	QUESTIONS TO ASK	COMMON OBSTACLES	SUGGESTIONS

INITIAL RESEARCH

What are your initial assumptions about this problem space?
How can you confirm/test these?
What don't you know about your problem space that you would like to learn more about?

- Forgetting to identify your initial assumptions
- Forgetting to test these assumptions

- Not delegating work evenly or setting expectations for the project
- Not following through on initial research

→
- Identify assumptions as a group
- From this discussion, determine what initial research needs to get done and delegate

→
- Team Charter

USER RESEARCH + SYNTHESIS

What is your HCW?
Who is your user?
Who are the stakeholders?
Who have you reached out to so far?
What do you need to learn to move forward?
What have you been asking/plan to ask your users? Why?

- Trouble contacting users
- Not focusing on the best user group (where they could make the most impact)

- Not asking the right questions – or in the right way – to get the kind of insights that drive their project forward

→
- Stakeholder Map
- User Recruitment

→
- Define Learning Objectives
- Create Interview Protocol

CHOOSE DESIGN DIRECTION

What have you learned?
What insights can you draw from your research?
Where are the biggest pain points?
Where can you make the most impact?
What is your HCW now?

- Team doesn't know what part of the problem to address
- Team is divided on what part of the problem to address

- HCW is too broad or not actionable
- HCW is not based on insights
- HCW is too solution-oriented

→
- Journey/Pain-points Map
- Insights Grouping
- Excitement v. Feasibility Chart
- Decision Matrix

→
- Impact Map
- HCW "Mad Libs" Activity

BRAINSTORM

What insights are guiding your project?
What is your HCW?
If there were no limitations (financial or otherwise), what would you design for your user?
How many ideas can you come up with?

- Ideas straying from research insights
- Not having enough research to ground your ideas in your user's experience

- Not coming up with enough ideas (quality > quantity)

- Team members shutting down others' ideas
- Team members solely focusing on their own idea and thinking too far ahead

→
- Refer back to insights and HCW
- Define learning objectives and circle back to User Research + Synthesis

→
- 50 ideas Activity

→
- Emphasize "Yes and" Mentality

NARROW CONCEPTS + BUILD

What would make the most impact?
Is it daring? Is it feasible? Is it applicable?
How would you make it?
Who would you need to work with?
What skills are necessary?
What materials would you need?

- Not excited by any solutions

- Team unsure which concepts to build
- Team divided on which concepts to build

- Not sure how to build their concepts
- Team wants to spend too long on building concepts
- Team unsure they are capable of building their concepts

→
- Return to brainstorming and try again

→
- Impact Map
- Excitement v. Feasibility Chart
- Decision Matrix
- S.M.A.R.T. Goal Setting

→
- Low-fidelity Prototyping

TEST

What do we want to learn?
How can we use our prototype(s) to learn this?
How should we introduce our concepts to our users?
Who should we test with?
How will we measure our results?
How will these results determine our next steps?

- Not learning specific things from testing
- Justifying assumptions without challenging them
- Forgetting to identify testing constraints

- Discouraged by non-affirming feedback

- Not testing with the right user group
- Not testing with enough people

→
- Define Learning Objectives
- Create Interview Protocol
- Identify assumptions and testing constraints

→
- Emphasize that all feedback is useful and design is iterative!

→
- User Recruitment
- Stakeholder Map