 1ST ITERATION

- Google “How can we help people become physically more active?”
 - Keep a record
 - Put it in your calendar
 - Make it fun
 - Find a friend
 - Figure it out
 - If you drop the ball, pick it up
 - Reward yourself

It's very rough now. Refine further

- Why it's harmful if we don't regularly exercise
 - Risk of disease (purpose of the product)
- Theories on goal setting
- Theories on making it fun (gamification)
- Theories on persuasion with social influence
- Theories on rewards (badges)
- Theories on self-efficacy



COMPETITIVE ANALYSIS

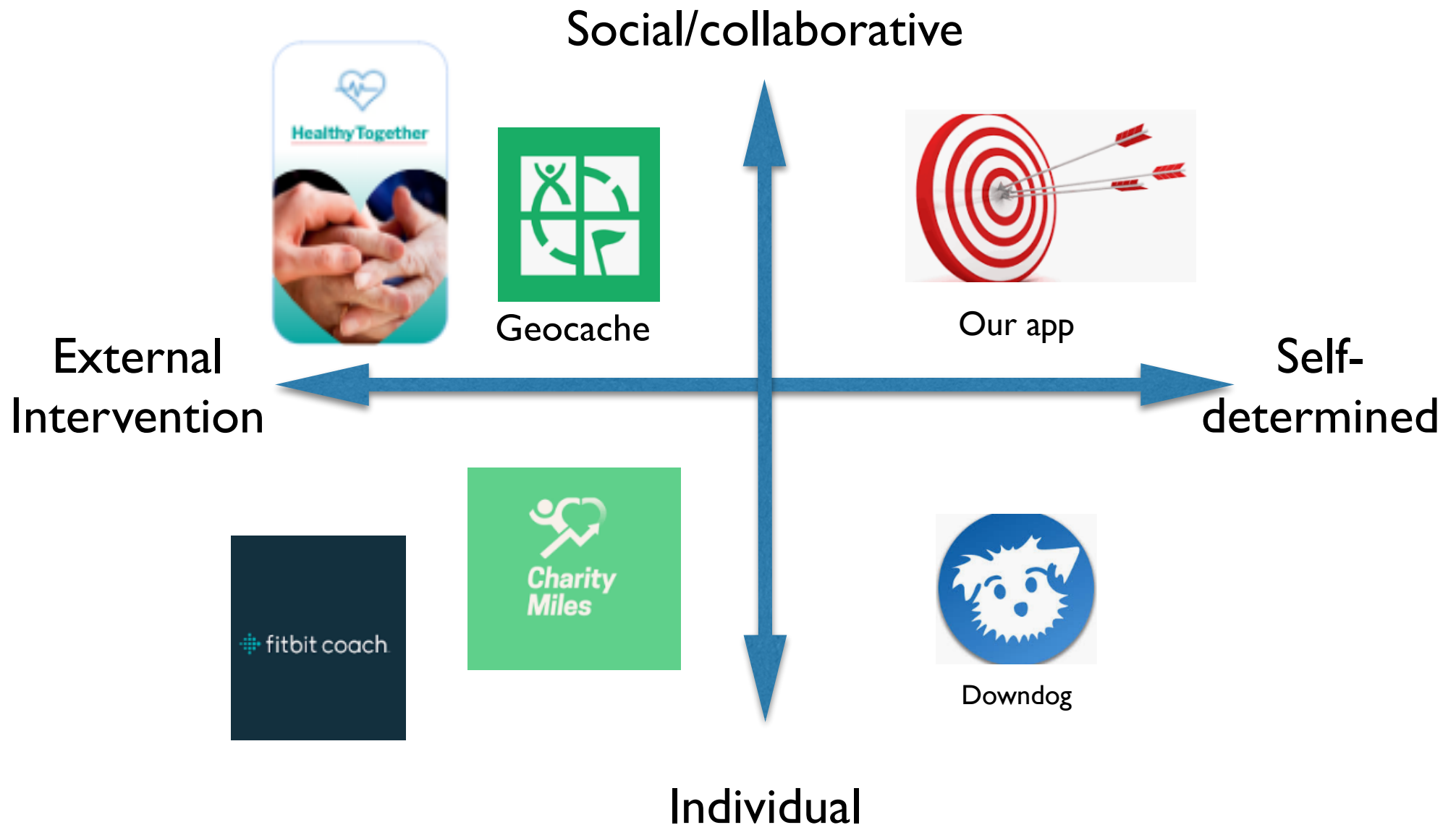
- Survey existing products
- Avoid re-inventing the wheel
- Try to use one or two competitive products yourself
- Important: identify pain points in existing product
- Final step: build a competitive analysis map



LIST COMPETITIVE PRODUCTS

- HealthTogether
- Geocache
- Fitbit Coach
- Charity Miles
- DownDog

PUT THEM ON A CA MAP





FORMULATING THE DPS

- Iterating on the previous two steps should give you a ***Design Problem Statement (DPS)***
 - A DPS is your reframing of the design challenge into an actionable problem statement that will launch you and your group into an ideation of your solution.
 - Three important elements of a DPS: the user, their needs, an insight
 - Important: A DPS is not a solution statement, but sets the general direction for ideation of solutions

First iteration of DPS

Physical inactiveness is the new smoking. Scientists predict that it will kill millions of people. How can we use technology to help people change their current habits and become physically more active?

This DPS is motivating, but too vague

Second iteration of DPS

New insight - Most apps use social and peer group as incentives, but self-efficacy is a less explored area.

A sedentary individual needs a way to foster self-efficacy for change, because a journey of transformation is considerable more manageable when one is internally motivated to change. This inner drive aids in navigating through obstacles and setbacks, preventing a decrease in motivation.





DPS EXAMPLE

[USER] needs to [USER'S NEED] because
[SURPRISING INSIGHT]

DPS 1

A teenage girl needs more nutritious food because vitamins are vital to her mental and physical growth

DPS 2

A teenage girl with a bleak outlook needs to feel more socially accepted when eating healthy food, because in her hood a social risk is more dangerous than a health risk.

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Propose solutions to DPS1 and DPS2

DPS1

DPS2

Which DPS gives a better direction for ideation? Why?



WHY DO WE NEED DPS, NOT SOLUTIONS

- In the early stages of design, we intentionally keep a DPS so that we can revisit it when our chosen solutions don't pan out.

Three examples from last year



EX 1: INTEGRATE YOUR INSIGHT

Three insights:

- Musical choices are linked to emotions and self identification
- Linguistic style can be revealing as to one's emotional states/goals and identity.
- Most people keep some form of daily diary or journal.

First version of DPS:

- An internet user looking for new music online needs a recommendation because it reflects their emotional state and self identification needs.

Re-formulated DPS:

- Individuals struggling to discover new music that resonates with their personality and emotional state need an effortless way to receive recommendations based on their digital diaries. This is because the linguistic style reflected in their diary entries can express their moods and personal characteristics of the moment, eliminating the need for users to explicitly state their emotional preferences.



EX 2: INSIGHT IS NOT JUST REASON FOR NEED

First version of DPS:

- Depressive people need to listen to music that corresponds to their situation and state of mind because music is a great way to ease a mood change, therefore it can be a good support to other treatments, as music can help transiting slowly from depression to feeling better about oneself.

Re-formulated DPS:

- Individuals suffering from depression require carefully selected music to alleviate their negative moods, as they may not have the cognitive capacity to choose music with therapeutic benefits on their own. The wrong selection could potentially worsen their condition, underscoring the importance of providing them with the right musical interventions.



EX 3: CONNECT INSIGHT AND NEED

First version of DPS:

- An emotional shopper needs to stop their buying because the relief brought by shopping is temporary while the downsides in terms of ecological and ethical aspects remain.

Re-formulated DPS:

- Individuals who make decisions based on emotions might be particularly receptive to ethical appeals that emphasize the environmental consequences of consumption. This is because emotional decision-makers are often more affected by messages that evoke a sense of responsibility or guilt regarding the impact of their actions. Therefore, highlighting the direct link between their purchasing behavior and its effects on the global climate can effectively motivate them to reconsider and potentially reduce their shopping habits for ecological reasons.

