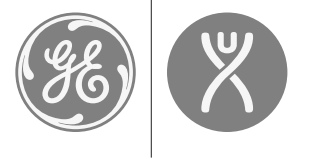# Why UX & Design Matter for Commercial Activation

MAY 10 WORKSHOP

DESIGNING AND MAKING AN EXPERIENCE

In this session, your team will research, design, and build a new product experience. In a short 60 minutes, we'll discuss the methods for exploring customer pain points and how to design meaningful experiences that strive to solve for these problems. You'll explore new opportunities as you create a solution to share with the group.

YOUR OBJECTIVE

A major hotel chain has heard from its customers that they want a new kind of hotel room entertainment experience. Your job is to design a remote control for this system.

YOUR TEAM WILL

Conduct research, develop a hypothesis, design a system and produce a physical prototype to share with the room.

WORKSHOP

|	
0:00 – 0:05	**Introduction to UX** Form your team
0:05 – 0:15	**Design Problem & Research** Listen to a customer
0:15 – 0:25	**Research Review & Themes** Develop an understanding
0:25 – 0:30	**Actionable Insights** Develop a strategy
0:30 – 0:35	**Introduction to Brainstorming** Design your solution
0:35 – 0:50	**Create a Prototype** Make a thing to convey your idea
0:50 – 1:00	**Group Presentation** Your team shares with the room
1:00	**Wrap up & Review** Where to learn more

RESEARCH - 10 minutes

Interview one or two people on your team. Ask them about problems they have with their hotel entertainment system. Ask how and when they use it. Find out what they like and dislike about the system and what they would prefer it did better. Don't lead, listen. Take notes on post-its – one issue per note.

OUTCOMES

• Valuable data about a problem with a product or service

• The beginnings of understanding where the product is failing

• Affirmation of features that resonate with the customer

• Points of reference for future design conversation

• The basis for the next effort: Synthesis
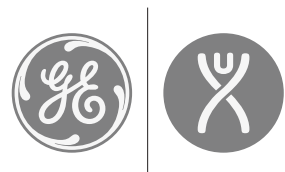
SYNTHESIS - 10 minutes

Share your research findings with your team. Read aloud your notes to each other, one conversation at a time. As you do, place post-it notes on the wall. Build on what you hear by adding notes that bridge to each others' interviews. Cluster the post-its into themes and name them.

OUTCOMES

• A deeper empathy for the customer's needs

• A group alignment on the problem at hand

• Conversion of the data into something that you can take action on

• The basis for the next effort: Actionable Insights within a Strategy
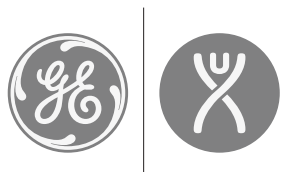
ACTIONABLE INSIGHTS - 5 minutes

Take 1-2 insights or themes from your board and write a well constructed sentence that describes it. It must be something that is actionable, i.e. something can be done to help the user and that fits a real need or goal for them. Ideally, this is part of an overall strategy.

OUTCOMES

• A quick strategy for how your team will solve the problem

• A guiding light that influences your brainstorming efforts

• Crystalized understanding of the opportunity space

• The basis for the next effort: Idea Generation

WAYS to THINK ABOUT ACTIONABLE INSIGHTS - 5 minutes

Cliche (the conventional wisdom)

Hypothesis (a fresh perspective)

Insight (an observed change in the world)

Opportunity (what you can do about it)

For example:

Cliche: Hotel Room Entertainment is viewed alone.
Hypothesis: Entertainment is becoming more social.
Insight(s): Business Travelers often gather in bars or other social spaces to watch events and games.
Opportunity: Develop entertainment services that keep people connected when they are on the road.

WAYS to THINK ABOUT ACTIONABLE INSIGHTS - 5 minutes

Opportunity definition is the springboard to idea generation.

A _____ [Label] that allows _____ [User] to _____ [Benefit] by _____ [Method].

IDEA GENERATION - 5 minutes

Take a few moments to generate ideas that may help solve this issue. In brainstorming, there are no bad ideas (yet). Go for wild ideas, explore things that push the envelope. Build on the ideas of others. Remember, quantity is more important than quality here. Generate tons of ideas – one per post-it note.

OUTCOMES

• An open conversation about ideas that might help the customer

• Ideas that seem crazy may inform a real solution in the end

• It's all out on the table, nothing is sacred

• Lots of ideas that lead us to the next effort: Design & Prototyping
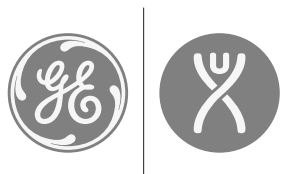
DESIGN & PROTOTYPING - 15 minutes

A prototype helps explain and test your solutions. You have 15 minutes to build a thing that expresses your solution. Use anything on the table to tell your story. Make something that answers your actionable insight.

OUTCOMES

- A physical prototype that helps marketing, development and designers understand the possible solution

- An object that allows you to test your ideas with users

- A story that expresses the pain points and showcases how the solution takes advantage of the opportunities

PRESENTATION - 10 minutes

Each team has 2 minutes to explain the problem and showcase how their solution attempted to solve for it. Tell what you made and why. Share a key challenge or something you learned through this process.
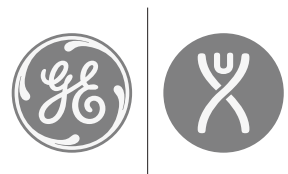
HOW EXPERIENCES ARE DESIGNED

GENERATE

VALIDATE

INSIGHTS

SOLUTIONS

PRODUCT

VALUE

DISCOVERY

Conduct user and stakeholder research to develop a strategy that guides the design and development efforts.

❑ Design research is performed with users

❑ User personas are created for key roles

❑ User insights and key principles are documented
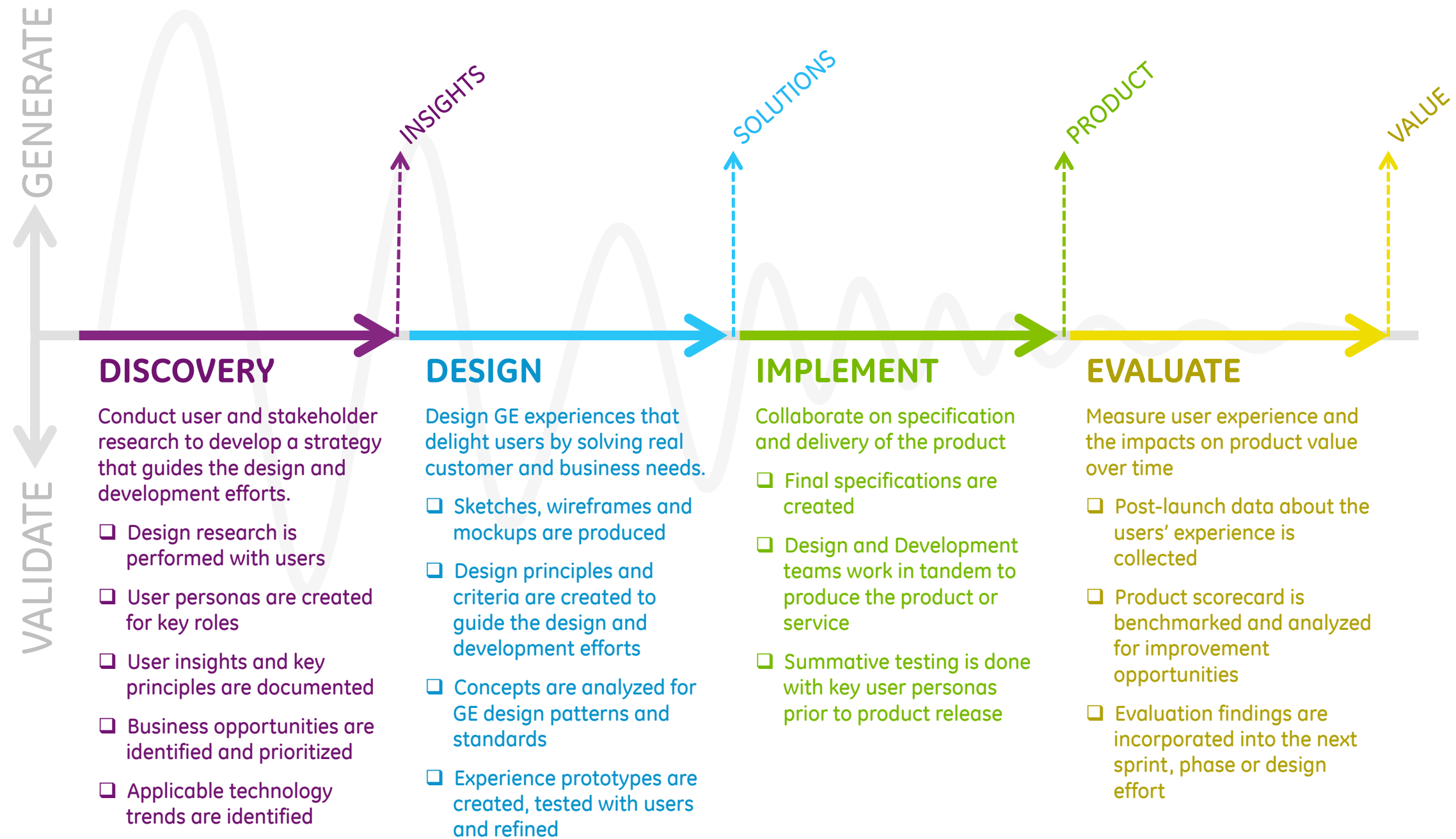
❑ Business opportunities are identified and prioritized

❑ Applicable technology trends are identified

DESIGN

Design GE experiences that delight users by solving real customer and business needs.

❑ Sketches, wireframes and mockups are produced

❑ Design principles and criteria are created to guide the design and development efforts

❑ Concepts are analyzed for GE design patterns and standards

❑ Experience prototypes are created, tested with users and refined

IMPLEMENT

Collaborate on specification and delivery of the product

❑ Final specifications are created

❑ Design and Development teams work in tandem to produce the product or service

❑ Summative testing is done with key user personas prior to product release

EVALUATE

Measure user experience and the impacts on product value over time

❑ Post-launch data about the users' experience is collected

❑ Product scorecard is benchmarked and analyzed for improvement opportunities

❑ Evaluation findings are incorporated into the next sprint, phase or design effort

Visit us in the main room to discuss more.

Join the community at geuxcentral.com
Follow us on Twitter at @gedesign

Greg Petroff - @gpetroff
Robert Fabricant - @fabtweet