

UCD

**A guide to user-centered
design tools for humanitarian
innovation.**

Pivotal

Collaboartion with the
Humanitarian Innovation
Fund, 11.07.2017

Intent

This guide contains tools to deliver a service through user-centered design (UCD) methodologies. As UCD is an iterative process, they can be reused and updated multiple times throughout the design and lifetime of a service. While this guide contains a selection of key tools and methodologies, this is not an exhaustive list, and there are many additional methods not included.

For more details contact:

Aly Blenkin at ablenkin@pivotal.io

Ellie Ereira at eereira@pivotal.io

Contents

01 User Research Tips

02 Actors Map

03 Empathy Map

04 User Journey

05 Prioritisation 2 x 2

06 Lean Experiment

07 Service Blueprint

01

User Research Tips

Interviewing users for research early and often is key to getting feedback on both prototypes and products that are in use. We might think we know what users think of our services, but we don't know until we put it in front of them and observe their reactions. Here are some specific techniques that can be used to help draw out useful feedback from users to allow you to iterate.

It is important to interview people individually, rather than in groups. Interviewing 5 to 6 people can be enough to identify a trend or validate assumptions to move ahead.

RESEARCH ROLES

Aim for 2 people in the room with the interviewee: Interviewer and Notetaker.

Lead Interviewer: Asks 80% of the questions and acts as main point of contact. Also, keeps consistent eye contact and builds comfortable relationship with interviewee.

Notetaker: Listens and observes, writes down as many user quotes as possible and helps synthesize findings. Checks if topics have been covered and asks extra questions, collects and writes feedback for interviewer, brings video camera, backup audio recorder and takes photos of the research session.

RESEARCH INTERVIEW DOS AND DON'TS

Below are a list of interview dos and don'ts that you can go over with your team to help them craft questions that draw insightful information from people.

Do interview one person at a time.

Don't hold focus groups

Do start the interview with simple questions.

Don't start with hard questions. Ease into them.

Good Question

Tell me a little bit about what you do?

Bad Question

You answered that you hate ___ in our recruiting survey. Why do you hate ___ ?

Do ask open ended questions with "What", "How" and "Why".

Don't ask leading questions or lead users through tasks.

Don't ask questions with "Did", "Is", or "Would" that provide only yes or no answers.

Good Question

How are you doing?, Can you tell me the whole story of? Then what?, Why did you do that?, How did you do that?

Bad Question

Are you having a good day?, Do you like this and find this helpful?

Do nod and say less. The interviewee is always right. Allow for silence.

Don't correct when user does something wrong or contradict them.

Good Interviewer Behavior

User: This part doesn't make sense. Is it supposed to do that?

Interviewer: What do you think it should do?

User: I think it would swap out all the pictures.

Interviewer: There is no actual answer here, we want to learn about what you expect. Thanks!

Bad Interviewer Behavior

User: This part doesn't make sense. Is it supposed to do that?

Interviewer: Oh, it's a slideshow and it's just broken in the prototype. You're supposed to tap on the arrow and the next image should enter the page.

02

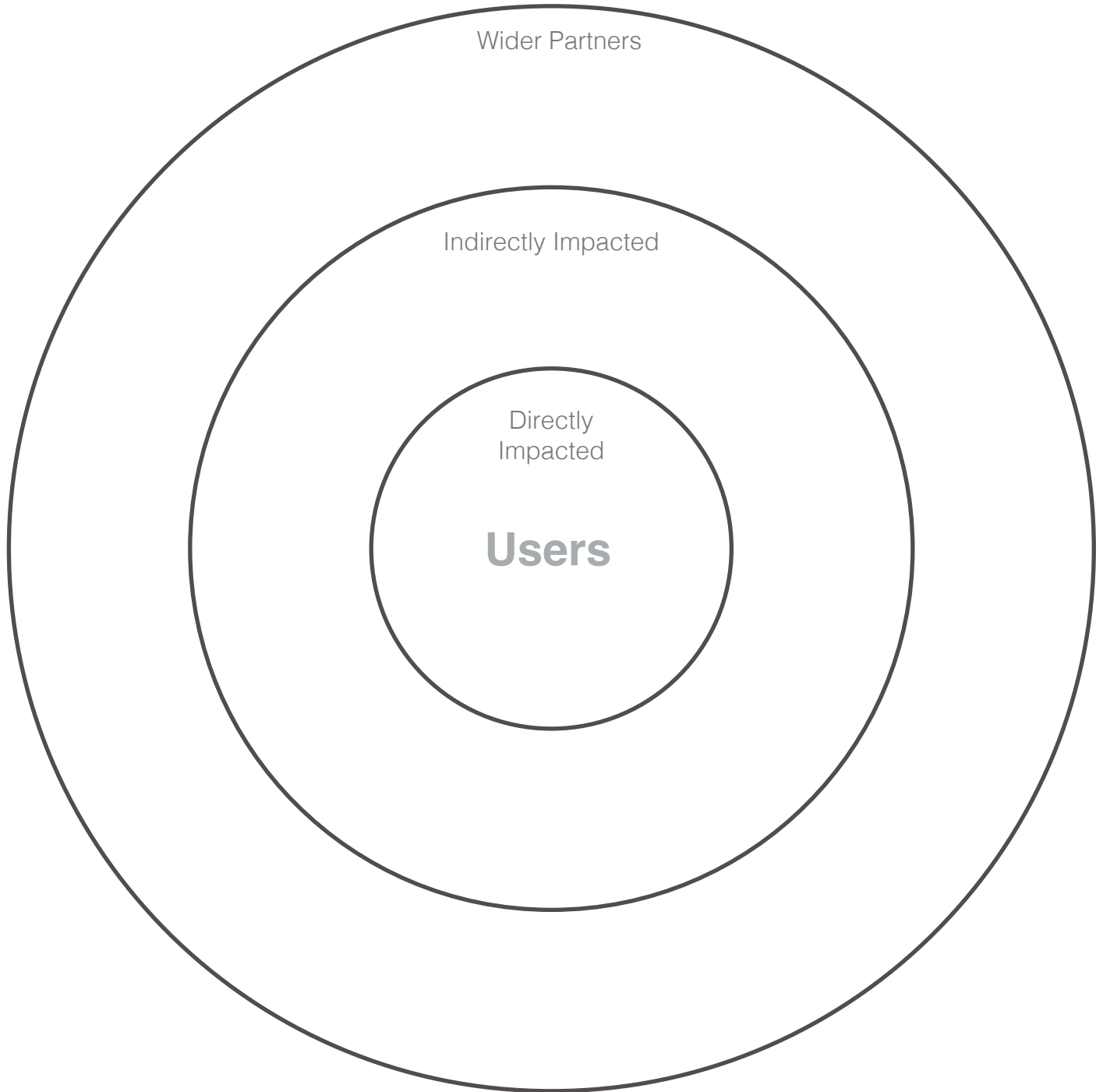
Actors Map

Actor Mapping helps you to quickly create a visual overview of the actors involved in your service eco-system. It's an easy and effective way to understand the roles of the different players involved directly or indirectly in the service. It also allows you to identify users as distinct actors from other stakeholders, so you know who to focus your service for. The process of creating this map helps foster a shared ownership of language, vision and understanding across your team.

10-20mins

Actors Map

The actors map is a way to visualize and understand more of the context you operate in and the eco-system in which value is being created for all actors.



03

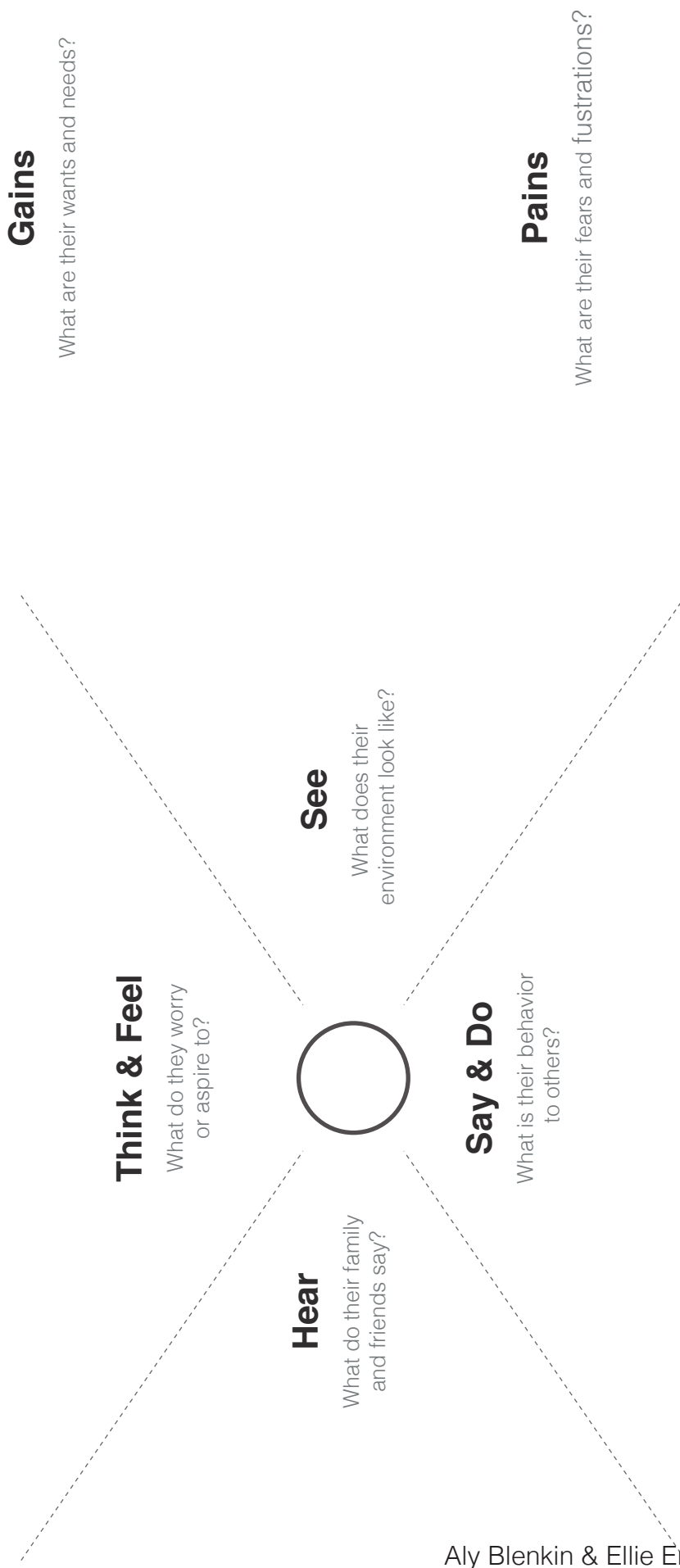
Empathy Map

Effective and high quality design requires a deep understanding of the user of your service. Building empathy is the most effective way of learning how your user thinks and feels. This exercise allows you to build a persona, which is a description of a person who represents a group of users for your service. Initially, your map is based on shared assumptions, which are then tested and compared with your user research findings. You can update your map as your assumptions are validated or invalidated.

20-30mins

Empathy Map

An empathy map requires you to put yourself in the shoes of your user to think about both their experiences and emotions, helping you to understand them and draw out unexpected insights.



04

User Journey

A user journey shows the flow of a user through a service and time. This can include how they hear about the service, what is their experience like while using the service and how does the service support or guide them afterwards. User journeys allow you to uncover areas of opportunity and or pain points, which can provide starting points for new design iterations.

30-40mins

User Journey

Assumptions

Understanding the user's journey through the service. Think about these phrases: What is the trigger point? What about before and after the service? What are the relationships and critical interactions?

Beforehand



Activities

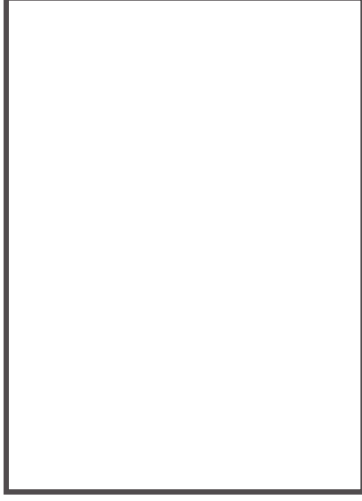
Touchpoints

During




Activities

Touchpoints




Activities

Touchpoints



Activities

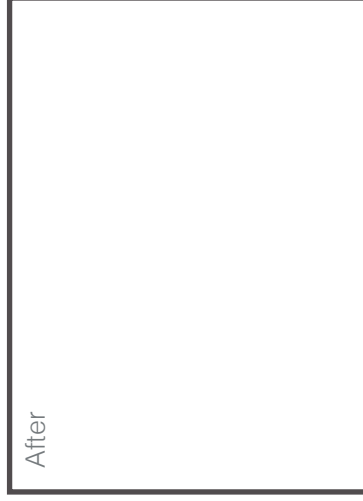
Touchpoints



Activities

Touchpoints

After



Activities

Touchpoints

05

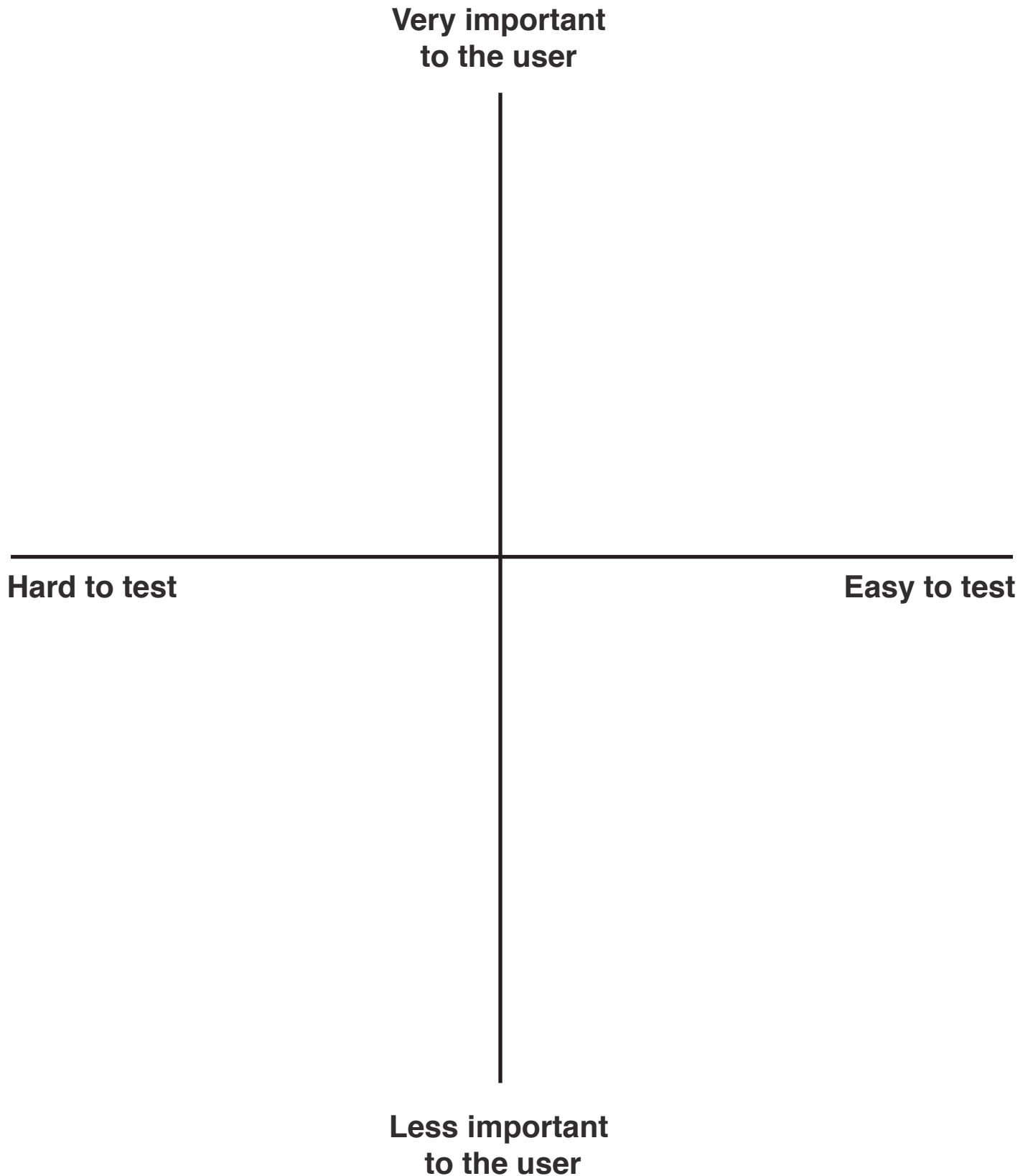
Prioritisation 2x2

Prioritisation techniques are useful for directing focus towards what's most important. In reality, we have so many assumptions that we don't have time or resources to test them all, so we must decide which to prioritise. By placing your assumptions in the relevant quadrant on the 2 x 2 matrix (ensuring an equal spread across all 4) it is possible to identify the best assumptions to start with - the ones that fall in the top right quadrant.

30-40mins

Prioritisation 2x2

A 2 x 2 matrix can be used to understand which assumptions are most important and therefore which you should prioritise to test. To extend this 2 x 2 to other circumstances, simply change the labels on the axes depending on whatever you want to prioritise for.



06

Lean Experiment

We live in a world of uncertainty and it is important that we make informed decisions rather than relying on assumptions and basis to make decisions. Lean experiments enables us to challenge the limits of what we know, so we can focus our direction. By doing so this allows us to reduce risks associated with our products and services.

40-60mins

Experiment

Regularly gather evidence about your ideas and design decisions to make sure you're on the right track. When you prove (or disprove) a hypothesis, you can move forward with confidence. In situations of extreme uncertainty, validated learning is the best approach for making decisions.

HYPOTHESIS	We believe that...

TEST	We will do/make...

EVIDENCE	We will know the hypothesis is valid if...
MEASURABLE OUTCOME	OBSERVABLE OUTCOME

COST	
TIME	BUDGET

07

Service Blueprint

A service blueprint is a persona's path through the journey of a service or product. It is different from a user journey in that it includes all of the touchpoints of an entire service, even those that the user might not see or be aware of.

Typically the journey starts on the left and flows to the right as the user interacts with all the touchpoints of the service. These touchpoints are made up of cross-cutting swimlanes represented by various stakeholders, tools or platforms that are required to deliver the service to the user. You can use the service blueprint to link up how each of these contributes to the journey, and identify any dependencies or interactions that require attention for the service to function.

40-60mins

Service Blueprint

A service blueprint is a persona's experience through the journey of a service or product. Use the blueprint to link up how each of these contributes to the journey, and identify any dependencies or interactions that require attention for the service to function.

	Beforehand (Notice, learn about the service)	During (Decide to use, first time use, help with issues)	After (Building relationships, end of use)
Quality Measures			
Time			
Physical Evidence			
User Action			
Volunteers / Staff			
Physical Service			
Volunteers / Staff			
Product Logistics			
Support Process (Partners)			

Frontstage

Backstage