



WUSF DESIGN INTENSIVE

PRX x WUSF Podcast Consultancy

Day 3 | February 1, 2023



CULTURE SHARE

WHAT IS YOUR DREAM VACATION / TIME
AWAY FROM WORK?



ROADMAP

DAY 3

- Revisit Podcast Mission
- Revisit Empathy & Empathy Interviews
- Design Sprint: Synthesis & POV
- Design Sprint: Ideation
- Design Sprint: Idea prioritization and surfacing



PODCAST MISSION

REVISIT DAY 2: EMPATHY & INTERVIEWS



- What did you learn and what stuck with you?
- What questions have popped up for you overnight?
- What questions still linger?
- What excites you about our work yesterday?
- What makes you nervous?



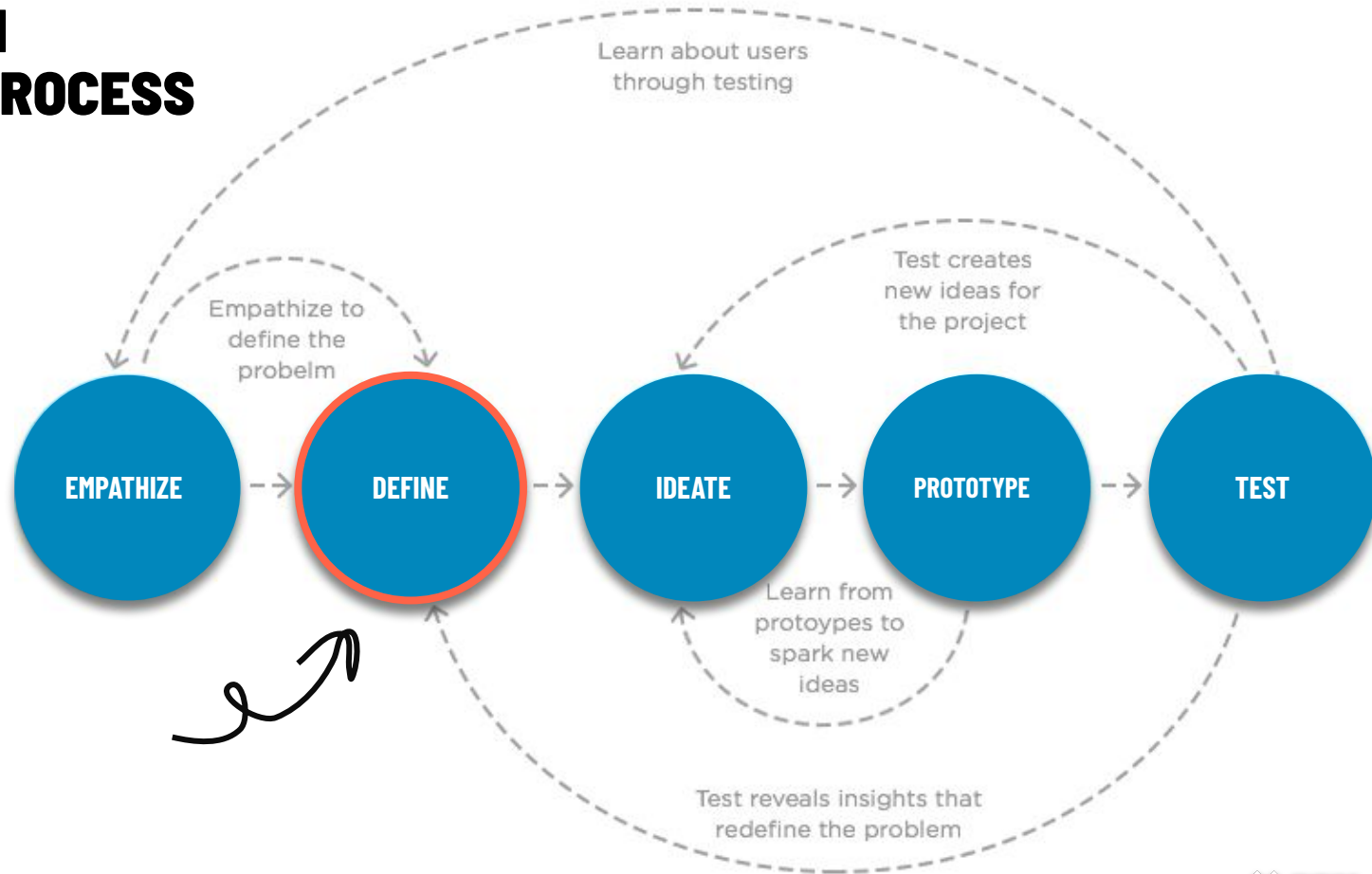
NORMS & MINDSETS

-  We are creating a space space (together). Allow your co-workers to show up in a way you may not be used to seeing them.
- ☐ **W A I T:** Why Am I Talking?
-  Engage tension NOT drama. Learn from disagreements.
-  Assume best intent. We are all here to get better.
- ☐ Ask for help! We promise, you're not being disruptive.
-  Yes, and...
-  Show up for yourself and for others. You get what you put in.
-  Take a break! Your wellbeing comes first.





THE DESIGN THINKING PROCESS



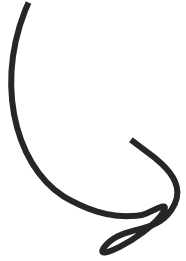


DEFINE: SYNTHESIS

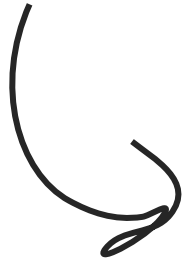
A process of sorting and condensing thoughts until you've found a compelling point of view. You organize, interpret, discover connections and patterns and make sense of the data and information that you have gathered.



1 CAPTURE



2 CLUSTER



3 INTERPRET



SYNTHESIZE YOUR EMPATHY INTERVIEWS

ACTIVITY



30 MIN (~10MIN PP)

- Write down as many details as you can about interviewees
 - Personal details and interesting stories
 - Direct quotes
 - Impressions

GUIDELINES

- Use a different colored Post-it for each person
- 1 idea per Post-it
- Keep the Post-its simple
- Go for quantity



"IT'S IMPORTANT
THAT MY MEDIA
CHOICES REFLECT
HOW I WANT THE
WORLD TO SEE ME"

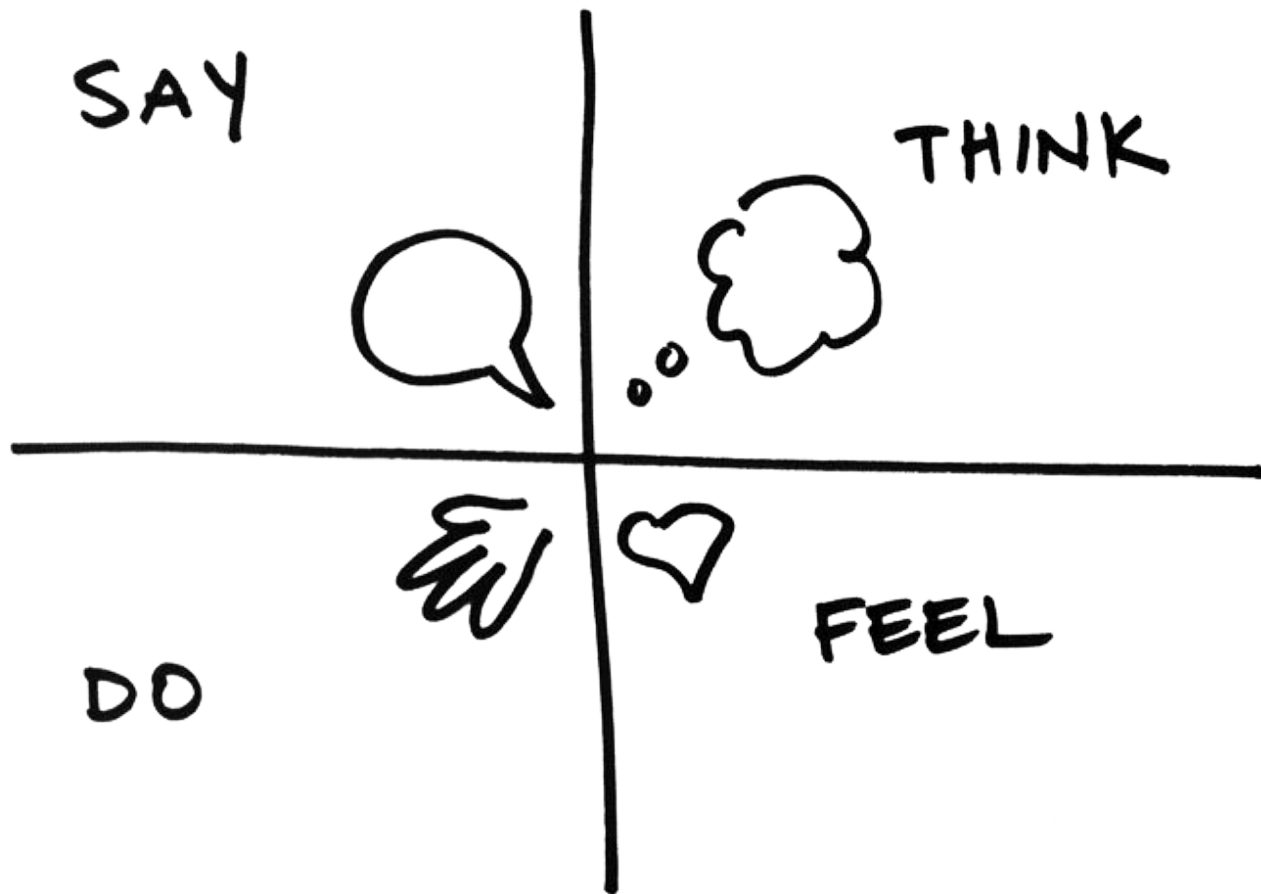
FROM A SMALL TOWN
AND TOOK THEIR
FIRST CHANCE TO
LEAVE FOR A BIG
CITY

SUBSCRIBES TO THE
NEW YORKER AND
HARPERS. DOESN'T
HAVE TIME TO READ
ANY OF THEM.

SAYS THEY
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LISTEN TO NEWS
PODCASTS BUT HAS
HARD TIME
RECALLING

BUT LIGHTS UP
WHEN THEY TALK
ABOUT A D&D
PODCAST - CAN
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SYNTHESIZE YOUR EMPATHY INTERVIEWS

ACTIVITY

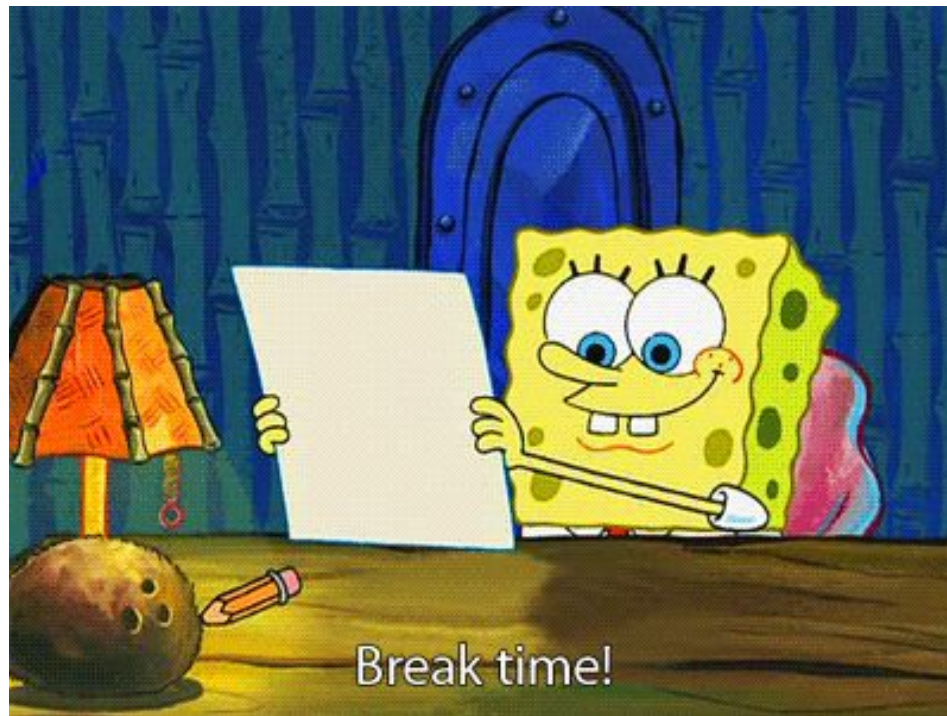


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CLUSTER WHAT YOU'VE CAPTURED

ACTIVITY



20 MIN

- Group related info per empathy interviewee
- Circle the clusters for visibility
- Give clusters thematic headlines

GUIDELINES

- Look for patterns and similarities
- Some Post-its may work across multiple categories
- Cluster names should be simple but not vague



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MEDIA AS STATUS

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PEDIGREE MATTERS

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INTERPRET YOUR CLUSTERS

ACTIVITY



20 MIN

- Analyze your clusters and craft “need statements” for each.
- Feel free to write more than one for each cluster.

GUIDELINES

- What is the underlying sentiment beneath each of these clusters?
- You are using your power of inference and interpretation. Make informed assessments.



MEDIA AS STATUS

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I NEED TO ACCEPT
AND EMBRACE
THE UNEXPECTED
JOYS IN MY LIFE.

GUILTY PLEASURES

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PEDIGREE MATTERS

FROM A SMALL
TOWN AND TOOK
THEIR FIRST
CHANCE TO LEAVE
FOR A BIG CITY

MENTIONS THEIR
IVY LEAGUE
DEGREE SEVEN
TIMES

I NEED TO FEEL
RECOGNIZED FOR
MY ACHIEVEMENTS
BECAUSE I WORKED
HARD TO GET HERE.

I NEED TO BE
PERCEIVED AS AN
INTELLECTUAL.



INTERPRET YOUR CLUSTERS

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- Analyze your clusters and craft “need statements” for each.
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60





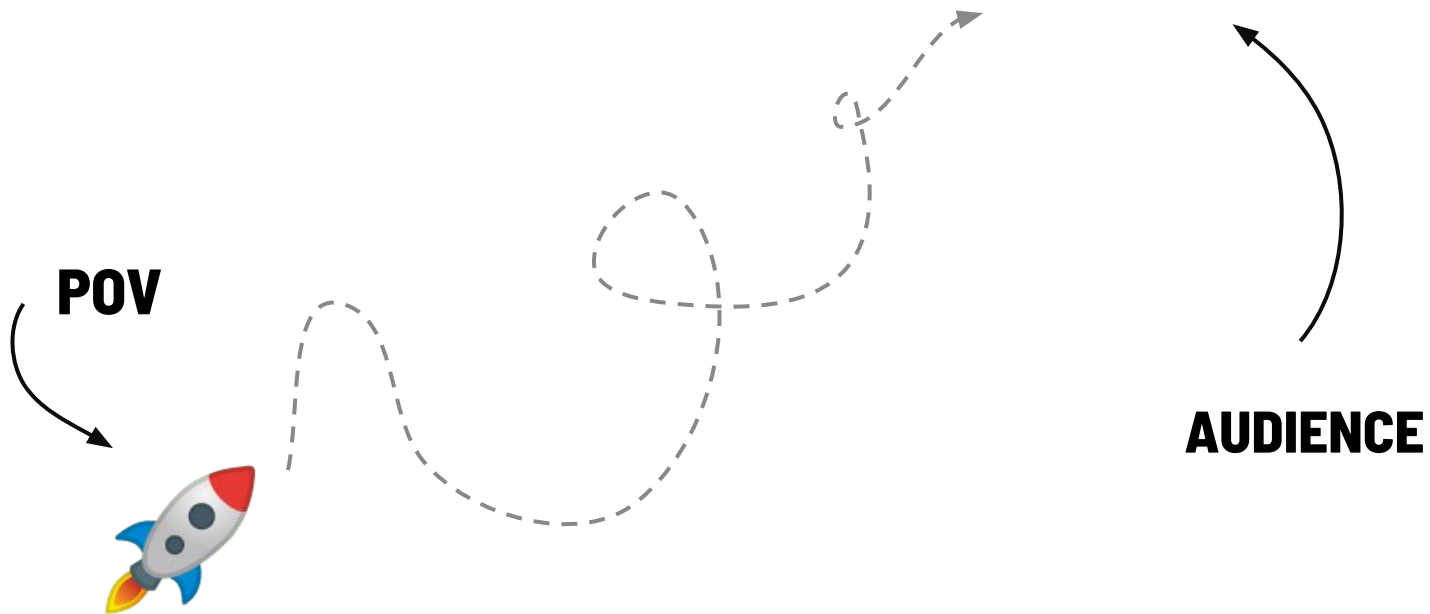
MAKING A PODCAST FOR A REAL PERSON WITH REAL SOLVABLE NEEDS

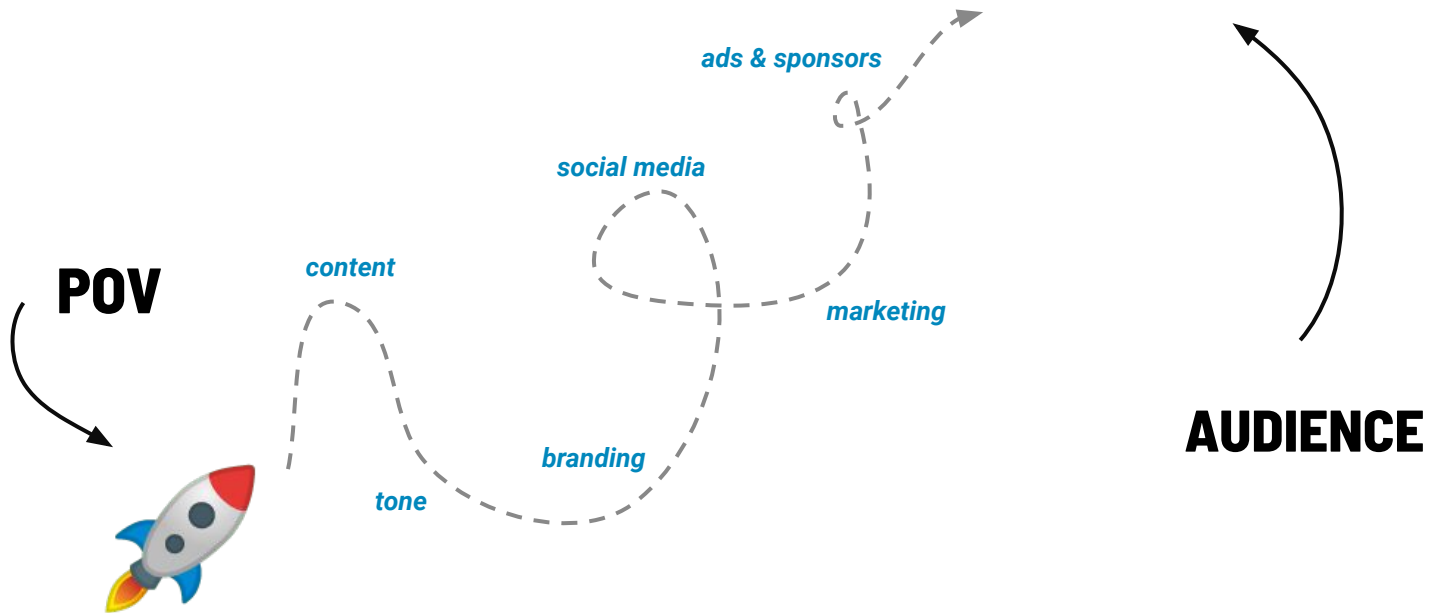




POINT OF VIEW

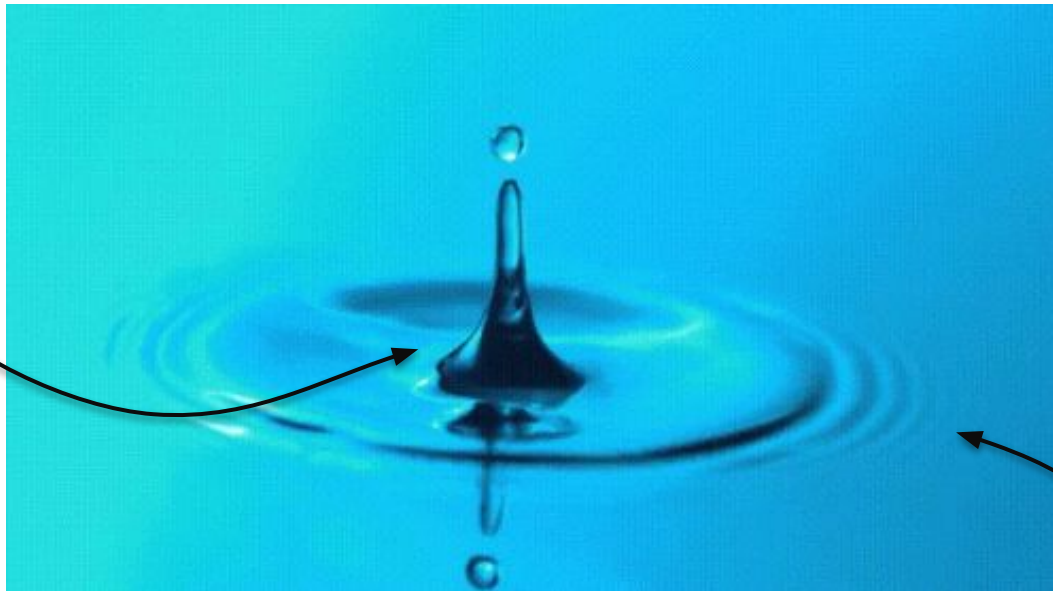
A POV is a meaningful and actionable problem statement, encompassing a person you are designing for. Your POV captures your design vision by defining the RIGHT challenge to address for the person you aim to serve, and will allow you to ideate in a goal-oriented manner.







POV



AUDIENCE





POINT OF VIEW

- Avoid designing for yourself
- Avoid designing for everyone
- See the challenge through someone else's eyes
- Evaluate options by setting a north star ★
- Communicate your story
- Inspire you and your team



PERSON

Can you picture a specific, vivid character?

+ NEED

Is it deep and meaningful? Is it their need?

**+ INSIGHT
CONTEXT**

*Is it something you couldn't have thought of
without talking to this person?*



BLACK IN APPALACHIA

THE PODCAST





MEKYAH DAVIS

Mekyah, a 20-something restaurant worker and youth organizer, who is navigating a tumultuous political climate, needs a way to immerse in Black cultural expression and feel that the experiences of Black communities are seen and valued, in a way that makes him feel there is a space for Black people like him in Appalachia, where whiteness dominates the narrative.



Black History



Black Stories
(rooted in the personal)

Documentary



Narrative Chat

Teaching &
Education



**Belonging &
Pride**

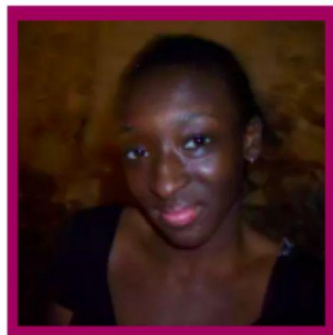
Informative &
Serious



Young & Fun



OUR PRIMARY LISTENERS ARE BLACK WOMEN QUESTIONING MOTHERHOOD



GILDAS IS IN HER THIRTIES. SHE IS A SECOND GENERATION AFRICAN IMMIGRANTS WORKING AS AN EMPLOYEE IN A PRIVATE COMPANY.

IN HER FAMILY, HAVING KIDS IS VERY IMPORTANT, SHE CAN STILL HEAR HER MOTHER SAYING THAT "IT IS PART OF THE CULTURE".

SHE IS NOW QUESTIONING THIS BELIEF WITH AN INTERSECTIONAL POINT OF VIEW.

SHE NEEDS TO HEAR EMPOWERING STORIES ABOUT BLACK CHILDFREE WOMEN BUT ALSO AUTHENTIC STORIES AROUND AND ABOUT MOTHERHOOD (ADOPTION, BEAUTIFUL STORIES, OBSTETRICAL VIOLENCES, IVF) IN ORDER TO ALLOW HER TO HAVE ALL THE RESOURCES NECESSARY TO EMBRACE HER FINAL CHOICE TO BECOME A MOTHER OR TO REMAIN CHILDFREE.

Listener Profile

Ameyo Ombu



Gbese jor! This life is not for the weak. I seize every opportunity that comes my way in work and play. The pressure is high - one day it's momsie asking, "when will you marry", the next day, bobo is coding up and down. At this age of 25, I have to become a decoder on top of my hustle to rise above my peers. When love is like a reality TV show, we have to up our game-play. Abi!

Femi Wright



Maybe some people are in Lagos to count bridges. Not me. I'm 33, with mouths to feed and a nuclear family who depend on me. After work deadlines and an evening of cold beer with the guys - when Arsenal FC comes correct - I want to come home to peace. If only wifey would just understand that!

Dindam Gyang



I'm a city boss. At 41, I have no time to spare for trifling acts of nothing. I can afford my lifestyle, and what people say about me being divorced bounces right off my skin. My ideal evening is dinner on the gazebo, with wine and sunset, laughing about life and mitigating risks, with my significant partner.



PERSON

Can you picture a specific, vivid character?

+ NEED

Is it deep and meaningful? Is it their need?

**+ INSIGHT
CONTEXT**

*Is it something you couldn't have thought of
without talking to this person?*



POVs name & a vivid description

NEEDS A WAY

TO

specific need in their life

**IN A WAY THAT MAKES THEM FEEL / IN A
WORLD WHERE**

surprising detail or insight about your POV
and/or the context they live in.

.



DEFINE YOUR POINT OF VIEW

ACTIVITY



7 MIN

- Each team member writes 1 POV for the interview that excites/compels them most



15 MIN

- Share your POV with your group. Work together to align on one.

GUIDELINES

- Don't worry about who your teammates choose. Y'all will gravitate toward the one that works best for you.
- Don't follow the madlib verbatim. Be sure to capture the essential elements.



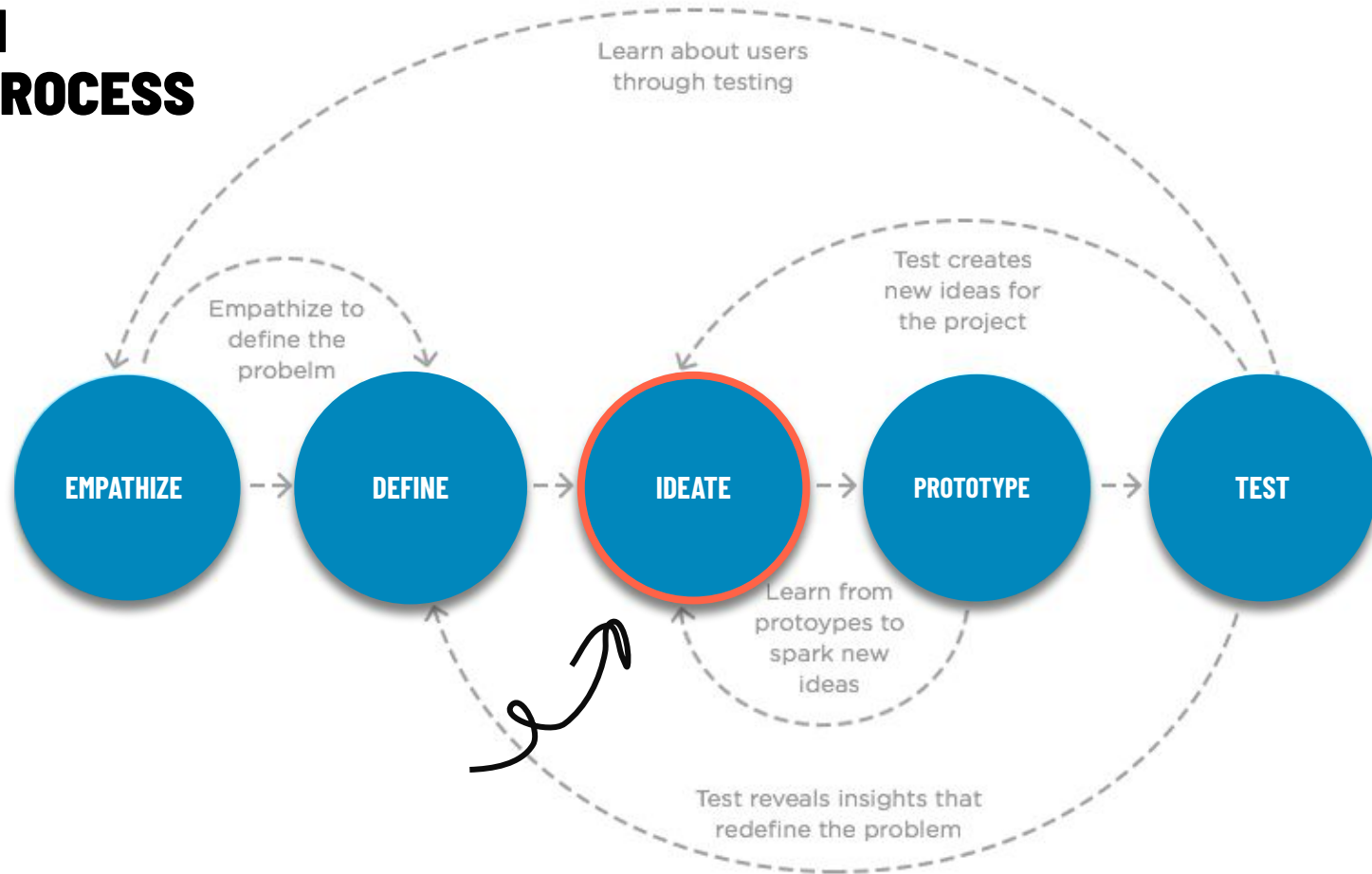
IDEATION

IMAGINE AND SURFACE
ALL THE POSSIBLE
PODCAST SOLUTIONS
FOR YOUR POV

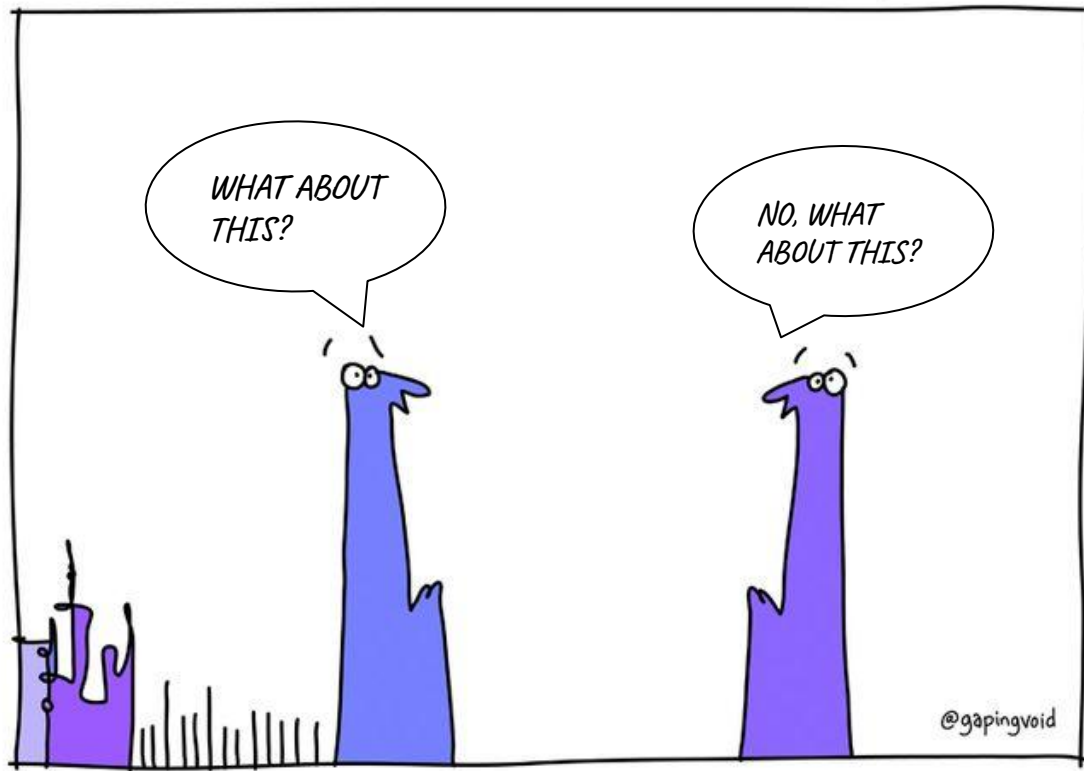




THE DESIGN THINKING PROCESS



HOW MOST BRAINSTORMING SESSIONS WORK:





IDEATION (AKA BRAINSTORM)

A method used to rapidly generate ideas to solve clearly defined problems. The most productive and collaborative ideations occur in controlled conditions and a free-thinking environment.



BRAINSTORM 1.0 🤪

- Loose conversation
- Anchored on a need/problem that's too broad or vague
- Often dominated by the leader or privileges the most outspoken
- Mistakes active discussion with actual ideation
- Attempts to refine solutions simultaneously

BRAINSTORM 2.0 🤩

- Structured environment
- Inspired by a clearly defined problem that provides intention and focus
- Non-hierarchical and depends on everyone's contribution
- Prioritizes rapid generation of imperfect ideas. Quantity over quality!
- Encourages wild ideas and a “yes, and” mindset



HOW TO BRAINSTORM

- **Assemble a diverse group** –
the more perspectives, the wider range of possible ideas
- **Set a time limit** – innovation happens within constraints
- **Set up your space and tools** – a white board and Post-its (virtual whiteboard) are preferred but a Google doc works too
- **Play energizing music** – create a fun and stimulating environment



THE RULES



BRAINSTORM RULES

-  Encourage wild ideas! All are valid!
-  Be judgment free! Don't censor others, esp. yourself.
-  Build on other ideas (practice “yes, and...”)
-  Stay focused on your POV.
-  Get visual! Think in ways you don't normally.
-  Go for quantity, not quality.
-  Don't stop! Brainstorm until the timer goes off.

FOUR HORSEMEN OF THE BRAINSTORM

IF IT'S SUCH A GOOD
IDEA, SOMEONE
WOULD ALREADY
BE DOING IT.

WE NEED
A FOCUS
GROUP.

LET ME PLAY
DEVIL'S
ADVOCATE.

YES,
BUT...





BRAINSTORM 1: SUBJECT MATTER

ACTIVITY



10 MIN

- As a group, brainstorm different subject matters that meet your POVs needs



10 MIN

- You get **8** votes >> surface **4** ideas

GUIDELINES

- 1 idea per Post-it
- Keep ideas simple (1-5 words or pictures)
- Quantity over quality
- Brainstorm until time is up

BRAINSTORM 2: TONE & DESCRIPTORS

ACTIVITY



10 MIN

- As a group, brainstorm different descriptive words to capture the tone for your **top 4 podcasts**



5 MIN

- You get **2** votes per podcast>> surface **1** descriptors per podcast

GUIDELINES

- 1 idea per Post-it
- Keep ideas simple
- Quantity over quality
- Brainstorm until time is up
- No vague descriptors
(*exciting, interesting*)

BRAINSTORM 3: REFERENCE MATERIAL

ACTIVITY



10 MIN

- As a group, brainstorm different reference materials that could inspire your **top 4 podcasts**



5 MIN

- You get **2** votes per podcast>> surface **2 reference materials** per podcast

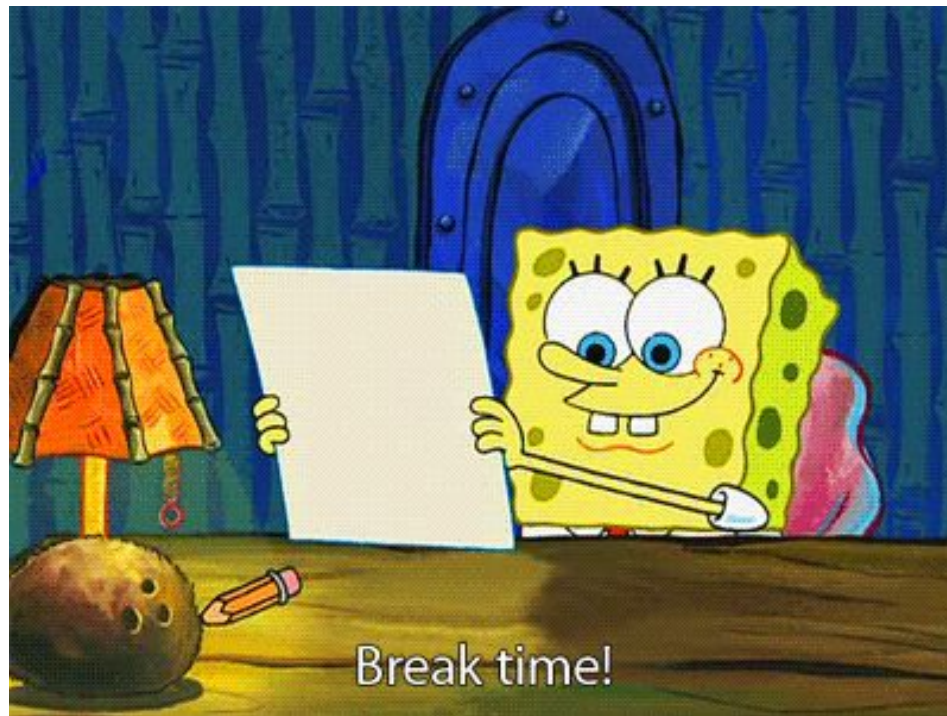
GUIDELINES

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- Brainstorm until time is up



WHAT YOU SHOULD BASICALLY HAVE...

**A (SUBJECT MATTER) PODCAST +
THAT IS (TONE/DESCRIPTOR) +
THAT REMINDS ME OF (REF MATERIAL 1) &
(REF MATERIAL 2)**





ROADMAP



DAY 3

- Revisit Podcast Mission
- Revisit Empathy & Empathy Interviews
- Design Sprint: Synthesis & POV
- Design Sprint: Ideation
- ~~Design Sprint: Idea prioritization and surfacing~~

DAY 4

- Design Sprint: Idea prioritization and surfacing
- Introduction to Prototyping
- Design Sprint: Conceptual Prototype
- Design Sprint: Paper Prototype
- Introduction to Podcast Trailers (audio prototype)

