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# 05

## Mini Design Challenge: Design a Better Commute

1 hour

Human-centered design begins with in-depth interviews and qualitative research. This helps us get a better sense for the people we're designing for. For this activity, divide into groups of two (or three, if your workshop team has an odd number of people). Interview your partner and then switch. Keep track of the time allotted for each portion of the activity.

### STEP 1



### INSPIRATION

#### Interview: 15 minutes

Interview your partner. Begin by understanding their morning commute. Ask not just about logistics, though: find out how things makes them feel, what they wish could be different, what they enjoy, what gets in their way. Your job is to listen and learn, so don't be afraid to ask "Why?" At the seven minute mark, start transitioning—if you were interviewed first, now take a hand at being the interviewer, and vice versa.

#### A few techniques you might try

- Try asking "Why?" in response to five consecutive answers from your partner.
- Ask your partner to visualize their morning commute with a drawing or a diagram

1. wekker 3x 08:15u.

2. aankleden

3. make-up

4. ontbijt

5. serie kijken

6. spullen inpakken 09:30u.

7. Fiets naar school 09:40u.

irritatie: haasten om op school te komen  
ivm te laat komen

standaard snel fietsen  
alles langzaam doen, maar toch haasten.

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### STEP 2



#### Interpreting needs: 5 minutes

Take five minutes to read over your notes from the interview with your partner. Write down answers to the questions below.

#### IDEATION

What are three unique aspects of your partner's commute?

1. uiterst vertrek om 09:40u.
2. ze probeert te multitasken
3. spullen in de ochtend inpakken

What are three needs that your partner faces each morning?

1. spullen inpakken
2. make-up op doen
3. desnoods ontbijt mee naar school ipv. thuis

### STEP 3



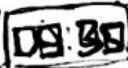
#### Brainstorm: 15 minutes


Now's your chance to imagine some new solutions that might address your partner's needs. Work with your partner and sketch four to six radical new ways to improve the commute. You should focus on ideas for your partner and your partner should focus on ideas for you. However, work collaboratively and try to come up with a few ideas that might improve the commute for both of you. Don't worry about being perfect. draw your ideas quickly to capture them. Use more paper if you need it!

- meer op de tijd letten → wekker zetten ter afleiding van het seni rijden

- kortere aflevering  
↳ 40 min.

① 

② 

③ 

④ 

- planning / to do list

- spullen in de avond inpakken

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STEP 4



IDEATION

### Prototype: 15 minutes

Okay, time to get tangible. Making something visual or physical will help you better imagine the possibilities and the pitfalls of your solution, as well as explain it more easily to others. Your prototype can be a model, a diagram, or a more detailed drawing. It's great to grab some scissors, construction paper, tape, and markers (or anything else around you) and make that idea visual.

*-kortere aflevering*



STEP 5



IDEATION

### Feedback : 10 minutes

Share your favorite ideas with another team. Get feedback from them. Don't sell your ideas; explain them simply, and find out what they really think. What excites them about your ideas? How would they change or improve them?

# 06

## Reflect & Share

15 minutes

Congratulations on completing your first foray into human-centered design! Usually, you would repeat the prototyping and feedback steps of the Ideation phase as you continue to integrate feedback and iterate on your idea. But because time is growing short for this Class 1 Workshop, let's just take a few minutes to reflect on what you've learned about the human-centered design process.

### Reflect

Take five minutes to individually reflect on the following questions. Write your responses down quickly in your notebook or on some Post-its:

- What did you learn through the experience of prototyping during this mini design challenge?
- Were there certain parts of the process that were particularly surprising or helpful, or struck you as an "aha moment"? "Ahas" can be key takeaways, new perspectives on an issue, memorable comments or questions, surprises, challenges, or parting thoughts from this workshop.
- What are parts of the human-centered design process that you think are particularly useful or insightful for tackling larger social sector challenges?

### Share

Now come together with your full workshop group:

- Share your prototype with the group. Do you have ideas for further refining your idea based upon the feedback you received?
- Share and discuss your "Ahas" with the group. Were there similar or different takeaways?



### OPTIONAL

Take pictures of your prototypes from this design activity to share online later. Feel free to also share your "Aha" moments or other key takeaways from your reflections.

# Uitwerking

Anika Koks probeert in de ochtend van alles tegelijk te doen, denk hierbij aan haar make-up op doen, een serie kijken en ontbijten tegelijk! Hierdoor heeft ze soms haast, waardoor ze heel snel moet fietsen om op school te komen.

De beste oplossing zou een korte aflevering kijken, omdat ze altijd graag de aflevering af kijkt en liever op school ontbijt. Door een app te creëren waar ze verkorte afleveringen kan kijken zou De Oplossing zijn. De app filtert de onderdelen uit de serie die het minste van belang zijn, waardoor de serie minimaal 10 tot 15 minuten kan worden ingekort.

Onderstaand het prototype op een Macbook van papier geknutseld.

