

**Grab a sticky note and answer the question on the board outside!**

SPUR SAN JOSE | TRANSIT + DESIGN WORKSHOP | JUNE 2018

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# Welcome!





G R E E N

F I E L D

L A B S ↗<sup>TM</sup>



A black and white photograph of a busy city street. A pedestrian is crossing the street in the middle of traffic. The street is filled with cars, and the scene is captured from a high angle. The text "BRING HUMANITY TO MOBILITY" is overlaid in large, white, bold letters across the center of the image.

**BRING HUMANITY  
TO MOBILITY**

## GROUND RULES

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- 1. Be present.**
- 2. Be open.**
- 3. Be challenged.**

### 3 AREAS OF FOCUS

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1. **Access to the station**
2. **Supporting seamless transfers within the station**
3. **Connecting with the community**

**San Jose**  
**Diridon Station**



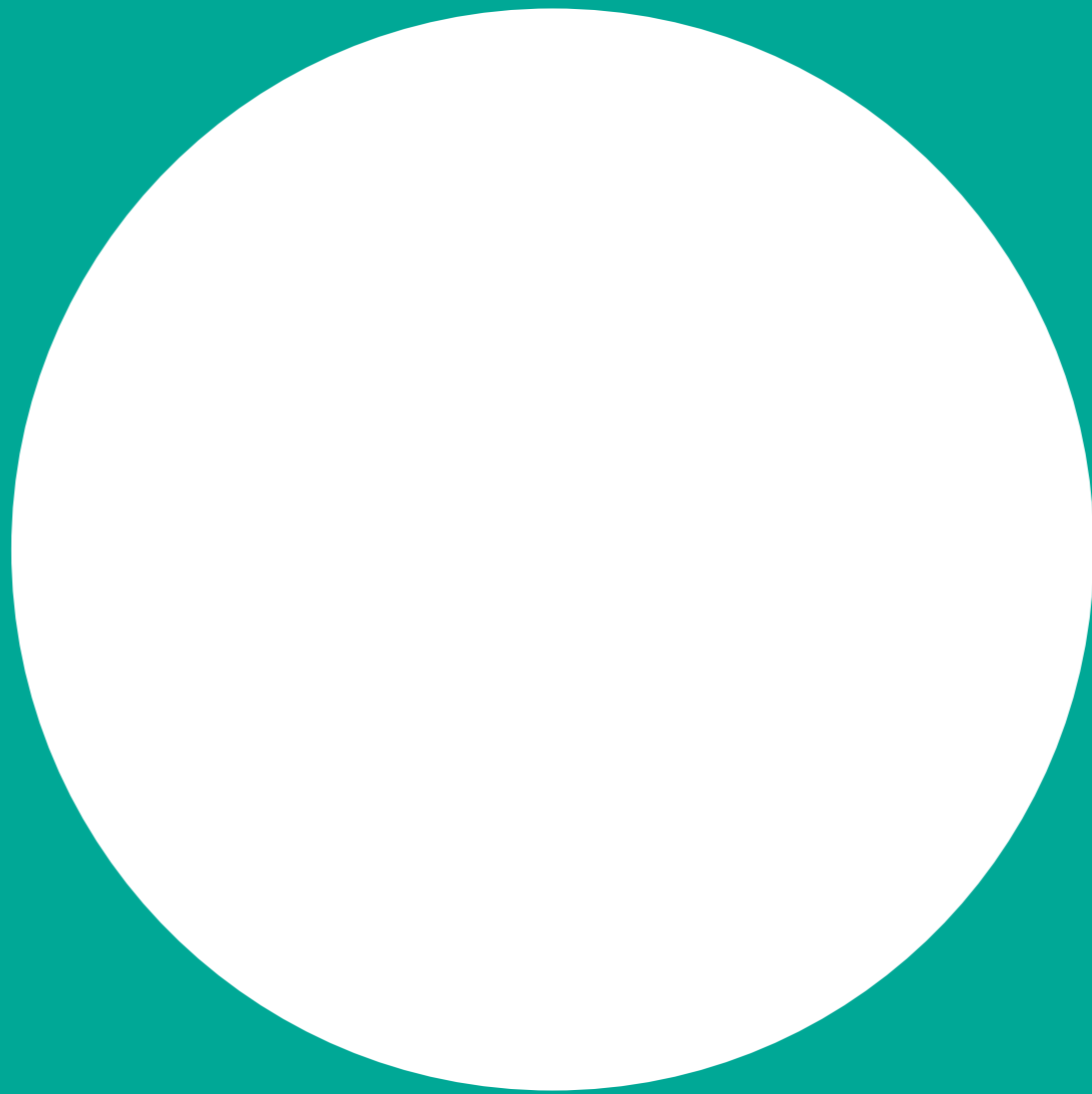
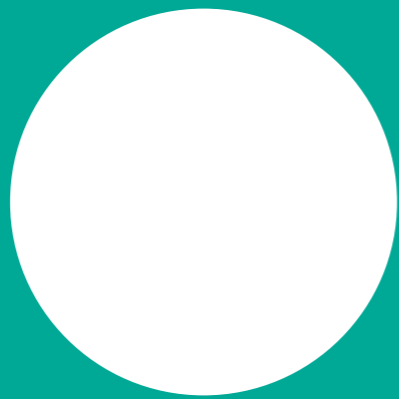








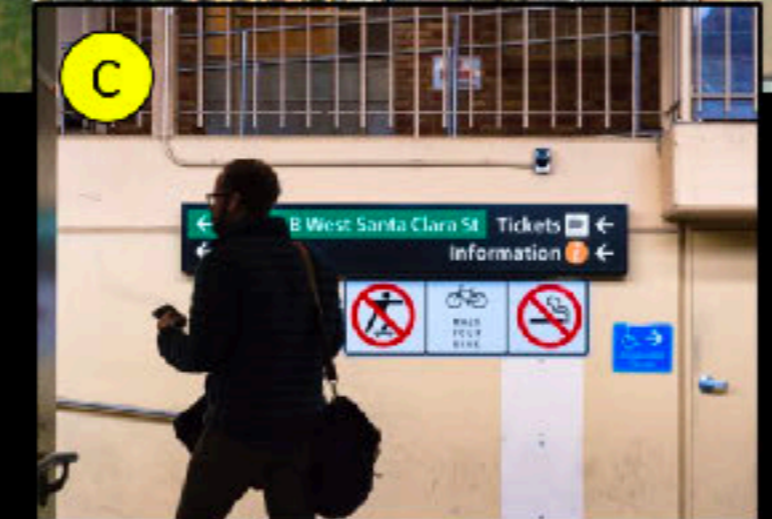
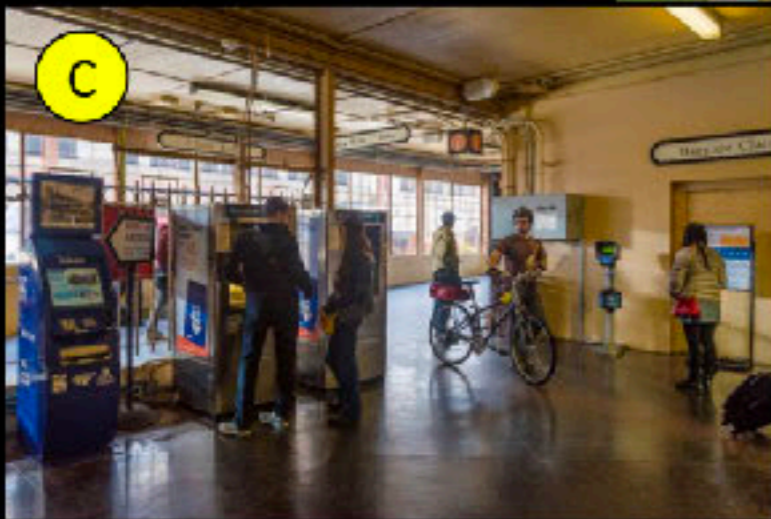
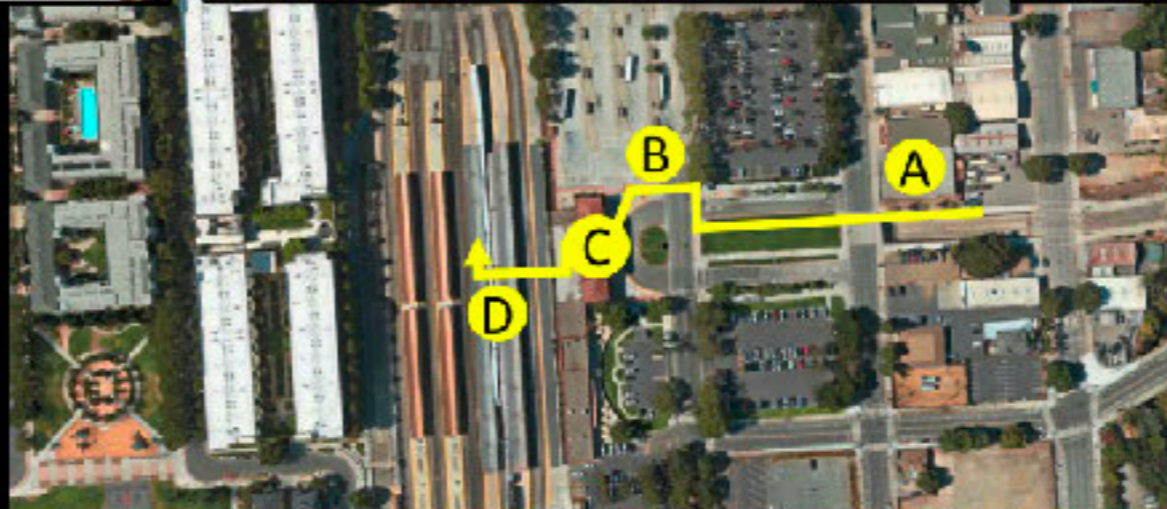
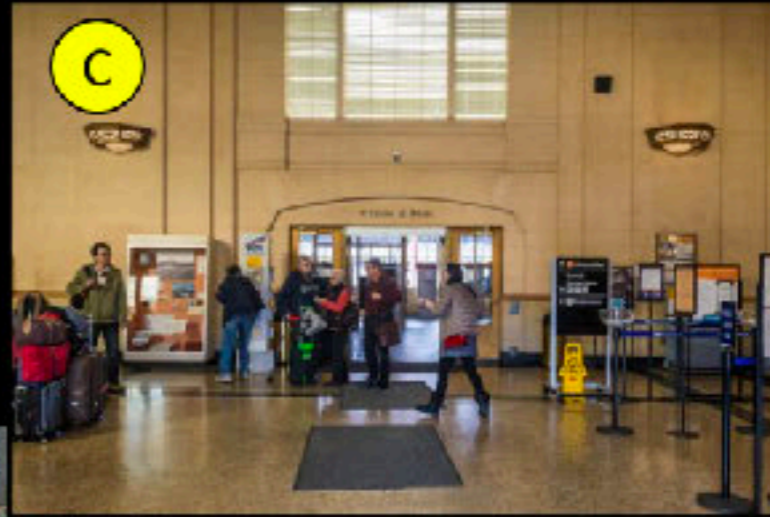
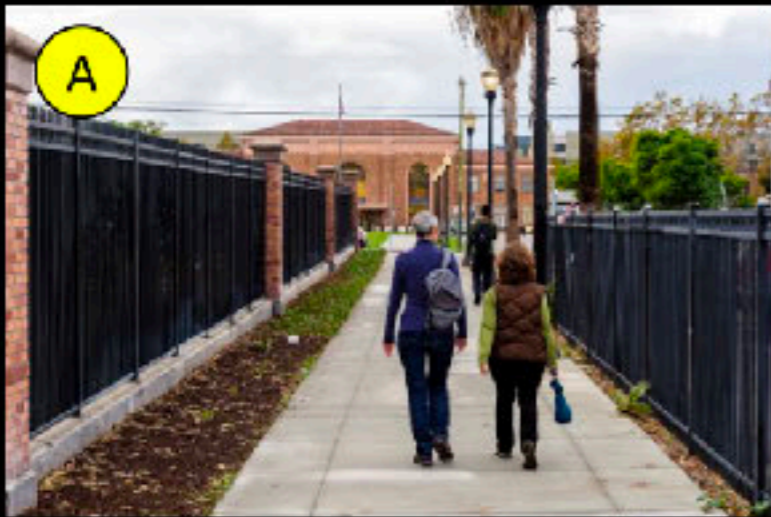




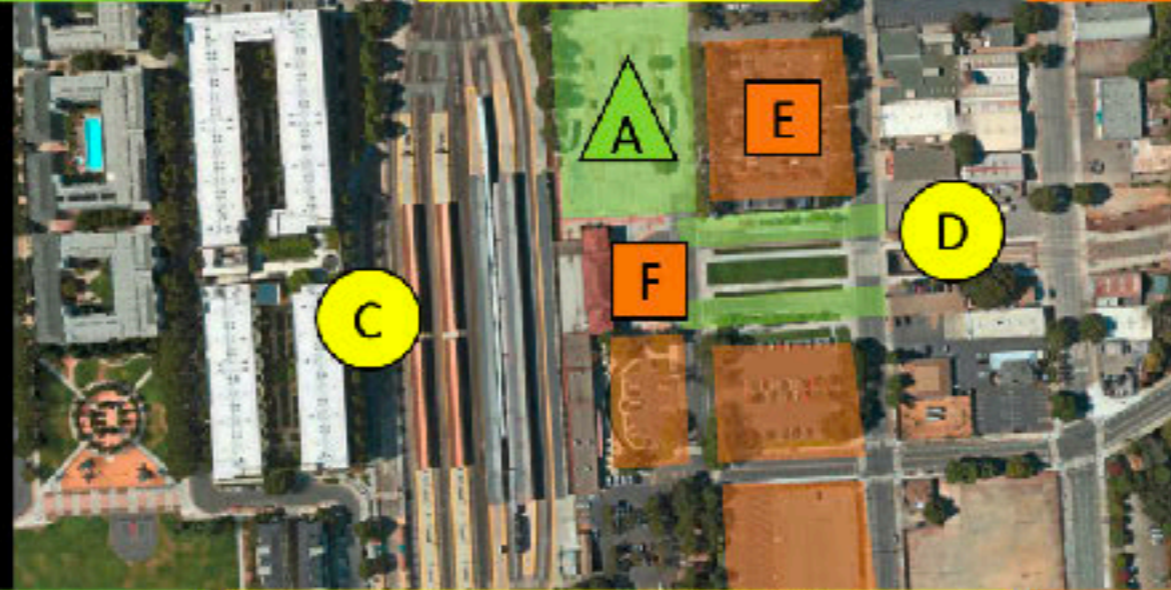














## Transit Connections



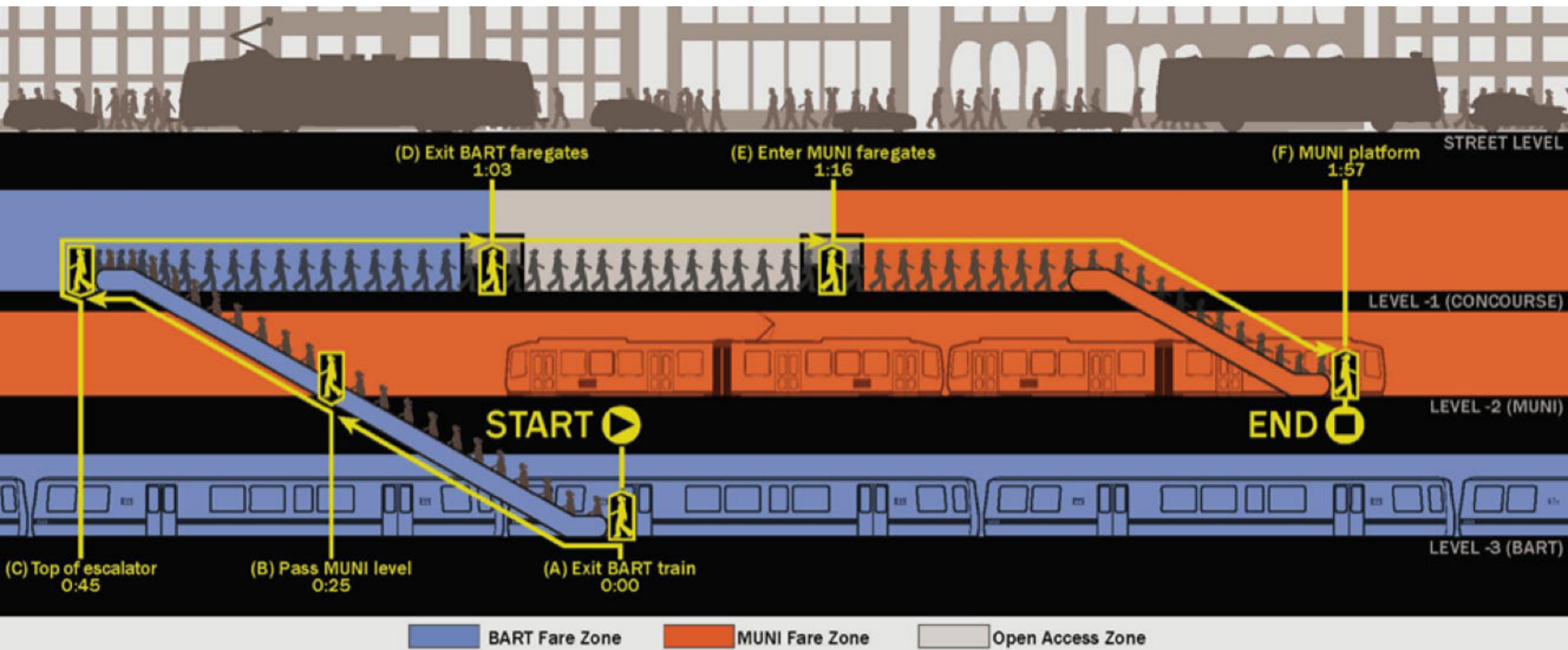
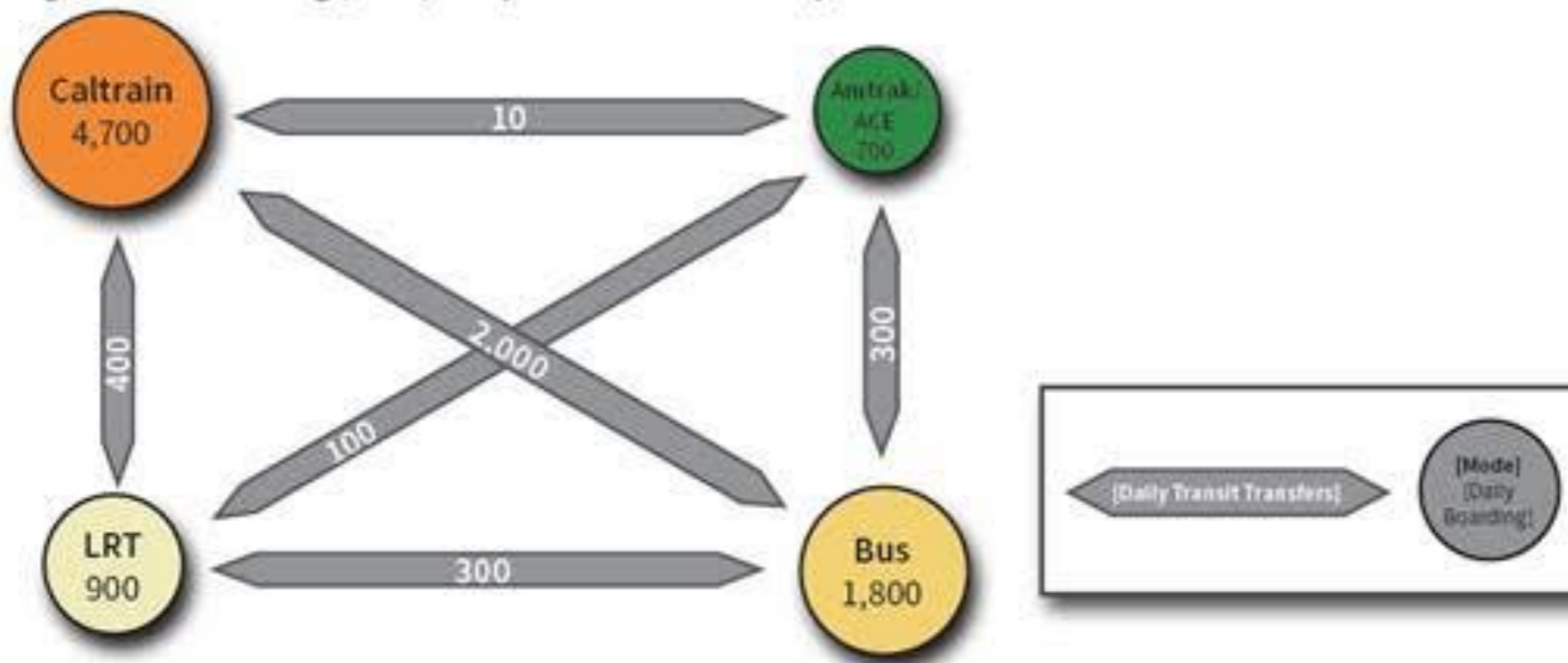


Figure 2-14: Existing (2016) Daily Transit Transfers by Mode





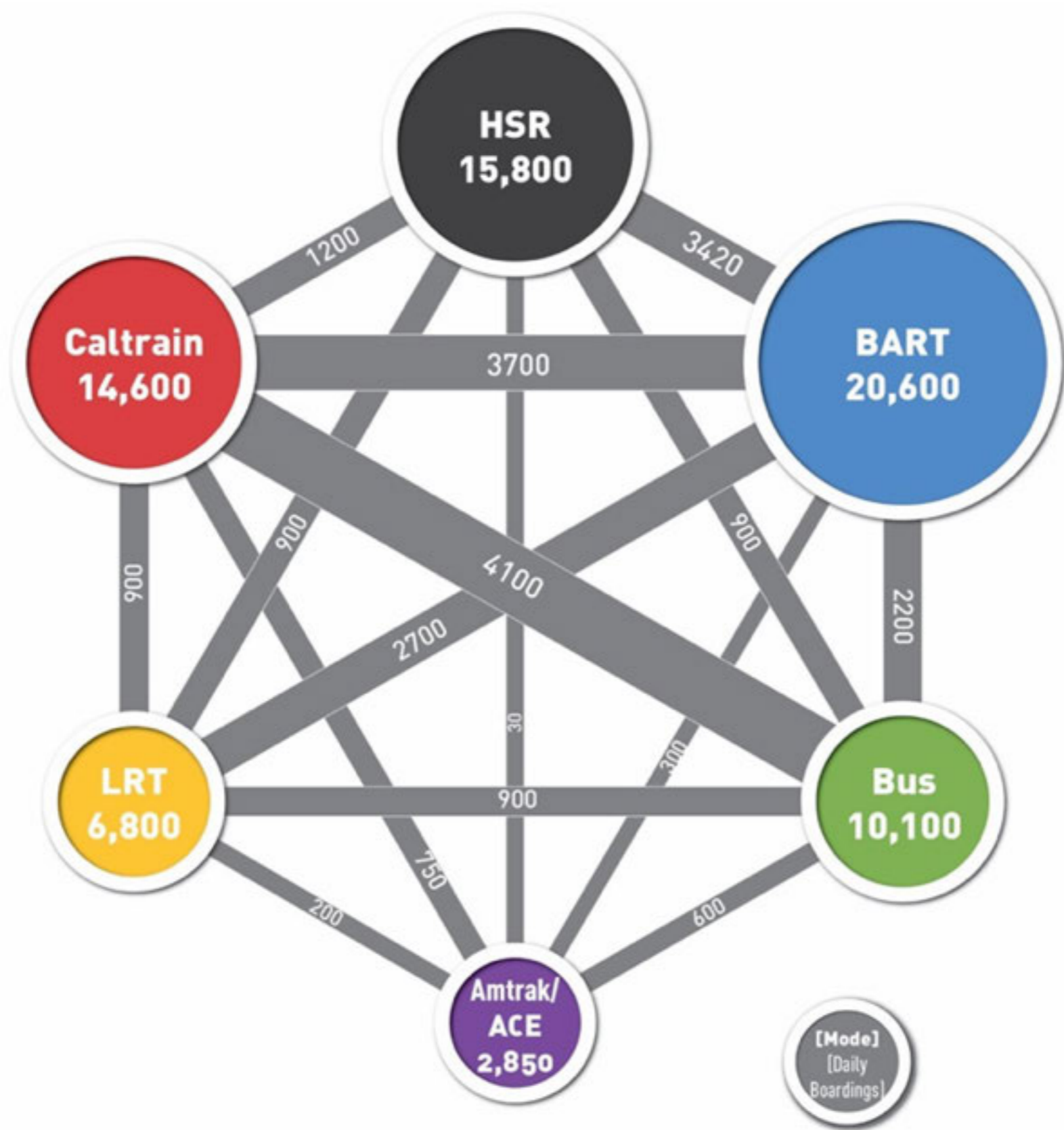
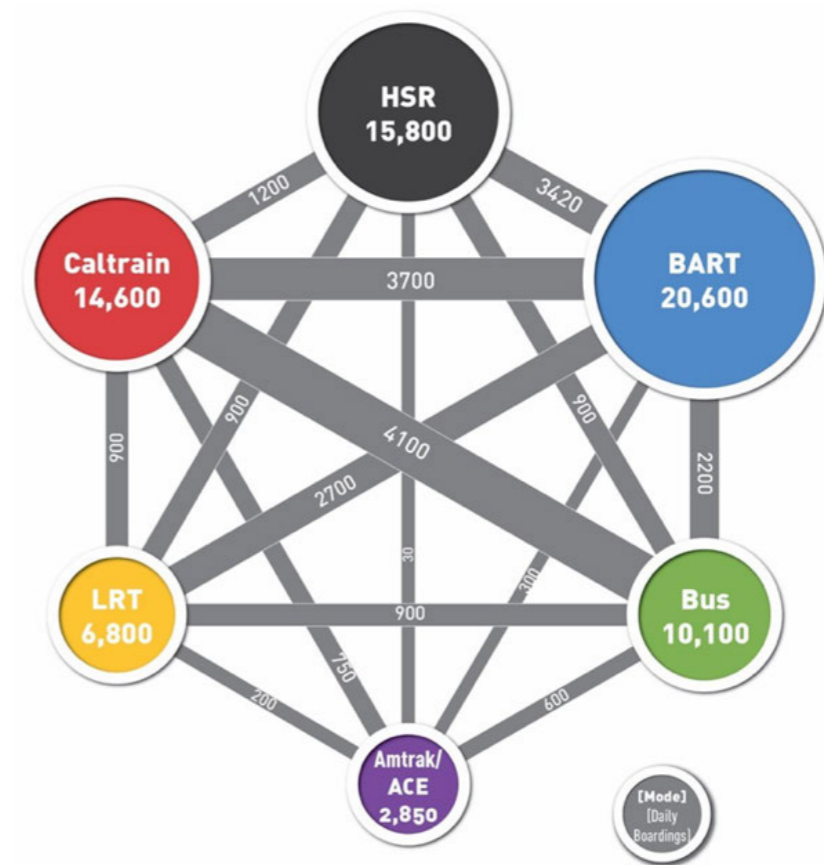
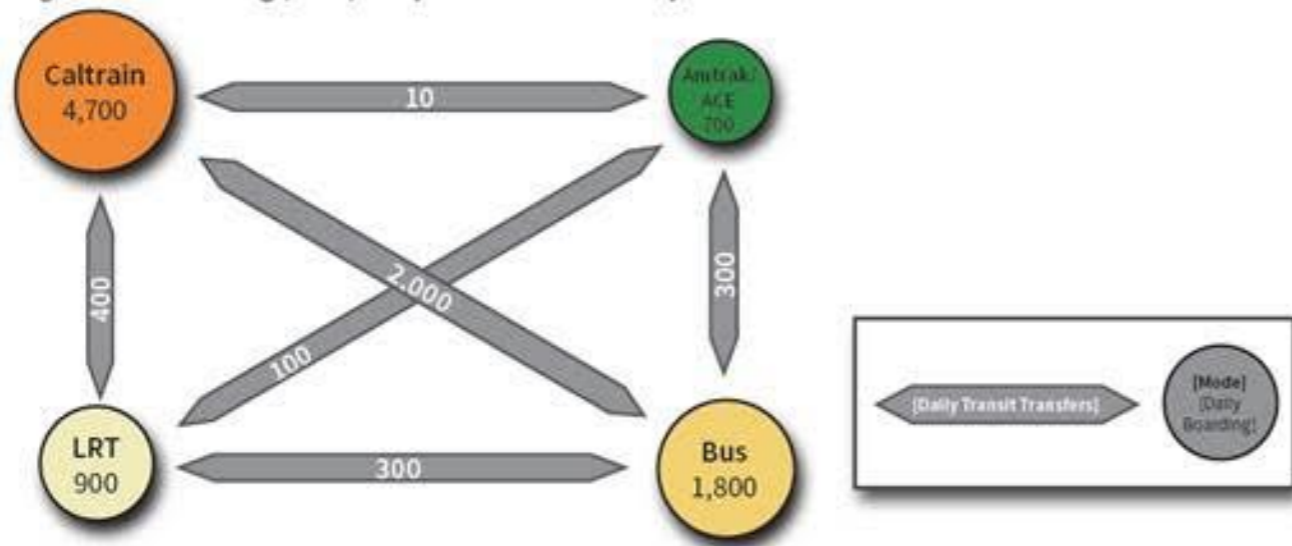


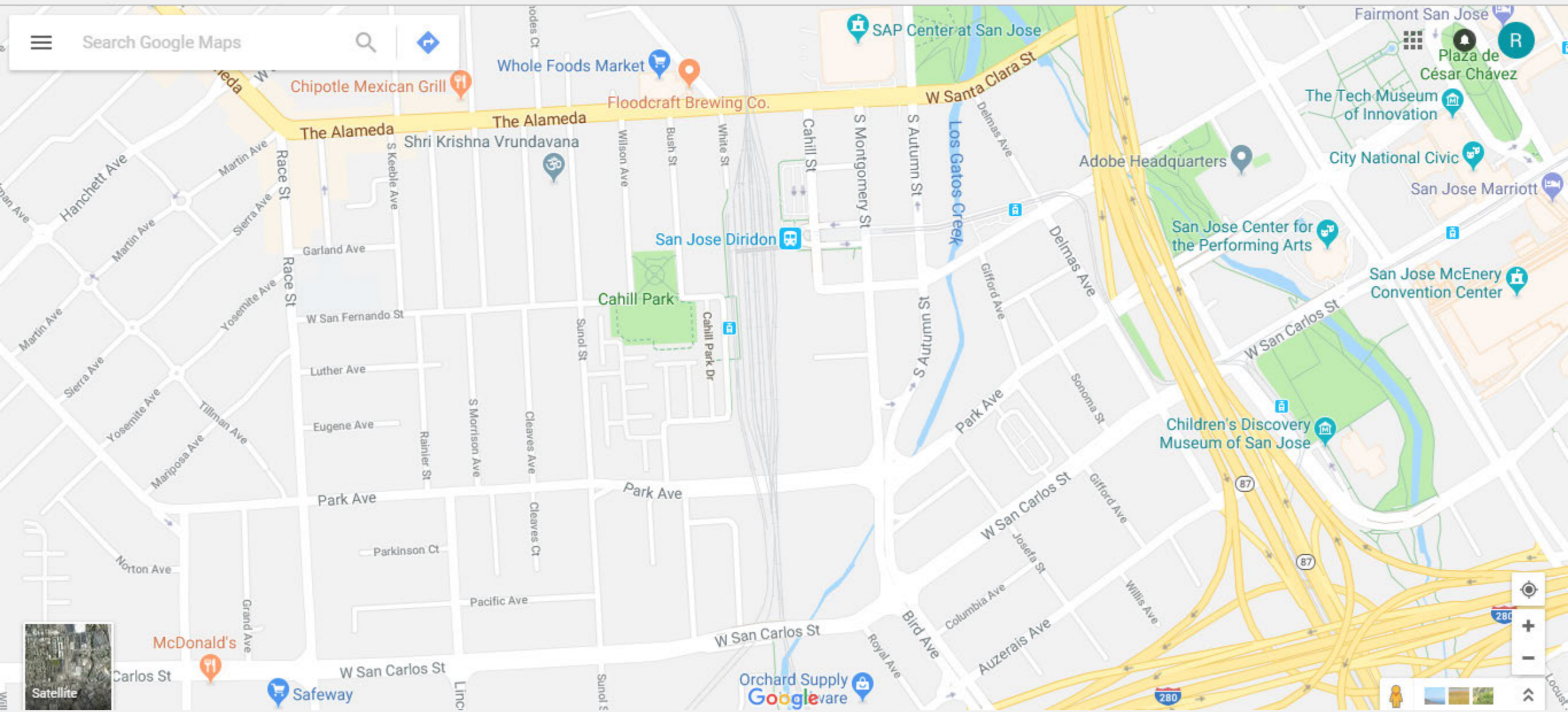
Figure 2-14: Existing (2016) Daily Transit Transfers by Mode







Search Google Maps



Chipotle Mexican Grill

Whole Foods Market

Floodcraft Brewing Co.

SAP Center at San Jose

The Alameda

Shri Krishna Vrundavana

San Jose Diridon

Cahill Park

Adobe Headquarters

San Jose Center for the Performing Arts

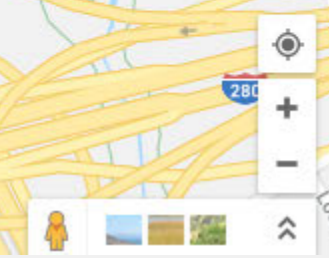
San Jose McEnery Convention Center

Children's Discovery Museum of San Jose

McDonald's

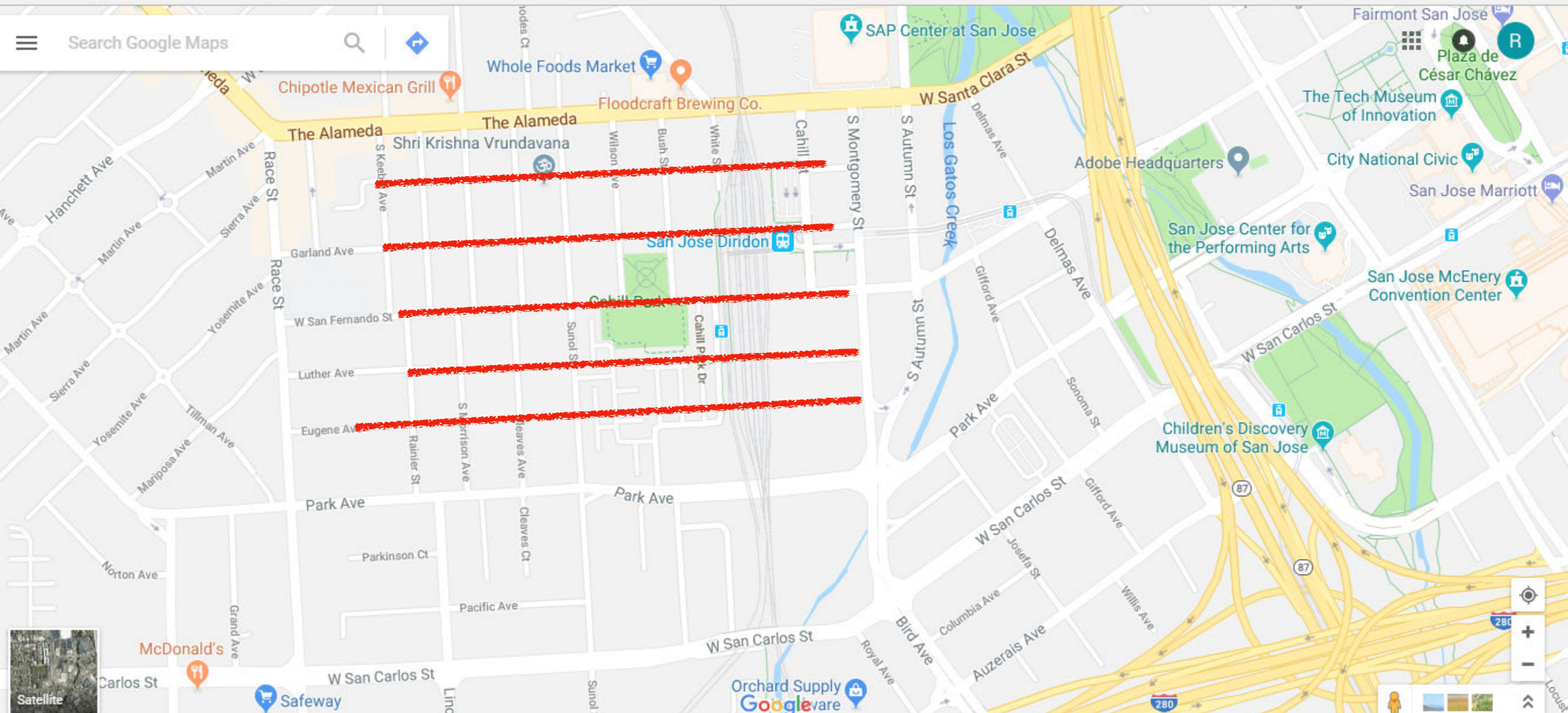
Safeway

Orchard Supply  
Googleware





Search Google Maps



Chipotle Mexican Grill

Whole Foods Market

Floodcraft Brewing Co.

SAP Center at San Jose

The Alameda

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Googleware













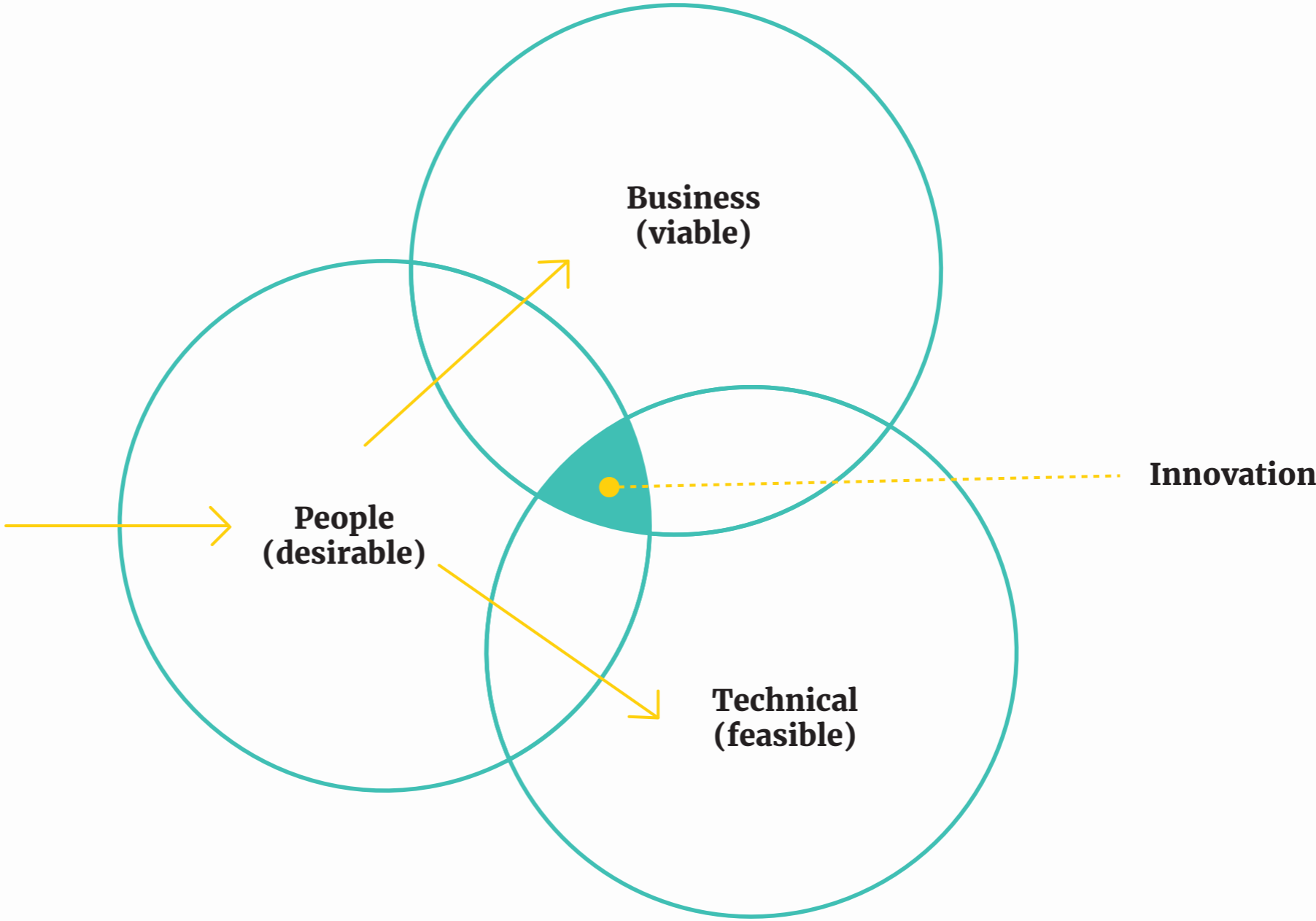
# What is Design Thinking?







**Design  
Thinking**







**Why does this matter?**



## DESIGN RESEARCH 101

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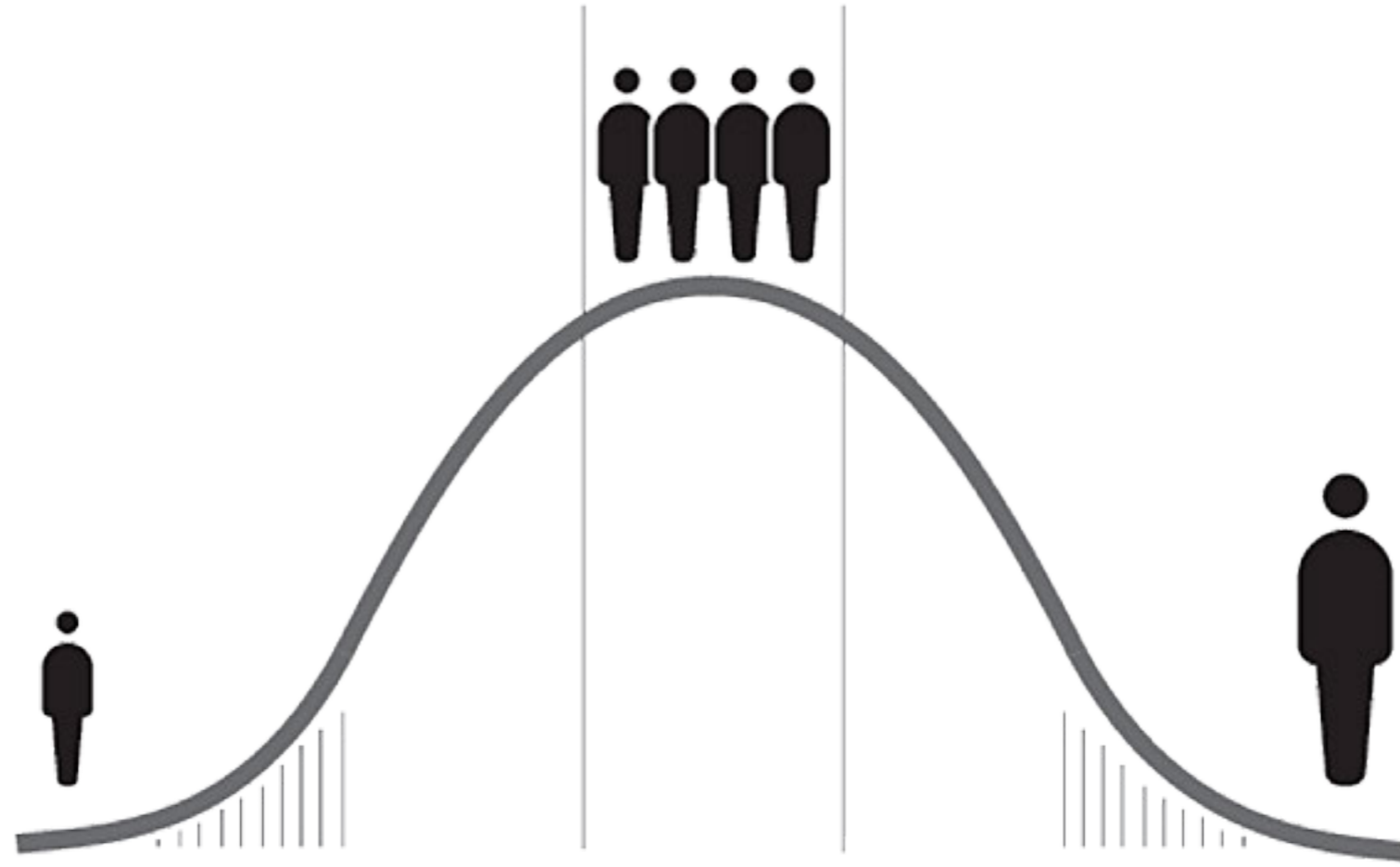
- 1. Analogous**
- 2. Observation**
- 3. Interviews**



RESEARCH

---

# Analogous













## ANALOGOUS: HOW DO I START THIS?

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- 1. Who are your typical users?**
  - Challenges
  - Demographics
  - Motivations
  - Lifestyle
  - Needs
- 2. What behaviors do they express?**
- 3. How can you put that on a spectrum?**

RESEARCH

---

# Observation





14200

METRO Eastgate Park

212

8162

Subaru of Auburn

# Observation





**Immersion**

GREENFIELD LABS





# Intercepts

GREENFIELD LABS

## OBSERVATION: WHAT AM I LOOKING FOR?

---

- 1. Look for things that prompt behavior.**
- 2. Look for workarounds or adaptations.**
- 3. Look for what people care about.**
- 4. Look for body language.**
- 5. Look for patterns.**
- 6. Look for the unexpected.**
- 7. Look for pauses in action.**

**Enjoy the silence!**





GRAPHICS  
PAD

INPUT 240VAC 50Hz  
OUTPUT 12VDC 2000mA  
MADE IN CHINA

PRINTER

PC

SCANNER

Monitor



micros

Food List	Baker List	Bread List	Brkfst List	Other Pa
	Snack List	Misc. List	Egg	
	CUP	Retail Taxable	Donut	
	Soup cup	To Go-large	Grabber	
		AM special	Zipthr	
		Brkfst Potato	CLEAR (no)	
			ENTER (yes)	





## OBSERVATION: APPROACHING INTERCEPTS

---

**Opening line:** “Hi, do you have a minute? My name is \_\_\_\_\_.”

**Objective:** “I’m participating in a Design Research workshop on how to improve the cafeteria experience.”

**Request:** “Do you mind if I ask you a few questions, it’ll just take a few minutes?”

**Wrap up:** “Thank you for your time and help today.”

RESEARCH

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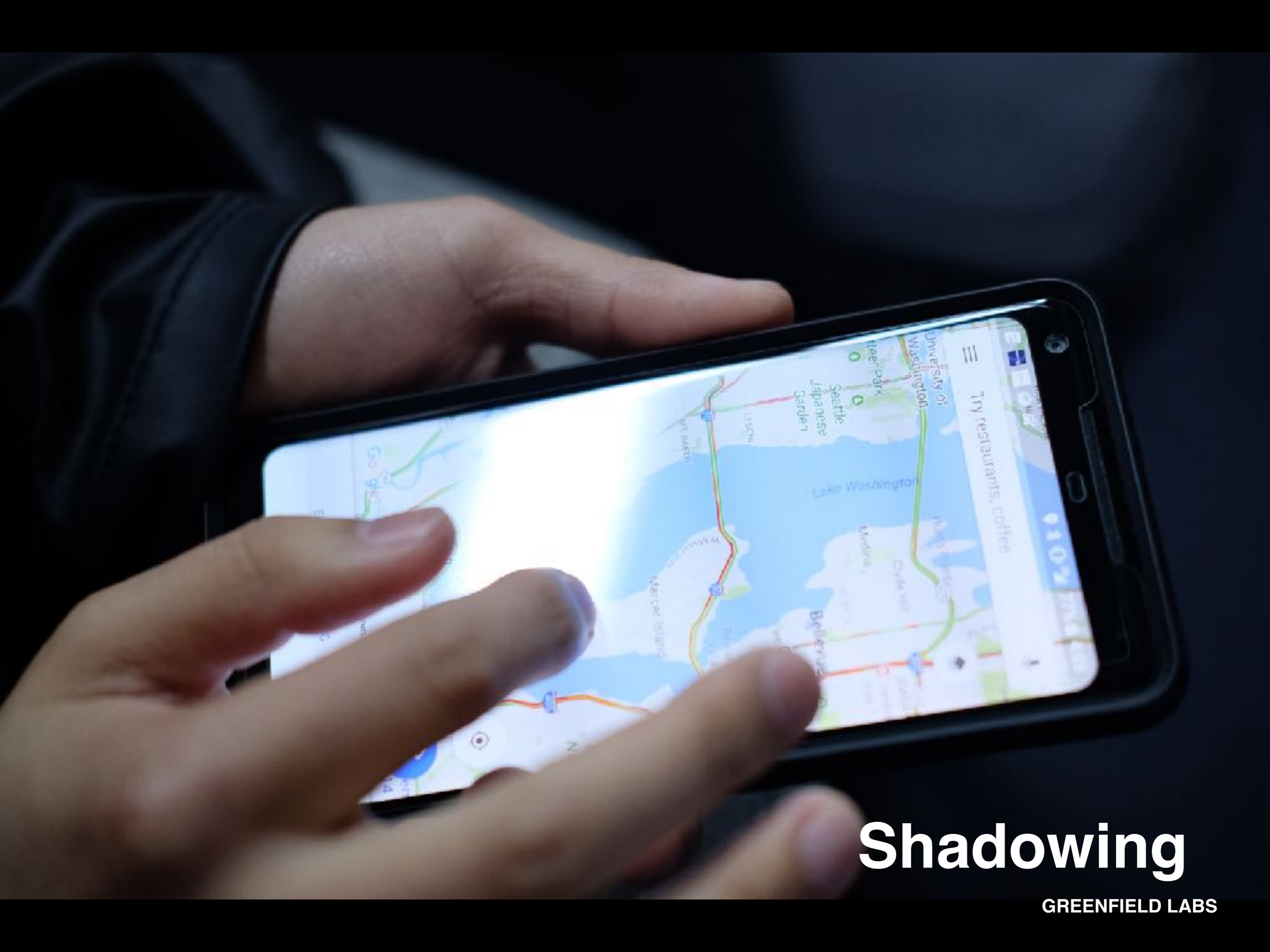
# Interviews





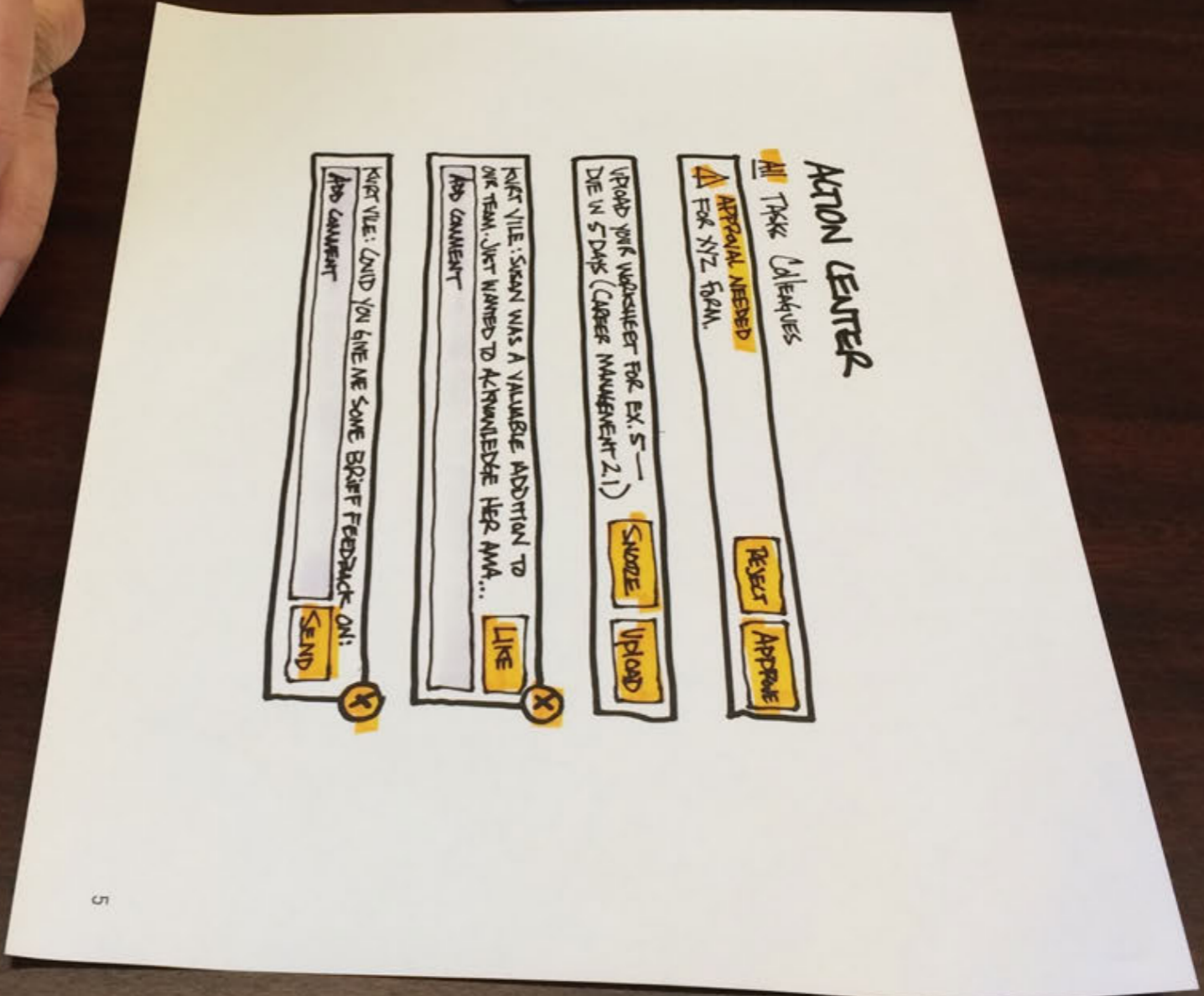
# In context interviews





# Shadowing





# Sacrificial Concepts

## INTERVIEWS: WHAT AM I LISTENING FOR?

---

- 1. Ask open-ended questions. Listen to their story!**  
“How? When? Tell me about a time when...”
- 2. Mind the gap! Think aloud.**  
Notice inconsistencies and ask them to show you.
- 3. Ask naive questions and stay humble.**  
Beginner’s mindset! We are here to learn from you.
- 4. Five why’s.**  
Ask “why” in response to five consecutive answers.
- 5. Not your voice. Do not correct.**  
Don’t interject; even an “error” is an insight.



## INTERVIEWS: NOTE TAKING

---

- + Interesting Quotes
- + Problems
- + Opportunities
- + Interpretations
- + Ideas
- + Insights

Star things you're like OMG about

**So let's get started!**



**ANIMALS IN WATER**

**Access to Diridon Station**



**ANIMALS IN THE SAVANNA**

**Supporting seamless  
transfers within the station**

**ANIMALS ON A FARM**

**Connecting with the  
community**



# Your tasks!



SURPRISE

ANALOGOUS

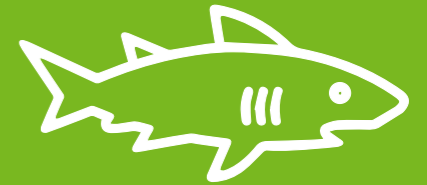
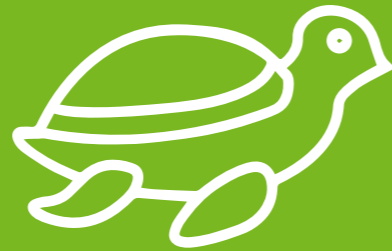
OBSERVATIONS

INTERVIEWS

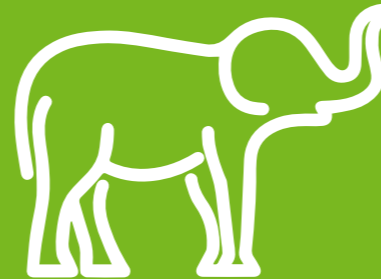
# Your topics!



Access to  
Diridon Station



Supporting  
seamless transfers  
within the station



Connecting  
with the  
community





# 10:00

**Get into your groups**  
**Read the material**  
**Create a plan of action!**

**10:00**

**TWERK TWERK TWERK**  
**(10 more mins after this timer)**



**10:00**

**TWERK TWERK TWERK**  
**Last timer for the 30 minutes**



**All the things  
methods**



10:00

Break!

## SYNTHESIS

---

- 1. Download**
- 2. Sort + Cluster**
- 3. HMW**





SYNTHESIS

---

**Download**

**DOWNLOAD**

---

**What 3 insights should you  
remember a month from now?**



## **PARKING LOT OF IDEAS**

---

**It's really easy to get carried away here.  
So we have a place for it!**

# Your tasks!



SURPRISE

ANALOGOUS

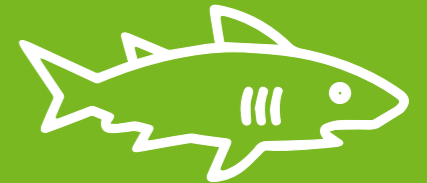
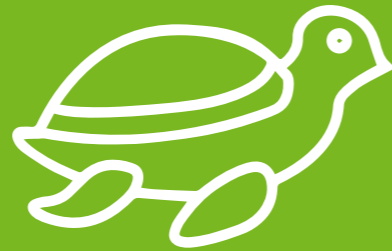
OBSERVATIONS

INTERVIEWS

# Your topics!



Access to  
Diridon Station



Supporting  
seamless transfers  
within the station



Connecting  
with the  
community





# 5:00

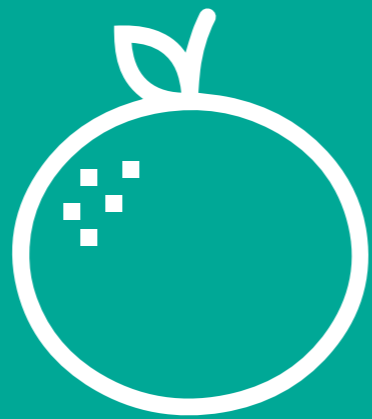
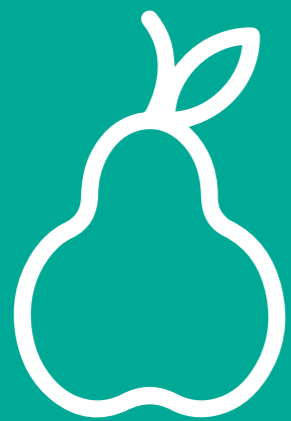
**Write down your 3 insights  
on the BLUE sticky notes!  
One sticky note per thought!**

SYNTHESIS

---

# Sort + Cluster

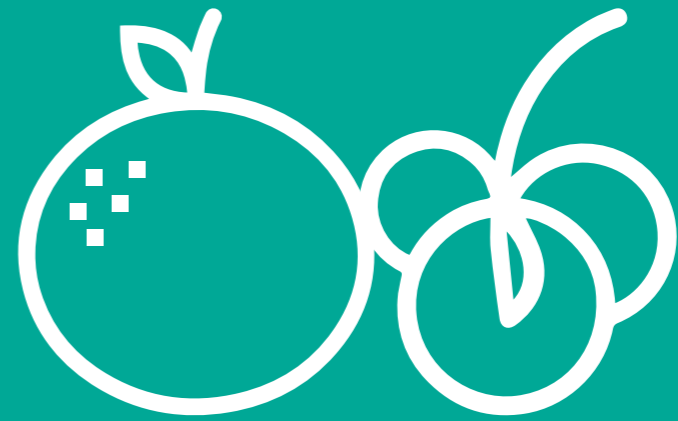




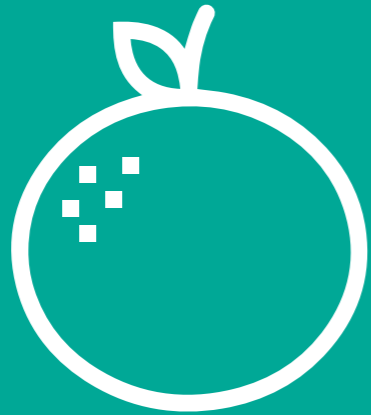
GREEN



ORANGE / REDISH



PEELED



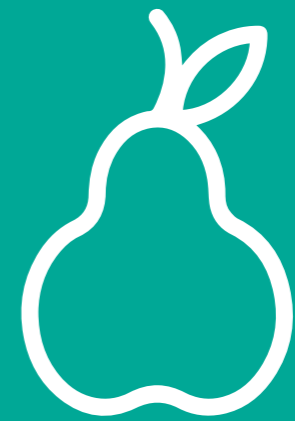
NOT PEELED



SEEDS



EAT DIRECTLY





## SYNTHESIS: SORT + CLUSTER

---

- 1. Look at tensions.**
- 2. Look at surprises!**
- 3. Look at your interpretations.**

**Bring back ideas from the parking lot!**

## SYNTHESIS: HMW

---

# HMW

**A “How Might We” statement is a question designed to spark and direct the ideation process.**

**SYNTHESIS: HMW**

---

# **HMW**

**It's grounded in human need.**

**It's translated from opportunity or POV.**

**It's phrased in the positive.**

**It sparks a lot of ideas.**



## SYNTHESIS: HMW

---

# HMW

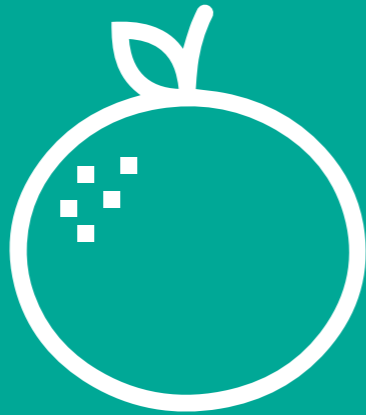
HMW \_\_\_\_\_ DO THE THING for \_\_\_\_\_ to END USER

\_\_\_\_\_ OUTCOME ?

PEELED

NOT PEELED

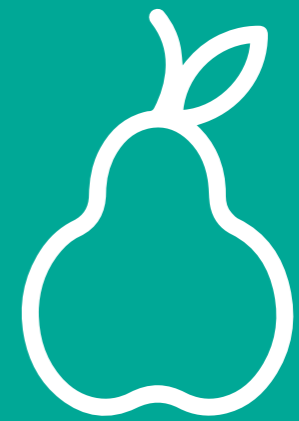
PEELING



SEEDS

EAT DIRECTLY

SEEDS



## PEELING

**HMW**  
**create tools for toddlers to easily peel fruits?**

## SEEDS

**HMW**  
**better educate employees about where to throw their compost to encourage fruit consumption?**



# 10:00

**Read the sticky notes.  
Start creating buckets.**

**The title of the bucket should be on the YELLOW  
sticky notes!**

# 10:00

**Recategorize these buckets!**

**Create your HMW statement for each bucket on the  
NEON GREEN sticky notes!**

# 5:00

**Grab 3 dots.**

**Vote on the HMW questions you find interesting / have most potential.**

**Consider which can be combined and which are most different.**

**Find the idea you're moving forward with!**



## PROTOTYPE

---

- 1. Brainstorm**
- 2. Bodystorm**
- 3. Share**



PROTOTYPE

---

# Brainstorming

# WHAT IS BRAINSTORMING?

- A semi-structured, team-based approach to rapid idea generation through spontaneous contribution from all members of the team
- A skill you have to practice to be good at
- A starting point to spark ideas, not an end in itself





## THE RULES

Like improv, you need just enough structure to control the chaos, to channel the energy, and keep it positive.

**"YES, AND..."**



# RULE 1

## DEFER JUDGMENT

"Criticism is hard to take, particularly from a relative, a friend, an acquaintance or a stranger."

–Franklin Jones





## **RULE 2**

# ENCOURAGE WILD IDEAS

"If at first an idea doesn't sound absurd, then there's no hope for it."  
—Albert Einstein





## RULE 3 BUILD ON THE IDEAS OF OTHERS

“A dwarf standing on the  
shoulders of a giant may see  
farther than a giant himself.”  
–Isaac Newton





## **RULE 4**

### **STAY FOCUSED ON THE TOPIC**

“You can't depend on your eyes  
when your imagination is out of  
focus.”

– Mark Twain



## RULE 5 ONE CONVERSATION AT A TIME

- “When people talk, listen completely.”
- –Ernest Hemingway





# RULE 6 BE VISUAL

- "Draw a crazy picture... put something silly in the world that ain't been there before."
- –Shel Silverstein





## RULE 7 GO FOR QUANTITY

- “The best way to get a good idea is to have a lot of ideas.”  
–Linus Pauling



PROTOTYPE

---

# Bodystorming



PROTOTYPE

---

# Prototyping

**A first, typical or preliminary model of something, especially a machine, from which other forms are developed or copied.**

PROTOTYPE

---

# Prototyping

A first, typical or preliminary model of something, especially a machine, from which other forms are developed or copied.

PROTOTYPE

---

# Prototyping

A first, typical or preliminary model of something, especially a machine, from which other forms are developed or copied.



PROTOTYPE

---

# Provotyping

A first, typical or preliminary model of a product or service where you want to provoke a response.

## PROTOTYPE

---

1. **What do you want to learn?**
2. **What question are you trying to answer?**
3. **Consider your audience. What is their “language”?**
4. **Iterate. Iterate. Iterate.**
5. **Don't sell or defend the prototype.**

**PROTOTYPE: BODYSTORMING**

---

# Bodystorming

**Using your body to simulate activities and artifacts to prototype and envision ideas (similar to role-playing but without the use of props, only people)**









# 10:00

**Take a picture, clear the palette.  
Brainstorm ideas based on your HMW!**

**Use the BLUE sticky notes.**



# 5:00

**Grab 3 dots.  
Vote on the ones you find  
interesting / have most potential.**

# 10:00

**Bodystorm your idea for the prototype!**

**Presentations will be 1 minute!**

PROTOTYPE: SHARE

---

# Presentations





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# Wrap Up + Evaluation



**Thank you!**  
**Questions, comments,**  
**criticism, gibberish?\***



**COME TALK TO US ABOUT**

**#DesignThinking**  
**#HumanCenteredDesign**  
**#Ford**  
**#Mobility**  
**#ResearchMethods**

**\* Want to learn more  
about what we do?  
Come chat it up!**

# Appendix



## INTERVIEWS: PHOTO TAKING

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**Context shot** - in-home, environment, city etc

**Portrait Shot** - a close up in context, action shot

**Artifact Shot** - a close up that gives insight into their personal story

(always ask beforehand)

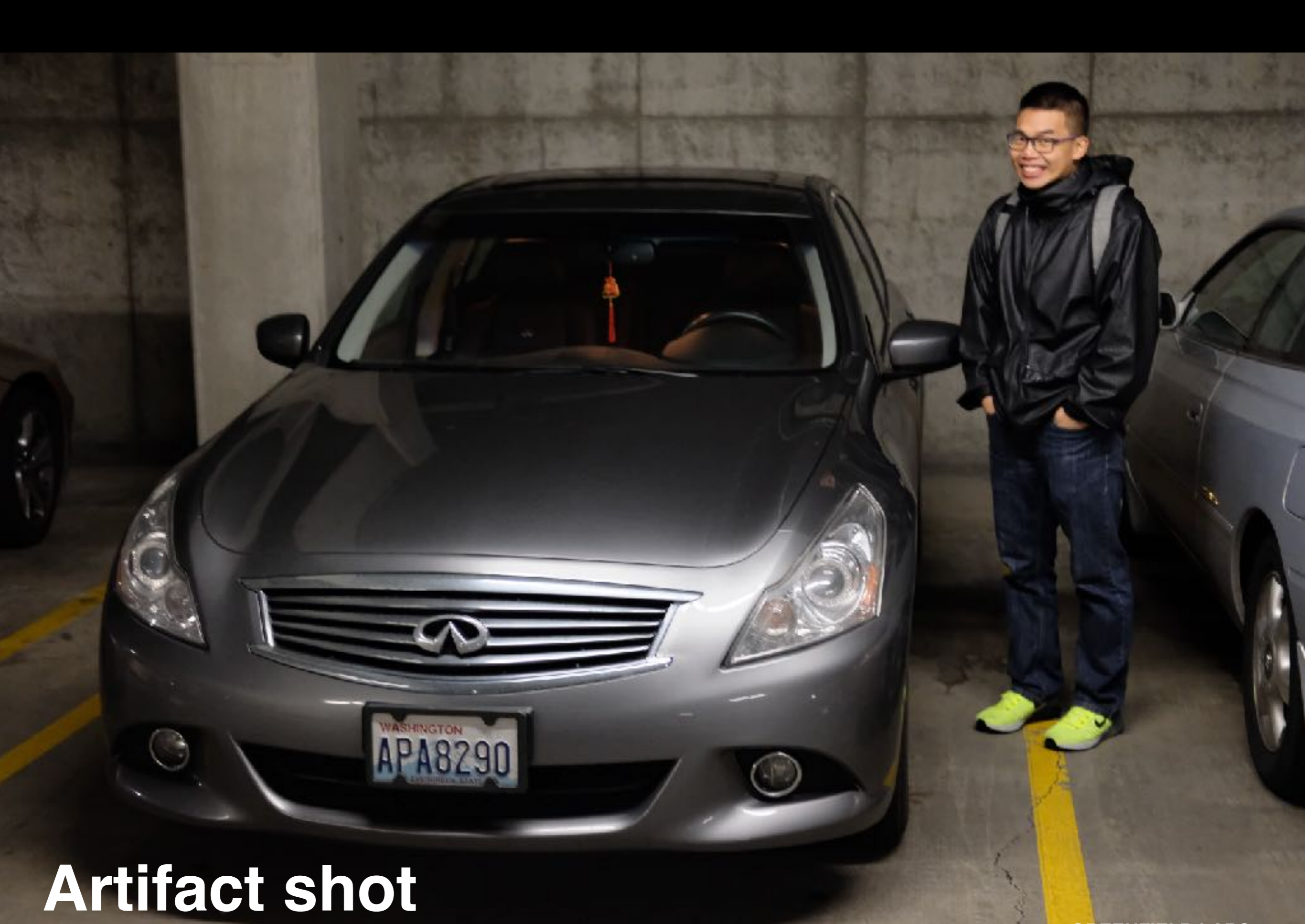


**Context shot**



**Close up shot**



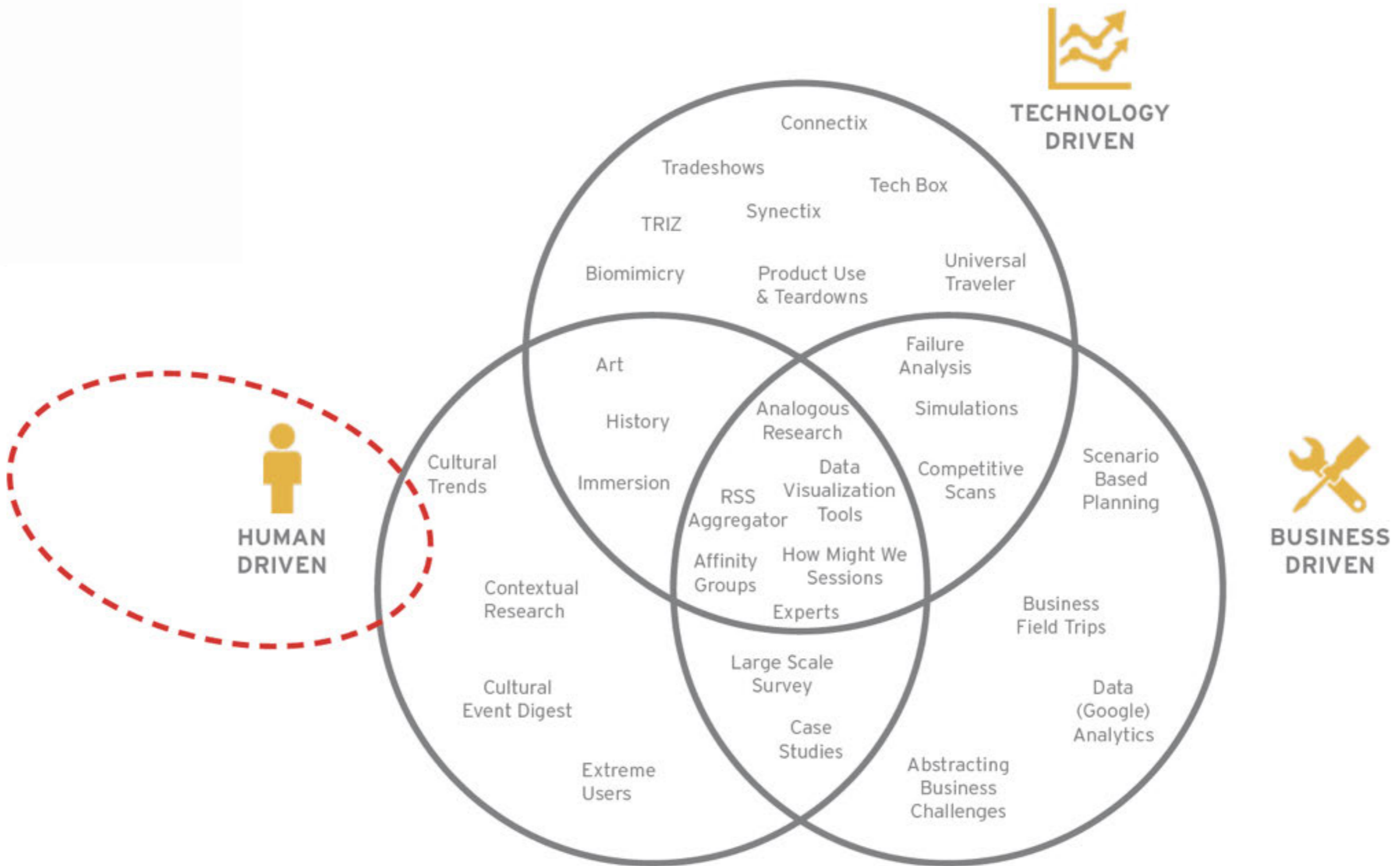


**Artifact shot**

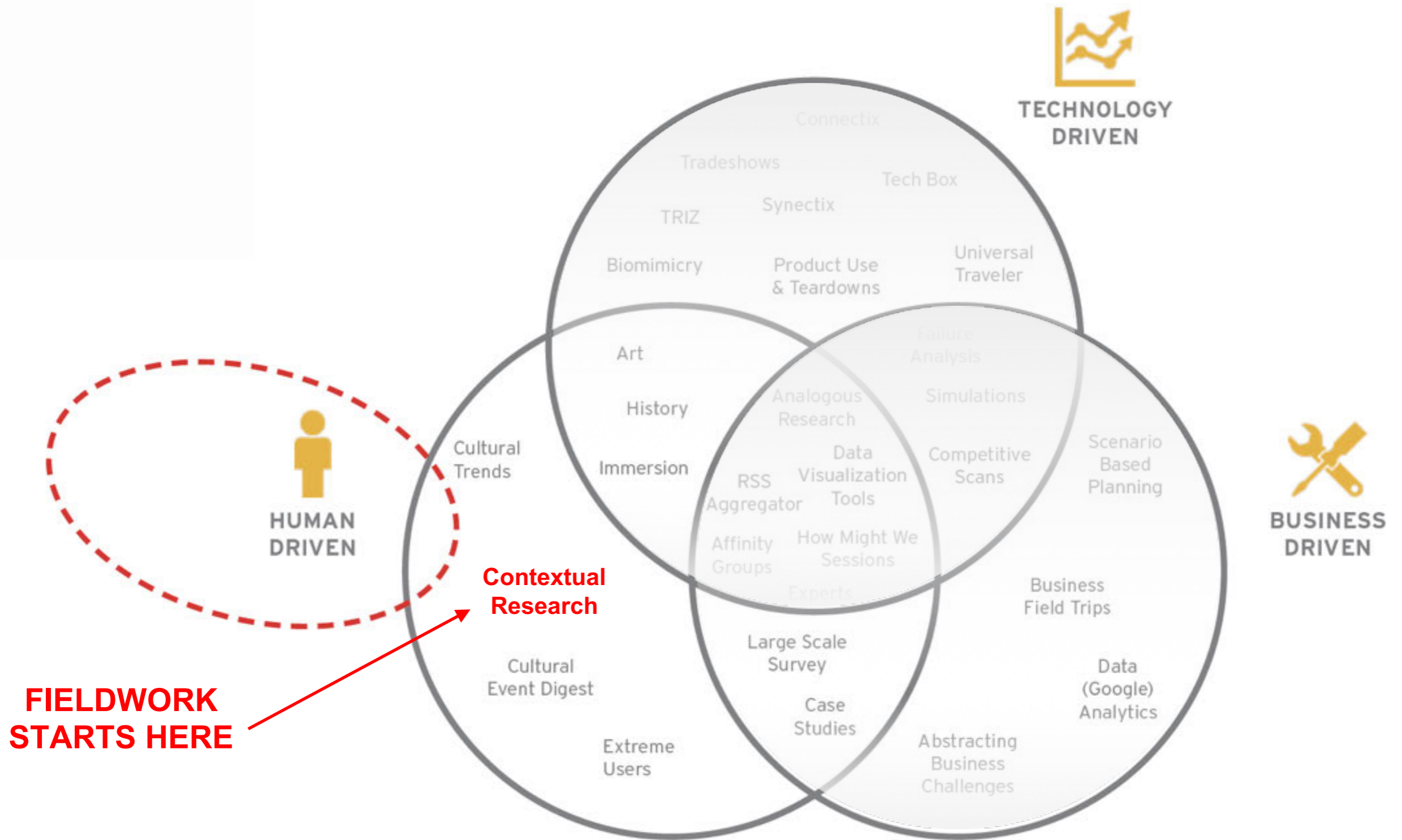
# *Ethical Guidelines for Field Research*

## RULES OF ENGAGEMENT

1. **Respect:** We treat people as people, not subjects.
2. **Protect:** We put the interests of our participants first.
3. **Be Honest:** We tell the truth about who we are and what we are doing.
4. **Be Clear:** We explain what we will and will not do, and our reasons.
5. **Ask:** We inquire in order to better our understanding.







# WHY BRAINSTORM?

- to generate a lot of ideas in little time
- to get different perspectives
- to build excitement

