



WUSF DESIGN INTENSIVE

PRX x WUSF Podcast Consultancy

Day 2 | January 31, 2023



CULTURE SHARE

WHAT WAS SOMETHING YOU ACCOMPLISHED IN
THE PAST YEAR THAT YOU'RE PROUD OF?



ROADMAP

DAY 2

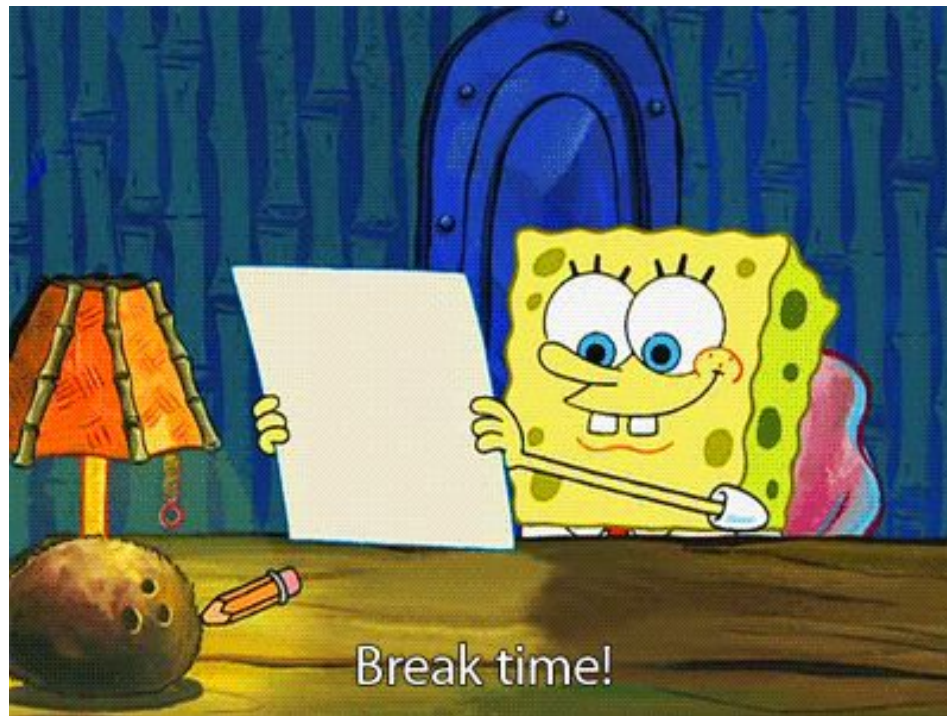
- Revisit mission statement
- Introduction to Design Thinking & Product Design
- Introduction to Design Sprint
- Design Sprint: Empathy
- Design Sprint: Empathy Interviews

REVISIT DAY 1

- What questions have popped up for you overnight?
- What questions still linger?
- What excites you about our work yesterday?
- What makes you nervous?
- What do you hope for?
- What can PRX do to help?



PODCAST MISSION STATEMENT =
WE STRIVE FOR THIS VALUE





DESIGN THINKING

AKA HUMAN-CENTERED
AKA AUDIENCE-FIRST
AKA PRODUCT DESIGN





“DESIGN THINKING”

Design thinking is a process for solving problems by prioritizing the consumer's needs above all else. It relies on observing, with empathy, how people interact with their environments, and employs an iterative, hands-on approach to creating innovative solutions.

DESIGN THINKING

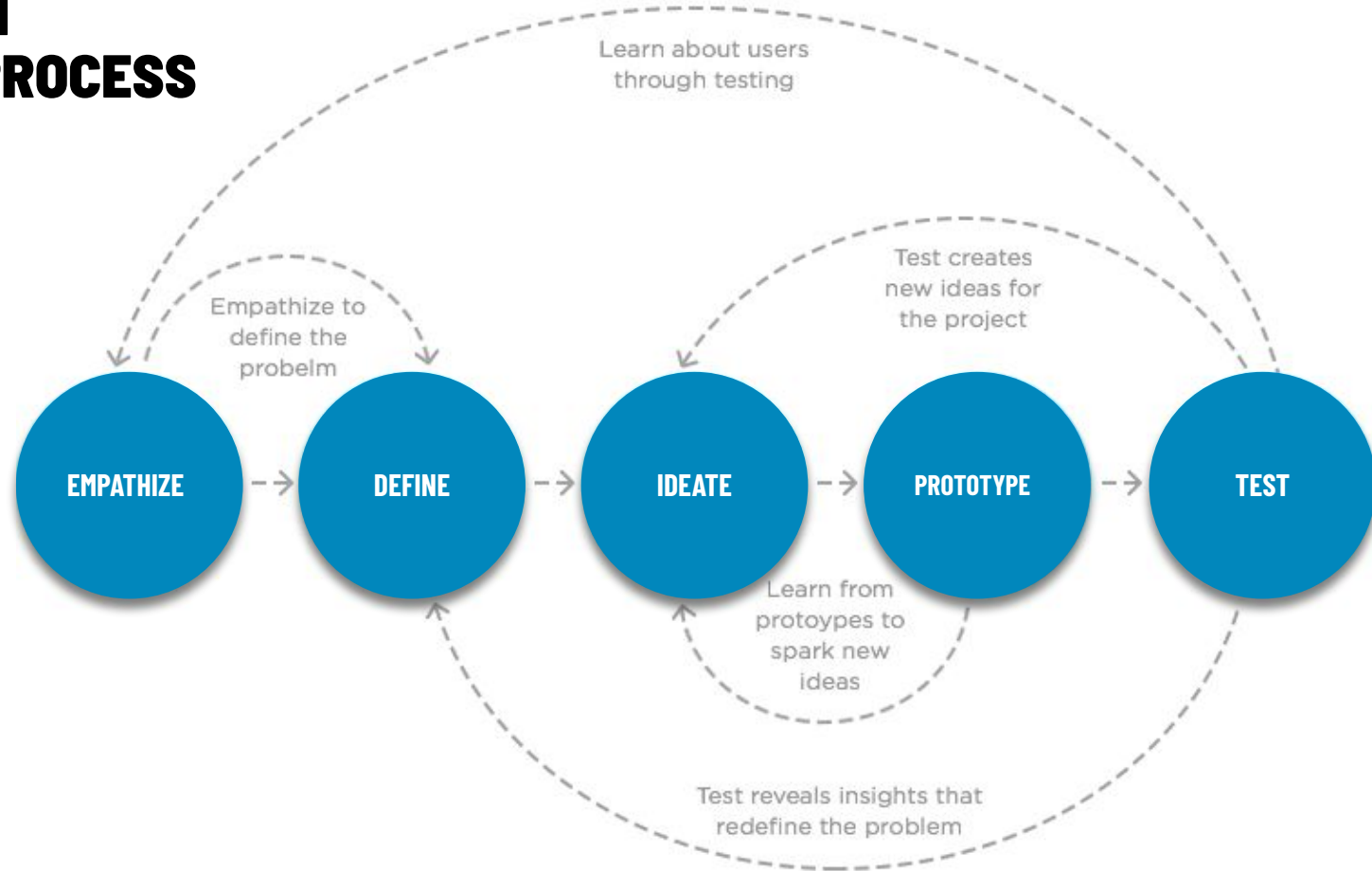
- Is a mindset...
- ...and a process!
- Sees problems as opportunities
- Starts with people, not ideas
- Solves for the right problem

DESIGN THINKING

- Human-centered
- Collaborative
- Optimistic
- Experimental



THE DESIGN THINKING PROCESS

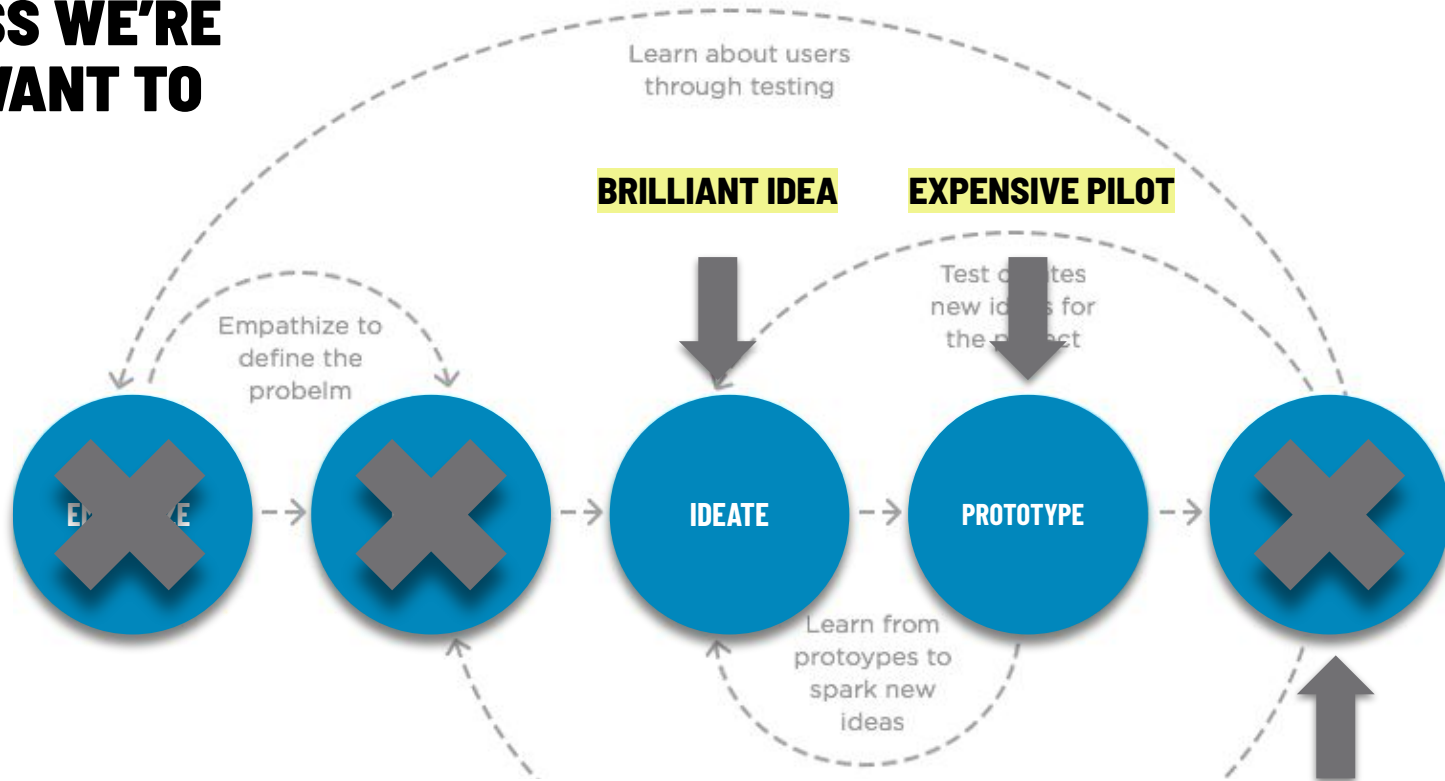




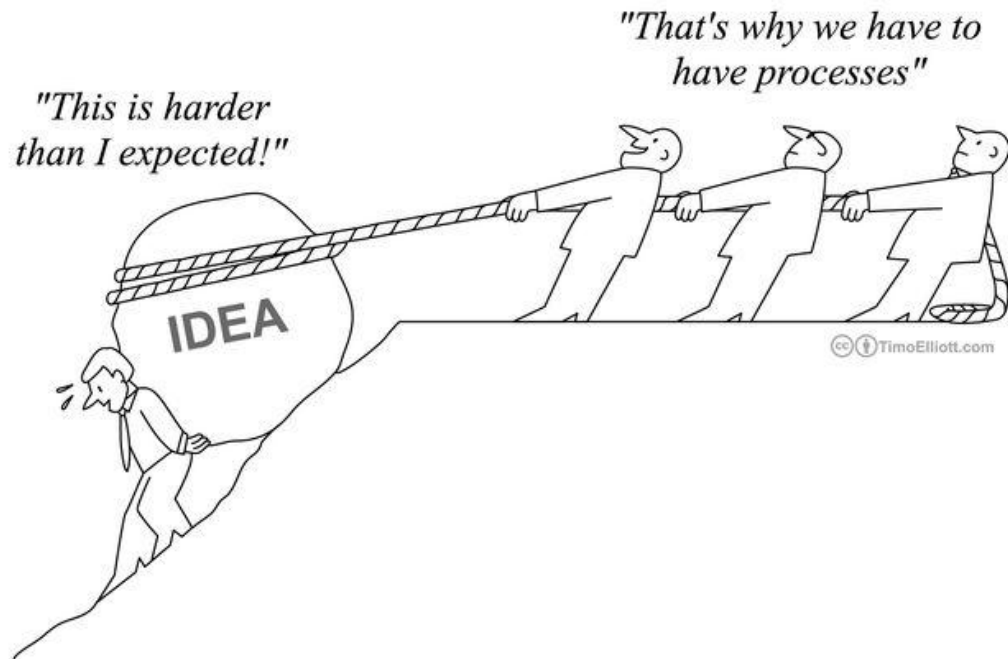
WHY DO WE USE DESIGN THINKING?



THE PROCESS WE'RE USED TO / WANT TO AVOID



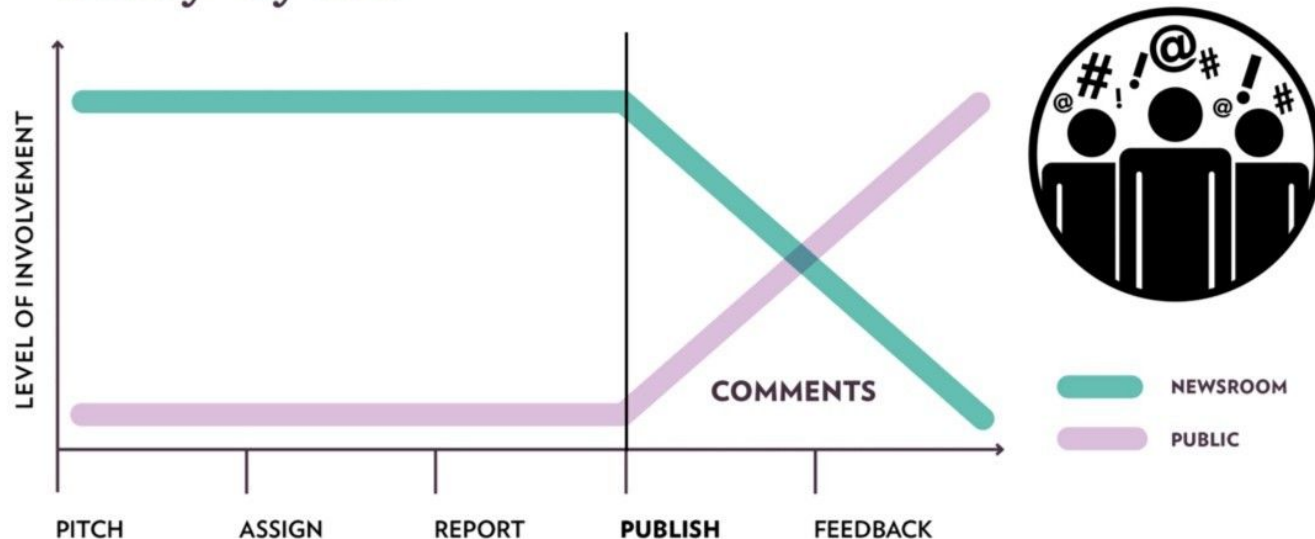
"IF ONLY WE HAD MORE MARKETING..."
"THE AUDIENCE DOESN'T GET IT."
"I GUESS PODCASTS JUST DON'T WORK."







Traditional journalism story cycle



@JNNBRNDL @WEAREHEARKEN



**YOUR PODCAST
IS NOT FOR
EVERYONE.**

WHY DO WE USE POST-ITS?



WHY DO WE WANT YOU TO DRAW?





WHY DO WE TIMEBOX?



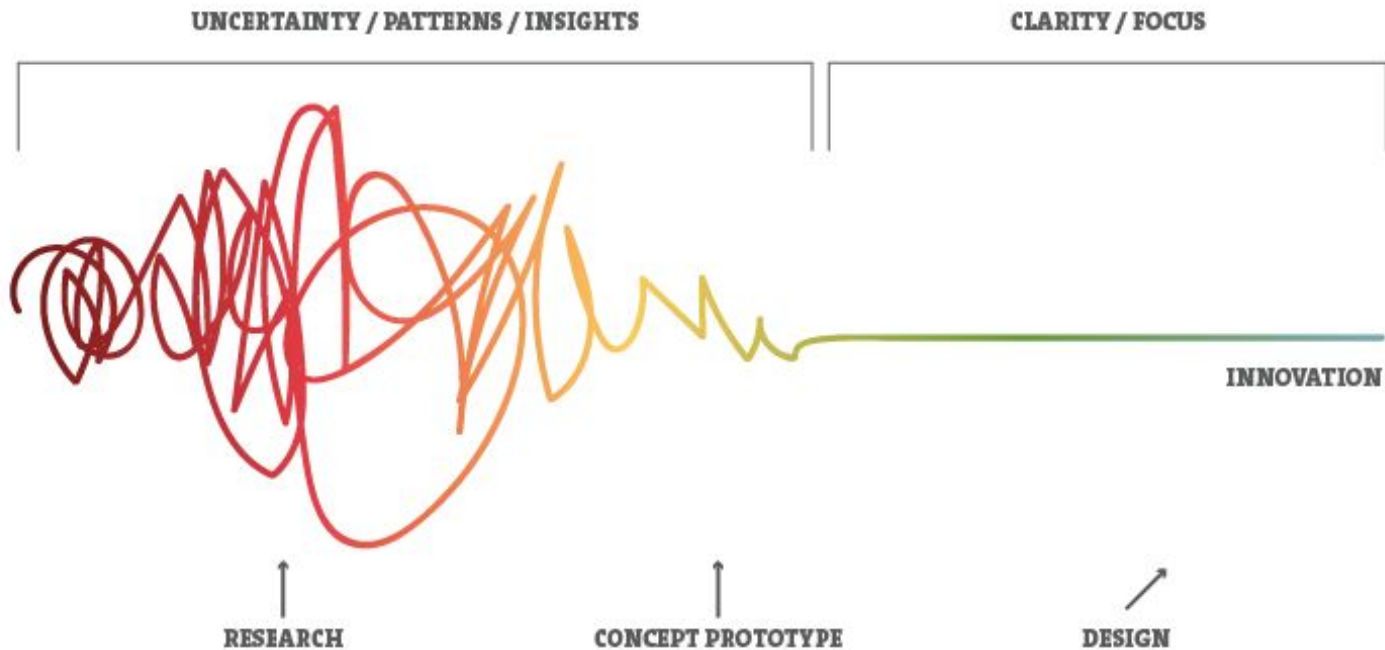


WHY DO WE GIVE FEEDBACK?





THE CREATIVE EXPERIENCE



Adapted from Central Office of Design



Design is not a one-shot vaccine, it's an 'innovation fitness program' that puts the organization on top of its game. It's not an 'event,' it's a way of thinking, communicating and doing every day.



– Heather Frazer, The Rotman School of Management



DESIGN SPRINT

READY, SET, GO!





DESIGN SPRINT

A Design Sprint is a unique multi-step process for validating ideas and solving big challenges through prototyping and testing ideas with users.

DESIGN SPRINTS

- Fast-paced
- Creative & imaginative
- Rely on collective genius
- A repeatable process
- A new way to solve problems



DESIGN SPRINT

“The ‘greatest hits’ of business strategy, innovation, behavioral science, and more — **packaged into a step-by-step process** that any team can use.”

– Jake Knapp, inventor of the Design Sprint



WHAT WE ASK OF YOU

- Trust the process
- Be open to new ideas
- Be patient (with us & with yourself)
- Participate & show up
- Embrace your mistakes
- Keep moving forward
- **HAVE FUN!** 🎉



FORM GROUPS



Mary
Dinorah
Scott N.
Andrew
Malaika



Kerry
Sheila
Sherry
Chandler
Warren



Jessica
Kristi
Scot K.
Scott W.
Maria



Daylina
Danielle
Sharon
Adrianna
Alexandria



Stephanie
Ashanti
Jerry
Leslie
Ray



YOUR MISSION





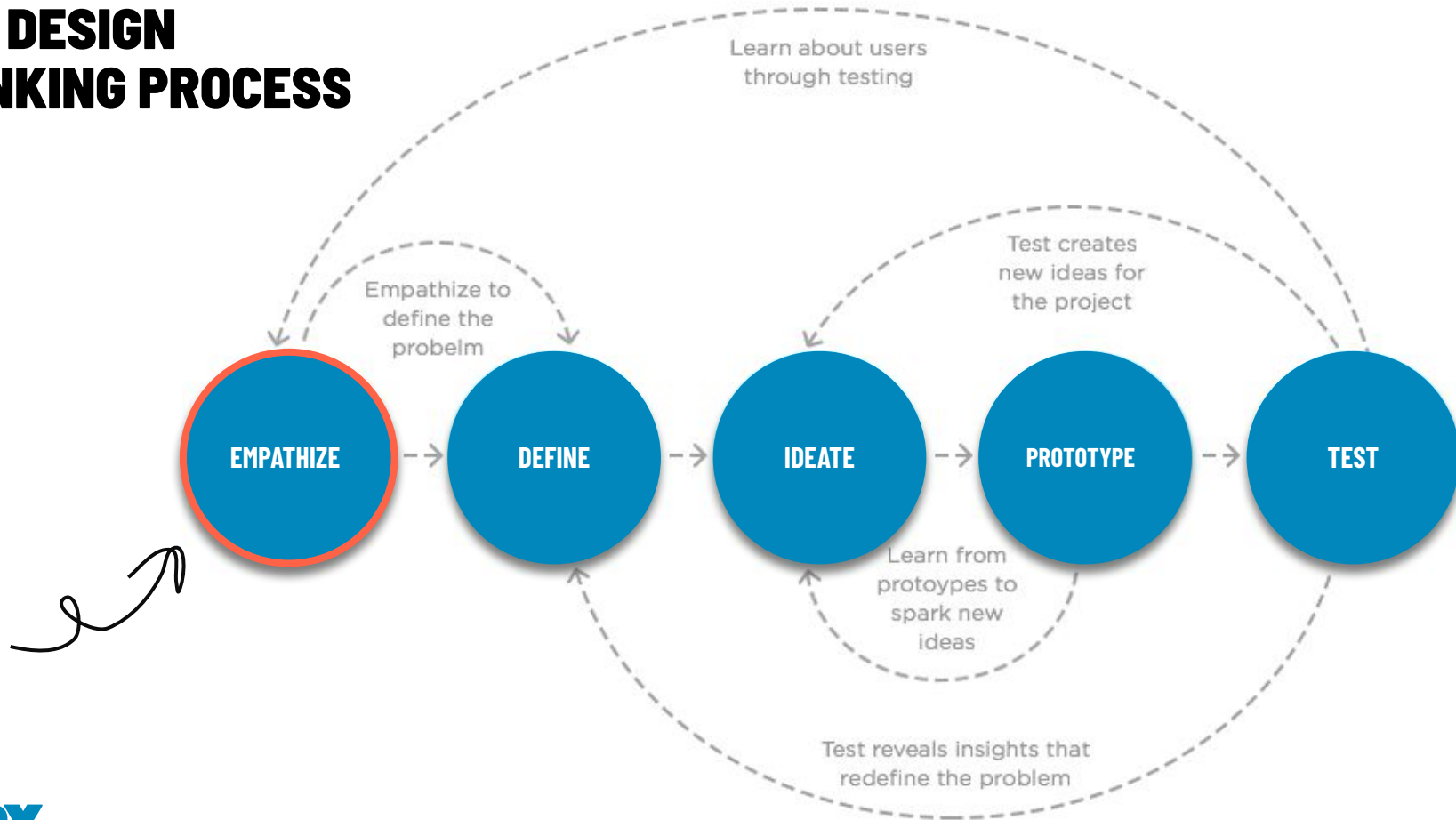
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THE DESIGN THINKING PROCESS





EMPATHY

The cornerstone of a human-centered design process is deeply understanding who you're serving – through observation, engagement and immersion.



PEOPLE AREN'T JUST CONSUMERS OR
USERS. THEY HAVE **REAL LIVES, REAL
MOTIVATIONS** AND **REAL NEEDS**.



EMPATHY PREVENTS YOU FROM **THINKING
IN BINARIES** OR OPERATING WITHIN FIXED
PARAMETERS AND DATA SETS.



EMPATHY EMPOWERS YOU TO **VENTURE
OUTSIDE OF YOURSELVES** & CLOSE THE
GAP BETWEEN YOU AND THE PEOPLE YOU'RE
TRYING TO REACH.



HAVING EMPATHY FOR ACTUAL PEOPLE IS A
GREAT WAY TO **MOTIVATE YOUR TEAMS**
AND GET THEM TO RALLY BEHIND
MEANINGFUL GOALS AND REAL STAKES.



EMPATHY SURFACES BOTH EXPLICIT AND IMPLICIT NEEDS. YOU'LL **UNCOVER DEEP NEEDS AND INSIGHTS** ABOUT YOUR USERS THAT YOU WOULDN'T KNOW HAD YOU NOT TALKED TO THEM ONE-ON-ONE.



Market (User) Research

- Improves existing things
- Focuses on discovering specific, targeted data
- Based on controlled and scripted settings
- Relies on users' opinions
- Employs more objective analysis

Design (Human) Research

- Inspires new ideas
- Focuses on behaviors and learns from extreme
- Based on natural contexts and dynamic conversations
- Relies on observing users
- Employs interpretation of insights



Market (User) Research

What will please the greatest number of people just enough to buy our product, use our service, or listen to our podcast?

Design (Human) Research

What will delight the specific people we created this product, service or podcast for so much, they'll tell other people about it?







The Atlantic



Reader & listener needs



- Give me deeper clarity & context
- Help me discover new ideas
- Challenge my assumptions
- Let me take a meaningful break
- Introduce me to writers at the top of their craft



The readers' needs help me **stay intentional in how we're using our readers' time**. On a practical level, the needs prompt variety in story selection. I use them, along with other editorial priorities and programming methods, to make sure we're giving our audiences a balanced reading list.

– Isabel Fattal, Associate Editor at the Atlantic

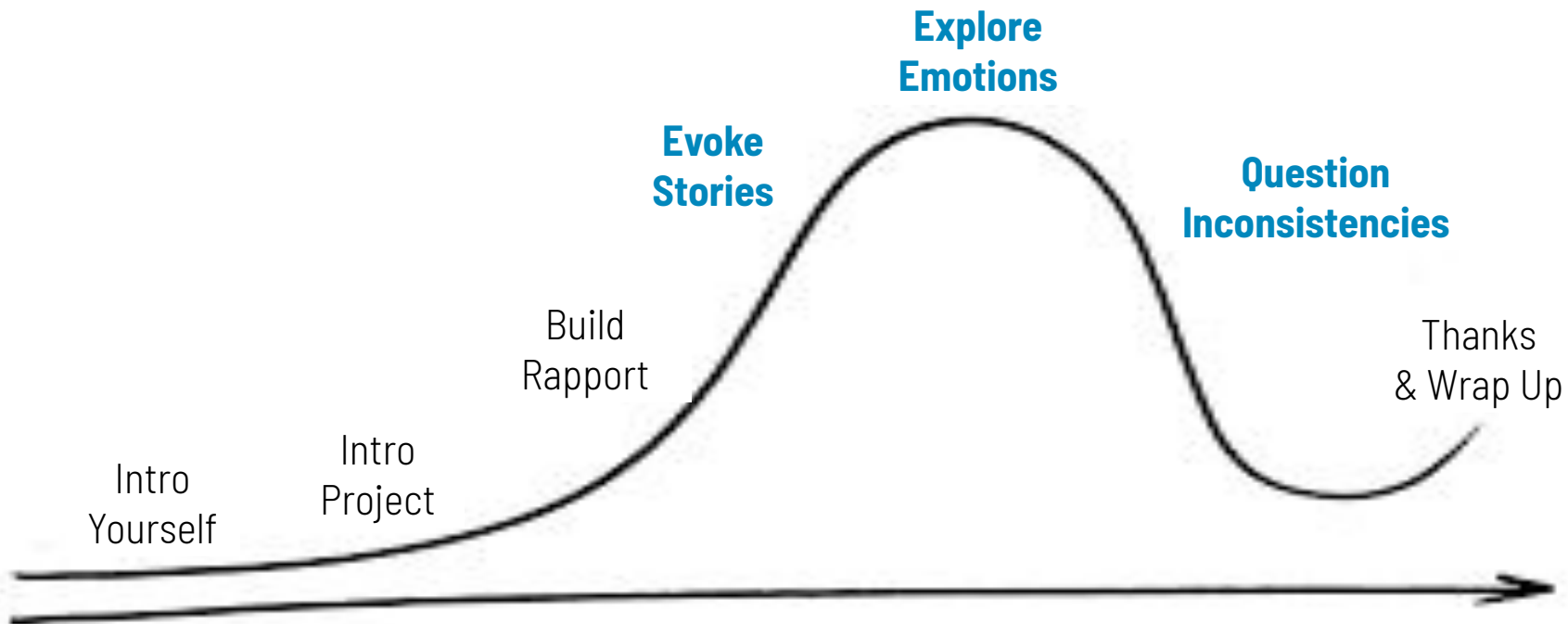


EMPATHY “INSIGHT” INTERVIEW

One-on-one conversations that use open-ended questions to elicit stories and emotions about specific experiences that help uncover unacknowledged needs and insights about a person.



HOW TO STRUCTURE AN EMPATHY INTERVIEW



TENETS OF AN EMPATHY INTERVIEW



- Ask open-ended questions, elicit stories, and explore emotions
- Listen actively for insights and inconsistencies
- Don't rush to get to the point. Embrace tangents.
- Observe shifts
- Take copious notes

QUESTIONS TO GET YOU STARTED



- What's your favorite medium for learning? How do you normally like to receive or engage with new information?
- What is one story or piece of knowledge that really impacted you recently? Tell me about it.
- Do you consider yourself a spiritual person. Why or why not?
- What do you do for a living?
- Walk me through your morning. Did you pick up your phone and read the news? Did you check your emails?



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PRACTICE

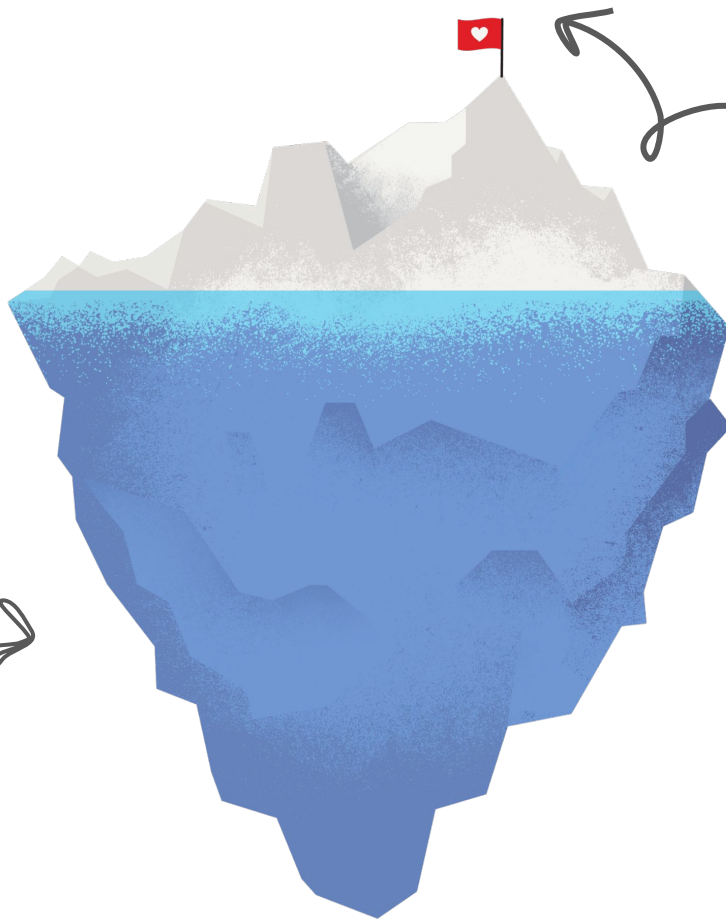
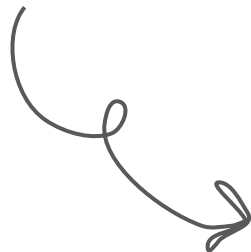
7 min – One partner interviews the other

7 min – Swap roles.
The second partner interviews the first.





**YOU WANT TO BE
HERE**

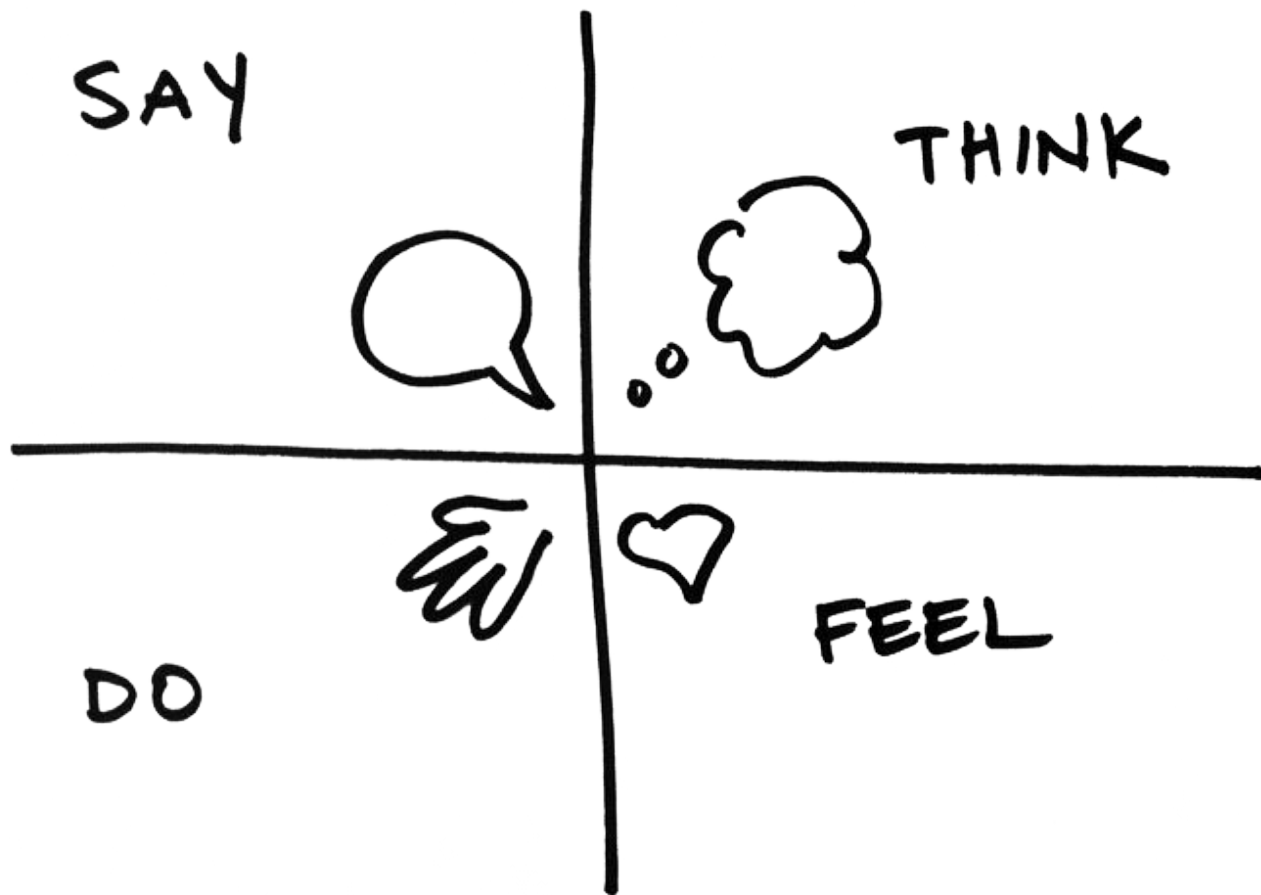


YOU ARE HERE

DIG DEEPER



- What did you hear?
- What *didn't* you hear?
- What was the most interesting tangent?
- What made you perk up in your chair?
- What are you skeptical about?
- What needs more investigation?



QUESTIONS TO DIG DEEPER



- What did you mean when you said _____?
- What was going through your head when that happened?
- Can you tell me more about that?
- Can we go back to what you said earlier about _____? I'm curious, can you explain?
- *silence*



If you could hear or read more of anything on the news what would it be?



I see, why those things?



What I'm hearing is that you care deeply about children and future generations. Tell me more about that.



Was this something you internalized growing up? What was it like with your family as a kid?



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PRACTICE

7 min – One partner interviews the other

7 min – Swap roles.
The second partner interviews the first.





CONDUCT EMPATHY “INSIGHT” INTERVIEWS

ACTIVITY



100 MIN

- Engage in deep conversation with at least 3 people
- Take notes: observations, facts, quotes, impressions
- Take pictures

GUIDELINES

- Designate a different interviewer each round. Everyone else takes notes.
- Go beyond podcasts. Get to know them as people!
- Take breaks!



WELCOME BACK!
WHAT DID YOU LEARN?



ROADMAP



DAY 2

- Revisit mission statement
- Introduction to Design Thinking & Product Design
- Introduction to Design Sprint
- Design Sprint: Empathy
- Design Sprint: Empathy Interviews

DAY 3

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

