Re-Thinking Personnel Hygiene: Exploring Tech-driven Solutions

A human-centered approach for innovation

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I do not need a drill.
I need a hole in the wall

WHY?
You've got to start with the customer experience and work back toward the technology - not the other way around.

(Steve Jobs)
People are the "raw material" for inspiration.
**EMPATHY**

*Empathy*: The ability to understand and share the feelings of another.

*Empathy* is the foundation of a human-centered design process to develop meaningful solutions.
Tyler Bigchild, right, who oversees the alcohol making co-op at Vancouver's Drug Users Resource Centre, directs co-op participant Tim, left, in sanitizing and sorting bottles to hold home-brewed beer.
Understanding the context and people

Observation
Contextual Inquiry
Cultural probes
Shadowing
Role playing

Needs
Motivations
Behavior
Experiences
Interpretation

- **What people:**
  - say
  - think
  - do
  - use
  - know
  - feel
  - dream

- **Techniques:**
  - interviews
  - observations
  - generative sessions

- **Knowledge:**
  - explicit
  - observable
  - tacit
  - latent

Surface to deep flow.
Involving people in the making

Share knowledge & ideas
Ownership
Reframing

Example: Cardiovascular diseases
Exploratory process

UNCERTAINTY / PATTERNS / INSIGHTS
focus of design-driven innovation (definition of new meanings)

CLARITY / FOCUS

RESEARCH
- design-driven research
- technological research

CONCEPT PROTOTYPE
- user-centered design

DESIGN
- product development
- interface design, visual design
Visualization

Service Blueprint - Rehash.Org

Physical Evidences
- Website
- Registration Confirmation
- Confirmation Mail
- Surprise gifts
- Website updates
- Account Details
- Coupon
- Message

Customer Actions
- Finds out about our service
- Joins the network
- Reads message
- Contributes waste daily
- Online check of their contribution
- Requests for coupons
- Contacts for discounts
- Goes shopping

Line of Interaction
- Facebook links, finds pamphlets, website
- Confirms registration
- Waste is weighed and then carried out
- Entry into the daily chart
- Views website for account updates
- Confirmation of coupons & details
- Gives coupons for discount

Line of Visibility
- Facebook updates, add pamphlets to newspapers and magazines
- Existing in the vicinity?
- No
- Add it to pending list
- Yes
- If many people request
- Inspect waste again
- Sell it to farmers @2500/5kg
- Deduct amount from person's account
- Farmer collect it to show service executive
- Get compensation according to coupon

Line of Internal Interaction
- Create a proper marketing scheme
- Add a new member to the network
- Regular update to the website
- Calculate coupons @1000/5kg
- Record the coupon details for each farmer so as to give benefits

Support Processes
- Manage the registering system and inform the senior executive of the additions.
Workshop
1 - Personas

- **INTERESTS:**
  - What does she spend her time on?
  - What enlivens her?
  - What does she read, watch, listen to?

- **POWERS:**
  - What resources does she control?
  - What can she do, muster?
  - Who does she have influence over?

- **NEEDS:**
  - What does she need in her life, in her work?
  - What's essential for her, what does she require?
  - What's missing?

- **VALUES:**
  - What carries meaning for her?
  - What's her moral compass?
  - What makes her indignant, satisfied, frustrated?
  - What does she want for the world?

- **BEHAVIORS:**
  - What are her routines?
  - Buying, free time, rituals

- **ASPIRATIONS:**
  - What kind of person do they want to be?
  - Brands?
  - Spending patterns?
  - Life dreams? Heroes? Role models?

**Name:** Fictionalize it

**Profession:** Be very specific

**Age:**
  - Choose a number, not a range

**Personal By:**
  - Mini life story - hometown, family, schooling, work, etc

http://www.openlawlab.com/2014/09/19/persona-template-user-centered-design-process/
“%Archetype%”

“%key quotes%”

Michelle C.

Technology
Information Technology and Internet

Expertise Level
- IT and Internet
- Using software
- Using mobile - tablets apps
- Using Social networks

User Experience Goals
- Helpful
- Free
- Motivating
- Originality
- Aesthetic
- Speed
- Entertaining

Personality
- Openness
- Neuroticism

Devices & Platforms

App
- Games
- Photography
- Social Media
- Others

Software
- Business
- Design
- Utilities
- Others

Referents & Influences

MUST DO
- 10%: %value%
- Hide unnecessary processes. Not interested in having the “control”.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

MUST NEVER
- 10%: %value%
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Elices posuere felis in ac bibendum pharetra.
- Integer viverra imperdiet porttitor.

Relationship with Brand & %product%

Seek and Value...
- H1: %content_or_feature%
- H2: Rank
- H3: Top downloads
- H4: %content_or_feature%

Using Brand
- Brand
- Internet

Product Is...
- “%relationship_key_quote% (product)”

Brand Is...
- “%relationship_key_quote%sit amet, consetetur adipiscing elit.”

L2: Recognize brand but seeks directly on internet

http://www.uxlady.com/introduction-to-user-personas/
2 – Define

What is the rule/normal?
2 – Define

What is the rule/normal? → INVERT
2 – Define

Utopia

Propose idea scenarios based on your persona.
3 – Ideation

What if...?
Thank you.

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