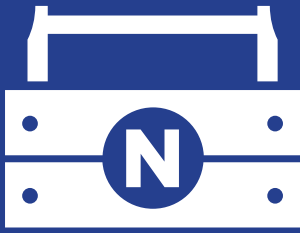


FINNISH
VERSION
AVAILABLE!



NEEDFINDING SESSION CHEAT SHEET



Aalto University
Design Factory



NEEDFINDING SESSION CHEAT SHEET



25 min

10 min

setting the stage

INTRODUCTION

- Why the challenge matters (share connections and data if possible) and the goal of the session
- Preparing to get a deeper understanding of stakeholder needs and motivations
- Take a learner's mindset. Focus on wondering about your stakeholders' experiences

5 min

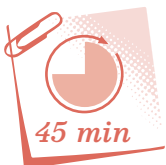
WHO'S AT THE TABLE

- Everyone introduces themselves in the group
- Pick a time keeper in the group if you don't have a dedicated facilitator

10 min

ALIGNING EXPECTATIONS

- 5 min individual reflection of experiences & expectations
- 1 min per person: sharing insights



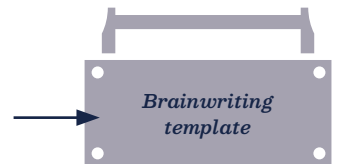
45 min

20 min

perspective taking

BRAINWRITING 30 STAKEHOLDERS

- Individually reflect on stakeholders: usual suspects, extreme users, down the chain, and in the ecosystem



25 min

MAPPING SUPPORTING STAKEHOLDERS

- 5 min familiarizing with the framework
- 10 min placing stakeholders in the framework
- 5 min reviewing engagement strategies



– 5-10 min break –



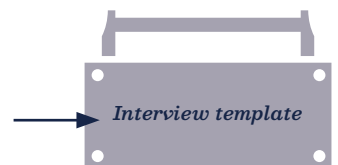
20 min

10 min

scoping a needfinding interview

DECIDING ON A TARGET STAKEHOLDER

- 5 min reflecting on stakeholder accessibility and potential
- 5 min choosing and describing one stakeholder group



10 min

DEFINING PURPOSE AND GOALS

- Defining purpose and goals
- 5 min deciding the purpose of the needfinding interview
- 5 min formulating 2 or 3 questions to be answered



30 min

20 min

preparing a needfinding interview

PREPARE AN INTERVIEW GUIDE

- 3 min writing an introduction
- 5 min coming up with warm-up questions
- 10 min defining substantive questions
- 2 min designing a pleasant closing

10 min

WRAP-UP

- How and with whom will you share the interview guides
- How will you stay in touch

BONUS: PILOTING INTERVIEW GUIDE