

An aerial photograph of a beach covered in plastic waste, including bottles, bags, and other debris. The image is in a monochromatic blue-grey color scheme. A large white circle is centered over the image, containing text.

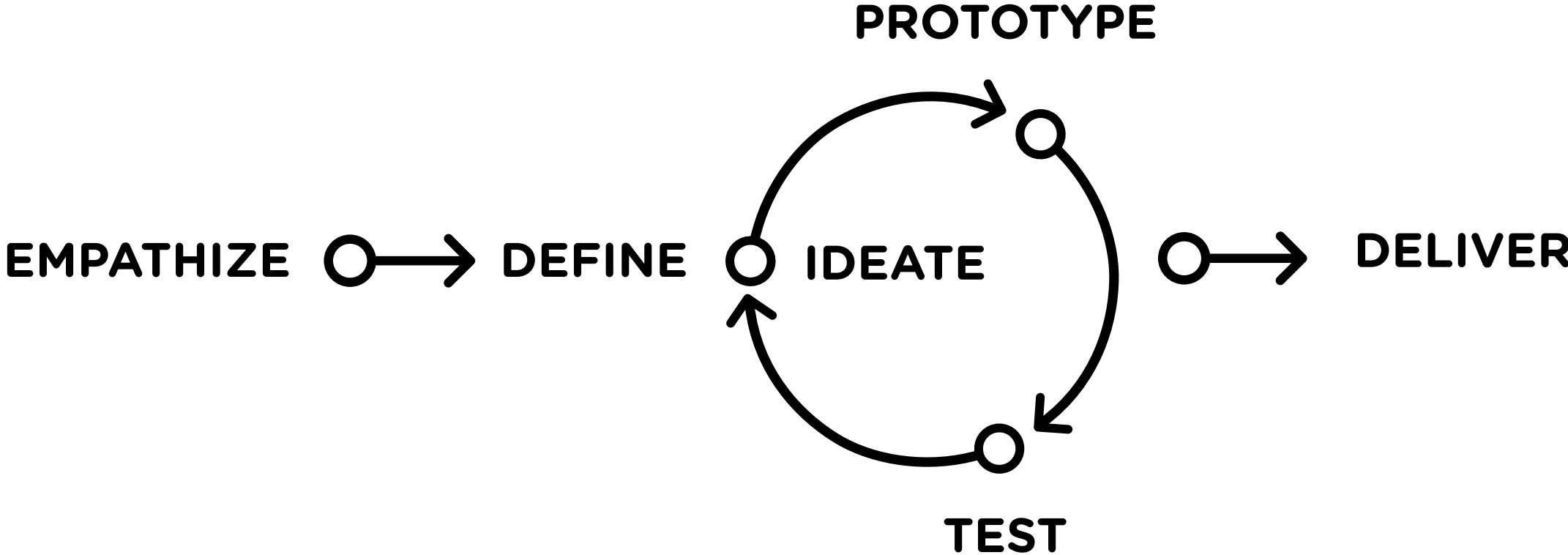
BRENCHIES || LAB

PLASTIC
BEACH
PARTY

DESIGN THINKING

Our Aim in these Design Thinking Workshops

Collaboratively create a range of sustainable products using recycled plastics that will benefit the inhabitants of Aruba.



So far we have:

- 1. looked at what Human centered design is**
- 2. Explored positive/negative impacts of plastic**
- 3. Identified key partners**
- 4. Created five themes to work towards**

Tonight We Will

- 1. Make “How Might We” Objectives For Themes.**
- 2. Build Upon Our Stakeholder Maps**
- 3. Identify Key Users**
- 4. Prepare For Interviews**

We Will Try Our Best Not To

**TALK ABOUT IDEAS FOR NEW PLASTIC PRODUCTS
(this will come next week after our interviews)**

Theme Dreams and Complaints

Finding opportunities for design often begins by noticing problems but it can also start from desirable dreams. (e.g. I really wish our community had X) Sometimes it comes out as complaints (e.g. It annoys me that we're not X) Either starting point is fine. This can then be transformed into a design opportunity by rephrasing the dream or complaint into a "How might we" question. (e.g. How might we improve experience X for user Y.)

Dreams

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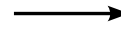
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I want to be able to buy only food that is produced on the island

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How might we...

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encourage more people to grow their own food on Aruba

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Complaints

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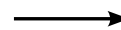
Tourists mainly buy generic souvenirs from the flea market.

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How might we...

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better promote the art and craft hotspots of Aruba to tourists

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Our Theme Goal

How might we...

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Group Share

Lets revisit our stakeholder maps.

Interview Preparation 1: Users and Places

Users, Experts, Extreme Users

Who are all of the people involved in your topic? Who might represent extreme behaviors related to your topic? Which experts do you want to meet with to learn more about your topic? List the candidates that you think will provide the most inspiration and circle 3-5 that you want to engage with first.

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Fisherman

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Richard van der Wal, Turtle Expert

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Park ranger

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Places related to users/activities

Where can you go to have an inspiring experience related to your challenge? What are analogous settings or extreme experiences where you might witness similar or relevant behaviors and activities in a different context? List as many locations as you can and circle 3-5 that you are most excited to observe first.

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At the harbour, fishmonger

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Hatching sights for the turtles

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Arikok National Park, Visitor centre,

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Interview Preparation 2: Key Users

Who specifically do you want to talk to and learn from? Create detailed descriptions for at least 3 different users or sources of inspiration. Be sure to cover a variety of gender, experience, ethnicity, etc.

User Type: Richard van der Wal, Turtle Expert

User Description:

Richard is a hands on turtle guy who is out to save em all...

User Type: Local Volunteers

User Description:

There is an army of around 20 locals who come out and help when turtles hatch

User Type:

User Description:

User Type:

User Description:

Group Share and contact Sharing

Lets Prep for our Interviews

Interview Pack: Questions

What do you want to learn to better understand the challenge at hand?
What are you hoping to understand about people's motivations and frustrations? What do you want to learn about their activities?

Specific Questions

What are some specific questions you can ask to open the conversation?

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What is the biggest environmental threat to turtles?

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Are there key places on the island they hatch from?

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Who takes part in protecting the turtles?

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Are there measures that the public can take?

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TAKE WITH TO INTERVIEW

Broad Questions

What are some questions that can help you start to understand this person's hopes, fears and ambitions?

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How do you feel turtles will fair in the future?

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Why is that?

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What would you want to tell those who damage the environment for turtles?

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If you were fully funded for everything you wanted to do, what would you do next?

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Ask questions neutrally. “What do you think about X?” is a better question than “Don’t you think X is great?” because the first question doesn’t imply that there is a right answer.

Don't ask binary questions. Binary questions can be answered in a word; you want to host a conversation built upon stories.

Ask why. Even when you think you know the answer, ask people why they do or say things. The answers will sometimes surprise you. A conversation started from one question should go on as long as it needs to.

We now have key users and great questions.

Before the Interview

1. Identify key users and formulate questions
2. Get in contact with users (Phone, email, text etc)
3. Decide on a time, place and communication channel:

face to face meeting (best to meet in context)

Skype / Facetime

Email / Facebook / Whatsapp

Google Docs (only for large number of users)

Carrying out the Interview

1. Introduce yourself and why you are there
2. Ask questions, observe & take notes
3. Record and document with pictures and videos
4. (optional) Take part yourself



Interview Pack: Questions

TAKE WITH TO INTERVIEW

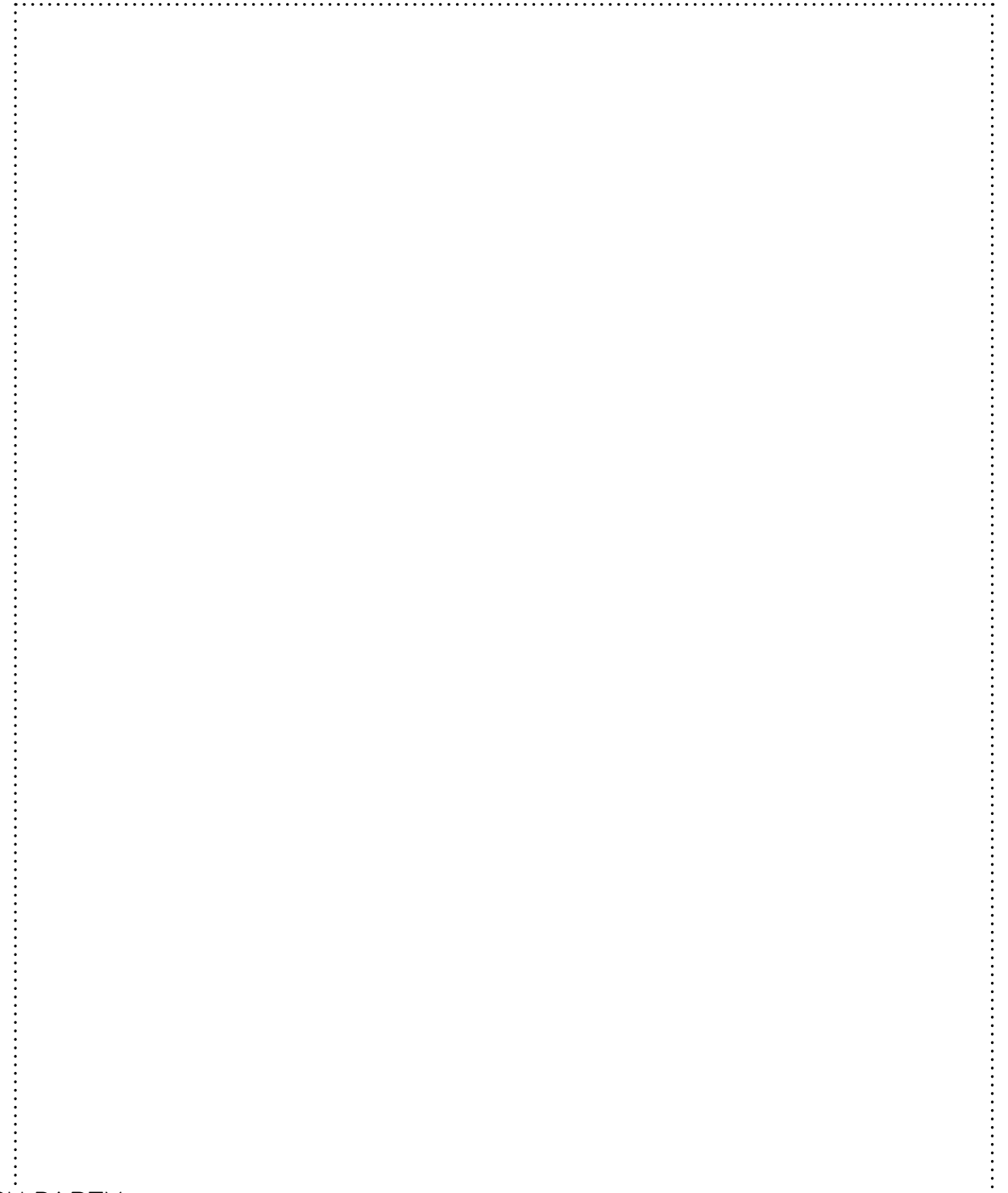
Answers to Questions

Take a note of key quote and phrases. Look out for information that is surprising or new as well as what you might have assumed. Feel free to also visualise the responses by sketching down the person's answers.



Interpretation of answers

Separate answers from your interpretations so that you know what you saw and what you thought it meant for that person. This section should be filled in during the interview or as soon as possible after the interview but not during.



Interview Pack: Observations

TAKE TO PLACE OF INTEREST

What did I see and what did I do?

Write some notes of what you encountered in that space. What surprised you? Where people doing something that interested you? Look for human behaviour. Look for the interactions between people and objects. Describe the environment.



Encourage stories. Whether or not the stories people tell are true, they reveal how they think about the world. Ask questions that get people telling stories.

Pay attention to nonverbal cues.
Be aware of body language and emotions.

Don't be afraid of silence. Interviewers often feel the need to ask another question when there is a pause. If you allow for silence, a person can reflect on what they've just said and may reveal something deeper.

Don't suggest answers to your questions. Even if they pause before answering, don't help them by suggesting an answer. This can unintentionally get people to say things that agree with your expectations.

Sunday is Interview time!

After the Interviews (we will do this next wednesday)

1. Identify insights
2. Download all images and videos
3. Analysis and Synthesis findings