Persona

Single Mom Sally

I am a 31 year old single mom of a 5 and 7 year old. I consider myself to be tech savvy, I order groceries and do most my shopping online. I have one full time job and pick up as many extra shifts there as I can. I also make and sell diaper cakes on Etsy. I rely on my family for childcare but would like them to have a break every now and then. I would also like my kids to be able to socialize and make friends with kids their own age.
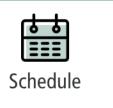
My Needs

- Free or low cost program for my kids
- Local access as my car is not reliable
- Flexibility
- Work/Life balance

What Impacts My Decisions

- Schedule
- Family impact
- Community reviews
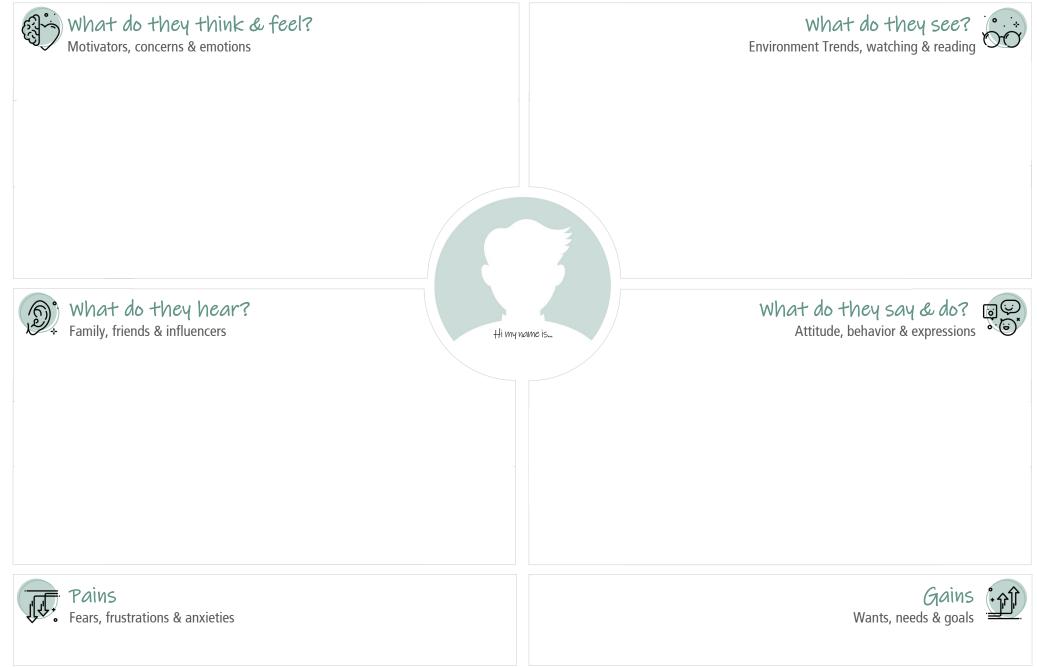
My Frustrations

- Financial restrictions
- Over busy schedule
- Complicated process that takes too much time to complete

Empathy Map Canvas

Empathy mapping is a collaborative exercise that allows you to gain insight into a target group to discover what they really think about your product, process or service. Start by identifying who your user, customer or stakeholder is. Then, brainstorm ideas for each section trying to empathize with the user by putting yourself "in their shoes". When you're finished brainstorming, analyze your map to determine your product/process/service's strengths and potential areas for improvement.

What do they think & feel?
Motivators, concerns & emotions

What do they see?
Environment Trends, watching & reading

Hi my name is...

What do they hear?
Family, friends & influencers

What do they say & do?
Attitude, behavior & expressions

Pains
Fears, frustrations & anxieties

Gains
Wants, needs & goals

Equity Pause

An Equity Pause is a time to pause the design/planning process to reflect and share our learning, remind ourselves of our shared goals/practices and name what we might do better in the support of racial equity and inclusion. It is a first step to notice, see and name the obstacles that get in the way of equity.

"Racism and inequity are products of design. They can be redesigned."

Bringing equity, or just and fair inclusion, into a society in which all can participate, prosper and reach their full potential requires change at a process and system's level. Changing these processes requires that we challenge ourselves and think beyond the norms of standard practice. We have a tendency to want to fix things, and unless we question our process and biases, we risk replicating and reinforcing the inequities that exist in our current systems. To disrupt our way of thinking we have to slow down, take a breath and pause...

QUESTIONS TO ASK

- What would we like to say that hasn't been said?

- Who are we not hearing from? Why?

- How are we building relationships?

- Is it in service to the organization, office, team, community?

- Are we placing extra burden on any of our users, customers, and staff?

- What practices do we need to update or improve to ensure all voices are heard?

- Where are our blind spots, biases and assumptions?

FACILITATING THE DISCUSSION

Notice
Ask yourself, is what I'm about to do valuing diversity, inclusive, accessible, and equitable?

Reflect
Build equity pauses and questions into meetings where you are designing processes, coming up with solutions, or determining services. Building in an equity pause sets the standard that it is OK to speak up and discuss EDAI. It also leverages the team's knowledge, experience, and insight. For those who are knew to their EDAI journey, it provides an example of how to constructively and proactively think forward about EDAI.

Acknowledge
Acknowledge staff and customer experiences and history that form their opinions. Acknowledge your personal biases and frames of reference. Move forward through discomfort and seek to learn. Consider adopting the following moto: "You are not here to be right, you are here to get it right."

User Interviews

What's a User Interview? | User Interviews are a qualitative research method where you have an in-depth sessions with users, customers and stakeholders who have first hand experience with your product, process or service.

BEFORE

Set Goals

What information are you looking to find out about your user, customer or stakeholder?

Recruit Participants

- Who needs to participate?
  - Who are the people we need to learn from?
  - Who are the people closest to the problem?
  - Who is most negatively impacted by the problem?
  - Who seems to be avoiding or overcoming the problem?

- Invite participants
  - Calls, emails, flyers, 1:1 conversations
- Set clear expectations
  - Include: time commitment, topic and how the information will be used/shared
- Make it clear participation is voluntary
- Compensate them for their time (if possible)

DURING

What can you ask to prompt high-quality information?

Interview Tips

- Ask Questions that keep users talking
- Avoid yes / no questions
- Ask why?
- Avoid over-stuffing the question; keep it simple
- Don't be afraid of silence
- A little small talk goes a long way
- Be prompt and professional
- Stay neutral; it's not about you

Question Starters

Recall
Tell me about the last time you did _____, what was the experience like?

Comparison
If you had to compare this tool to others you use, what would you say about it?

Apprenticeship
Can you show me how you would do that? You can pretend I'm a new employee.

Future Forward
If there was one thing you could change about _____ (this tool, this task, the organization) what would it be?

AFTER

Review Data

- Consider your research goals
  - What were you aiming to learn
  - What did you learn?
- What were the key themes from your interview?
- What pain points did your user have?
- What other insights did you gather?

Data Analysis

Externalize
Clean up your data

Organize
Group into themes and categories

Interpret
Label groupings, look for patterns and document your insights

How Might We? (HMW)

How Might We statements help to reframe problems as opportunities by removing blame and defining it from the point of view of the person experiencing it. Why are they called "How Might We's"? "How" suggests that we do not have an answer yet, "Might" emphasizes that are many different paths to explore and "We" immediately brings the idea of team work.
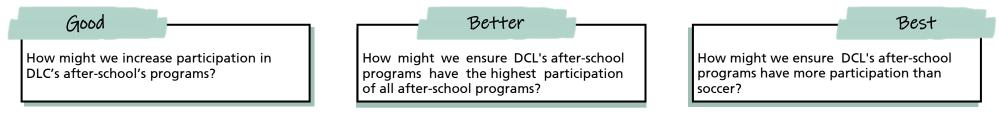
Example 1: Kids are not eating enough vegetables

Good

How might we get kids to eat more vegetables?

Better

How might we make eating vegetables the most fun part of dinner?

Best

How might we make vegetables even better than dessert?

Example 2: Department of Child Learning's (DCL) after-school programs are not being used

Good

How might we increase participation in DLC's after-school's programs?

Better

How might we ensure DCL's after-school programs have the highest participation of all after-school programs?

Best

How might we ensure DCL's after-school programs have more participation than soccer?

Practice: Completing DCL's application for after-school programs is complicated and time consuming

Good

Rephrase the problem as a question

Better

Be specific on a way to emphasize the good or desired future state

Best

Challenge an assumption using an analogy

NEXT STEPS

Write 3 ideas to solve your HMW statement

1.

2.

3.

Then write 2 more ideas to build of your previous 3 ideas

1a.
1b.
2a.
2b.
3a.
3b.

Now you have 9 statements from each person to use in affinity diagramming or PICK charting!

What, So What, Now What? (W3)

What, So What, Now What is a reflection tool used to help groups look back on a process or prototype in a way that builds understanding, encourages coordinated action and avoids unproductive conflict. You work in stages from gathering facts about what happened, understanding their impacts and then planning actions to take next. This is a logical progression that begins with defining the situation and ends with brainstorming ways to improve it.

What?

The Past
Describe what happened

Questions

…was your experience?

…did you notice?

…worked well and what didn't?

…were people's roles in the situation?

…were the consequences?

So What?

The Present
Analyze and make sense of the implications

Questions

…did you feel when it happened?

…were you thinking about?

…could have been done differently?

…did you learn, if anything?

…surprised you or deviated from your expectations?

Now What?

The Future
Effective next steps

Questions

…do you need to improve things next time?

…might the root causes of any identified issues be?

…follow-up is needed to address any challenges or difficulties

…would you do differently if you could do it again?

…learning can be applied to future iterations of this activity?

NEXT STEPS

If you need to expand your Now What's further you can move into brainstorming with a Mind Map or if you're ready to decide which ideas to move forward with you can group like ideas using an Affinity Diagram and put them through a prioritization matrix like a PICK chart.