

## Design Sprint Activity #1: Innovation Learning Plan

*What do you know, what don't you know, and how are you going to learn it?*

A learning plan sound like a formal concept, but really it's just about taking the time to ask yourself where the gaps are in your current understanding of your user's needs and experiences--very crucial elements of human-centered design-- and then figuring out what you need to do to fill in those gaps. A learning plan is simply a tool that you can use alone or with a team to map out what you already know and what you still need to learn more about in develop a good solution for the problem you are trying to solve and the people it affects (aka. user).

### Average Time

60-90 minutes

- About an hour to put together
- Ongoing discussions afterward

### When Should you use this:

- When you've just started out a new project (much like now!) and you need to know more about your user and the ultimate solution you are trying to build
- Or, when you are first bringing a human-centered design mindset to an existing project or team

### Here's What You Do:

#### 1) Start with what you know

Set aside 30 minutes or an hour to free-list, brainstorm, braindump (whatever you want to call it) EVERYTHING you know about your user--seriously, everything. What are your working assumptions? Think about things like:

- What are your main segments or different types of users? (think about 'mainstream' users AND more extreme users)
- What motivates them?
- What frustrates them? What delights them?
- What features and functions are most important to them?
- What drives them to make use of your solution or something similar?
- How else do they deal with the problem you are hoping to address?
- What else might you be competing with for their attention?
- What might they love about your proposed solution? What frustrates them?
- What is their main goal in utilizing yours or a similar solution?

## 2) Separate certainties from assumptions

For each assumption you made in Step 1, figure out how confident you are in that assumption--i.e give each one a low/medium/high ranking. As you do this, keep track of any questions that come that may help you get more certain about your user. Simply and group these questions together as you can.

## 3) Brainstorm research methods

Now, for each of your questions, brainstorm how you might go about getting more info on that specific area. Also, think about what might actually be required to get that info (i.e. face-to-face interviews, surveys, etc.) Are there any sources of useful information that don't require interaction with the user? Push yourself to be creative about how you can gather data to get your questions answered.

## 4) Plan outputs.

Finally, for each area that you'd like to research further, think about what how it will inform your concept. For example, could an answer to a particular question provide new insights as to who your user is or what they need? Could another answer reframe your Problem Statement?

## Examples of What a Learning Plan could look like:

BELIEF	CERTAINTY	NOTES	RESEARCH METHODS	EVIDENCE
<b>Typical User Profile</b>				
<b>Busy Professionals</b> - Our most likely users are busy professionals (e.g., work more than 50 hours a week. Probably skew more female, and many have children/families. Age range is 30s and 40s.	Medium	The high-level details are taken from our typical enterprise user. Need to confirm whether the consumer oriented product would appeal to the same type of user, or someone else.	[+] Doublecheck marketing reports and business case [+] Embed dry test in enterprise product and survey respondents	Marketing Segments
<b>Needs</b>				
<b>Family-Oriented</b> - Users are interested in family-oriented activities.	Low	Purely speculative. We need to do more to understand the variety of activities that users are interested in.	[+] Contextual interviews with 5-8 target users	Personas + Behavioral Dimensions
<b>Stressed by technology</b> - Our typical user feels some stress due to the "always on" nature of technology and devices. It's the desire to eliminate or reduce that stress that leads users on a search for products like ours -- therefore users may be having an experience of stress at the moment they first encounter our product.	Medium	True for enterprise customer; need to confirm with target consumer customer.	[+] Do market research review (especially Pew reports) [+] Contextual interviews with 4-6 target users	Marketing Segments Personas
<b>Motivations</b>				
<b>Achieving and accomplishing</b> - Users are high achievers and interested in accomplishing more outside of work, but not necessarily scaling back what they do at work.	Medium	True for enterprise customer; need to confirm with target consumer customer.	[+] Contextual interviews with 5-8 target users	Personas + Behavioral Dimensions
<b>General goals</b> - Goals tend to be generic: vacation, retirement, get in shape. Not a lot of adventure seekers and bucket listers.	Low	This is an assumption we've always made about enterprise customers, but never really confirmed.	[+] Contextual interviews with 5-8 target users [+] Intercept survey of current users	Personas
<b>Behaviors</b>				
<b>Balance Achieved Through Activities</b> - Ways they achieve a sense of balance now: church or spiritual practices, TV, exercise, commute time (listening to music, books on CD, etc.), shopping, reading print material (books and magazines), FaceBook for viewing photos and catching up with friends.	Medium	True for enterprise customer; need to confirm with target consumer customer.	[+] Contextual interviews with 5-8 target users (include journey lines)	Personas Experience Map Journey Line
<b>Always On</b> - Users are not early technology adopters, but they tend to be online a lot. Usually have computers at home and at work (personal computer at work, shared computer at home). Also likely to have a smart phone, and others in their household are also likely to have smart phones.	Medium	True for enterprise customer; need to confirm with target consumer customer.	[+] Diary study with 2-3 target users	Personas + Behavioral Dimensions

Lo-Fi Learning Plan

## ASSUMPTIONS ABOUT OUR USERS

TYPES OF USERS →	VIEWERS	ADMINS	BUYERS
<b>GOALS/ STATE OF MIND</b>	<ul style="list-style-type: none"> <li>Search + find correct answers</li> <li>Want to be certain</li> <li>Want to share what they find with others</li> <li>Want to be good at their job/school.</li> </ul>	<ul style="list-style-type: none"> <li>Dealing with piles/lots of docs</li> <li>Provide good svc.</li> <li>Solve problems. Repeat processes</li> <li>"Add Value"</li> </ul>	<ul style="list-style-type: none"> <li>Save &amp; ensure feature parity</li> <li>Please their internal customers</li> <li>create automated processes</li> </ul>
<b>PAIN POINTS</b>	<ul style="list-style-type: none"> <li>Not sure if they've found the only/all the info</li> <li>Don't save + duplicate portfolios</li> <li>Can't customize text their name/logo.</li> <li>not enough time</li> </ul>	<ul style="list-style-type: none"> <li>Hardly to compare, close to similar in a boring fashion.</li> <li>listen for keywords</li> <li>creation of repeatable scripts for common issues</li> </ul>	<ul style="list-style-type: none"> <li>not aware of all the service options</li> <li>don't necessarily customize like... not everyone knows what they can do</li> <li>rigid systems</li> </ul>
<b>OTHER PRODUCTS THEY USE</b>	Excel Word	Sharepoint MS Access Email Archives	Analyst Reporter Procurement System

Activity adapted from *The User Experience Team of One: A Research and Design Survival Guide*, by Leah Buley