needfinding: the heart of human-centered design

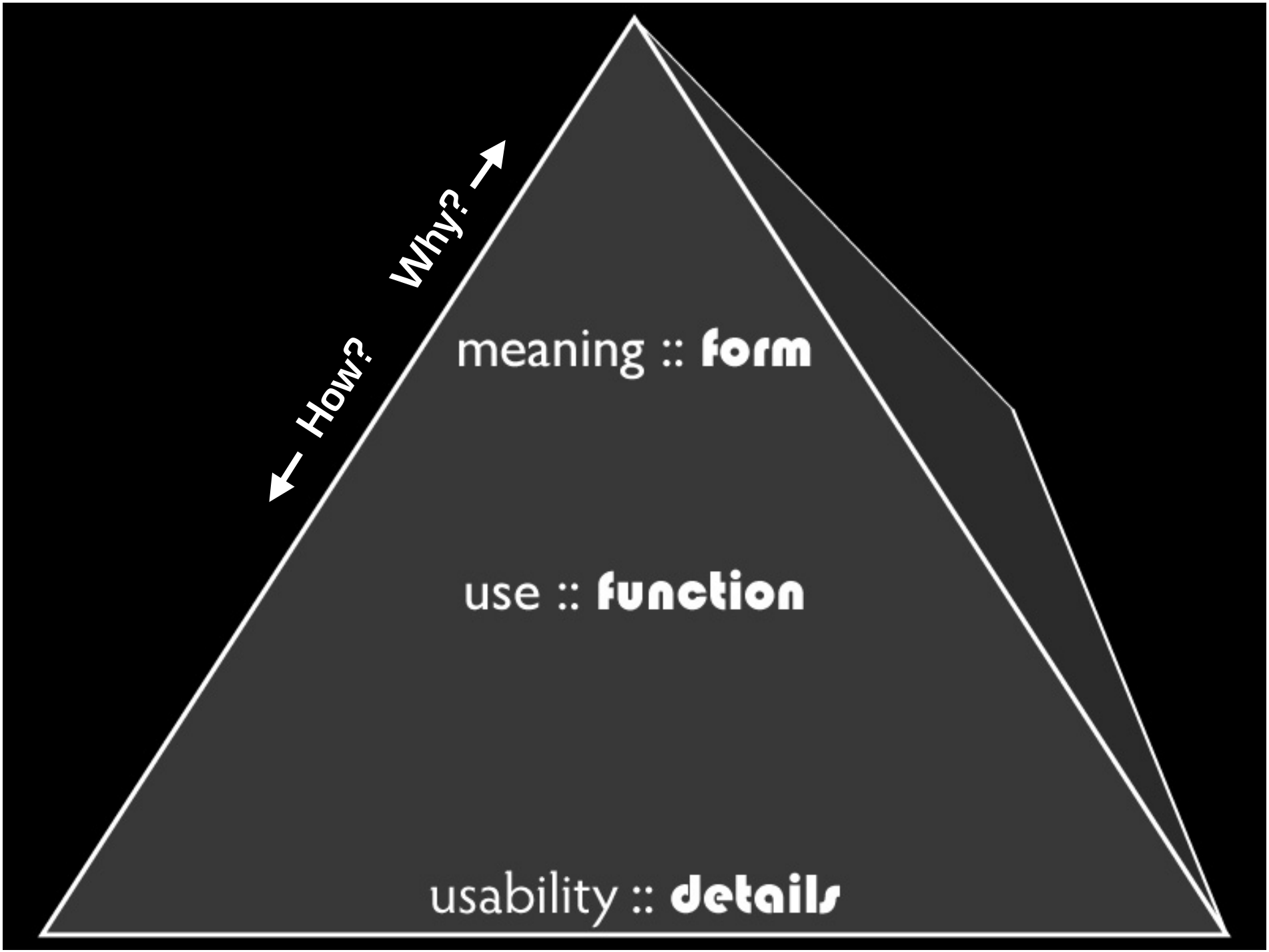
emilie fetscher & jean hsu

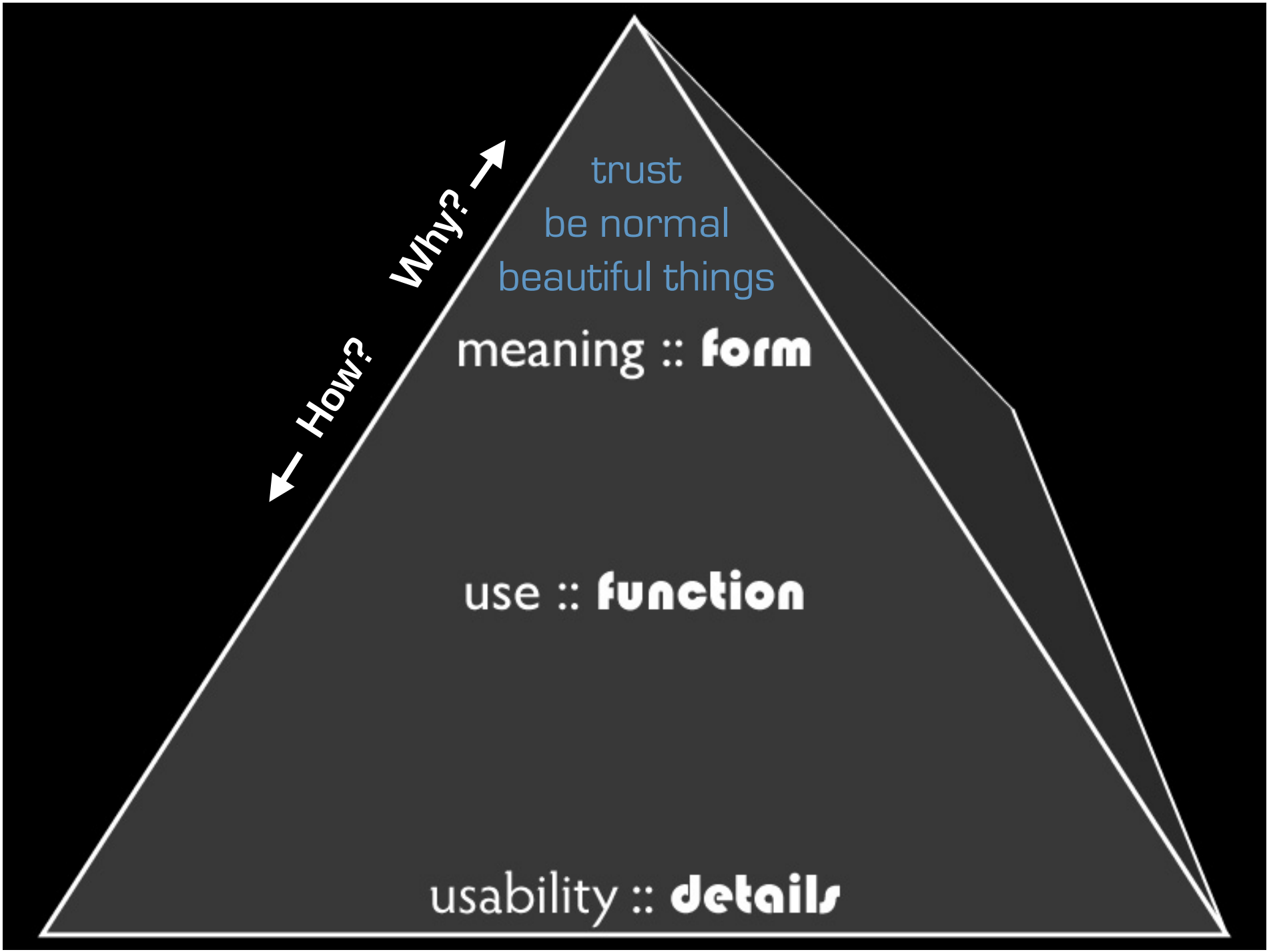
joan

chris

ramona

LONG
HORNS


Why?
How?
meaning :: form
use :: function
usability :: details


Why?
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trust
be normal
beautiful things
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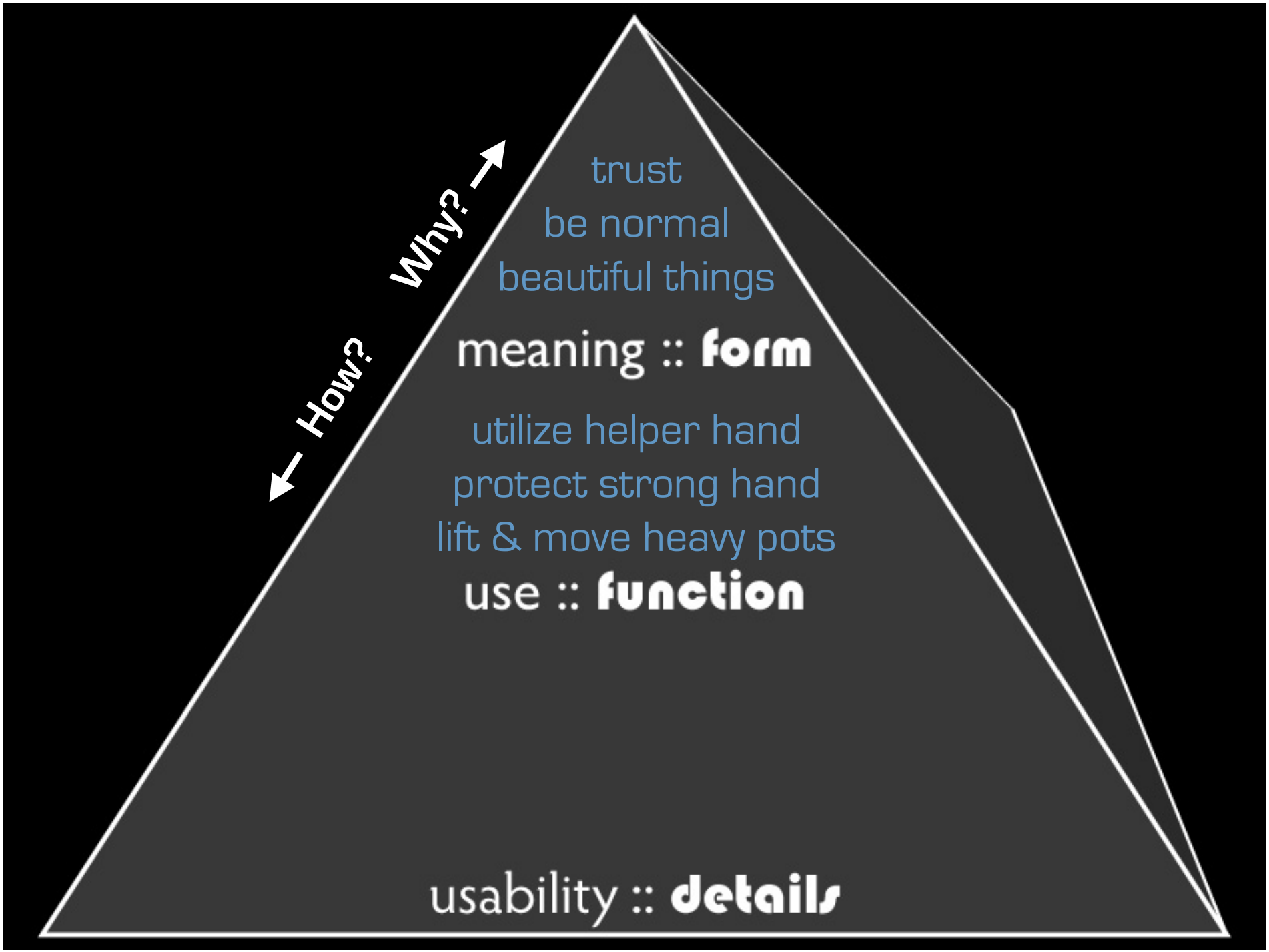
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utilize helper hand
protect strong hand
lift & move heavy pots
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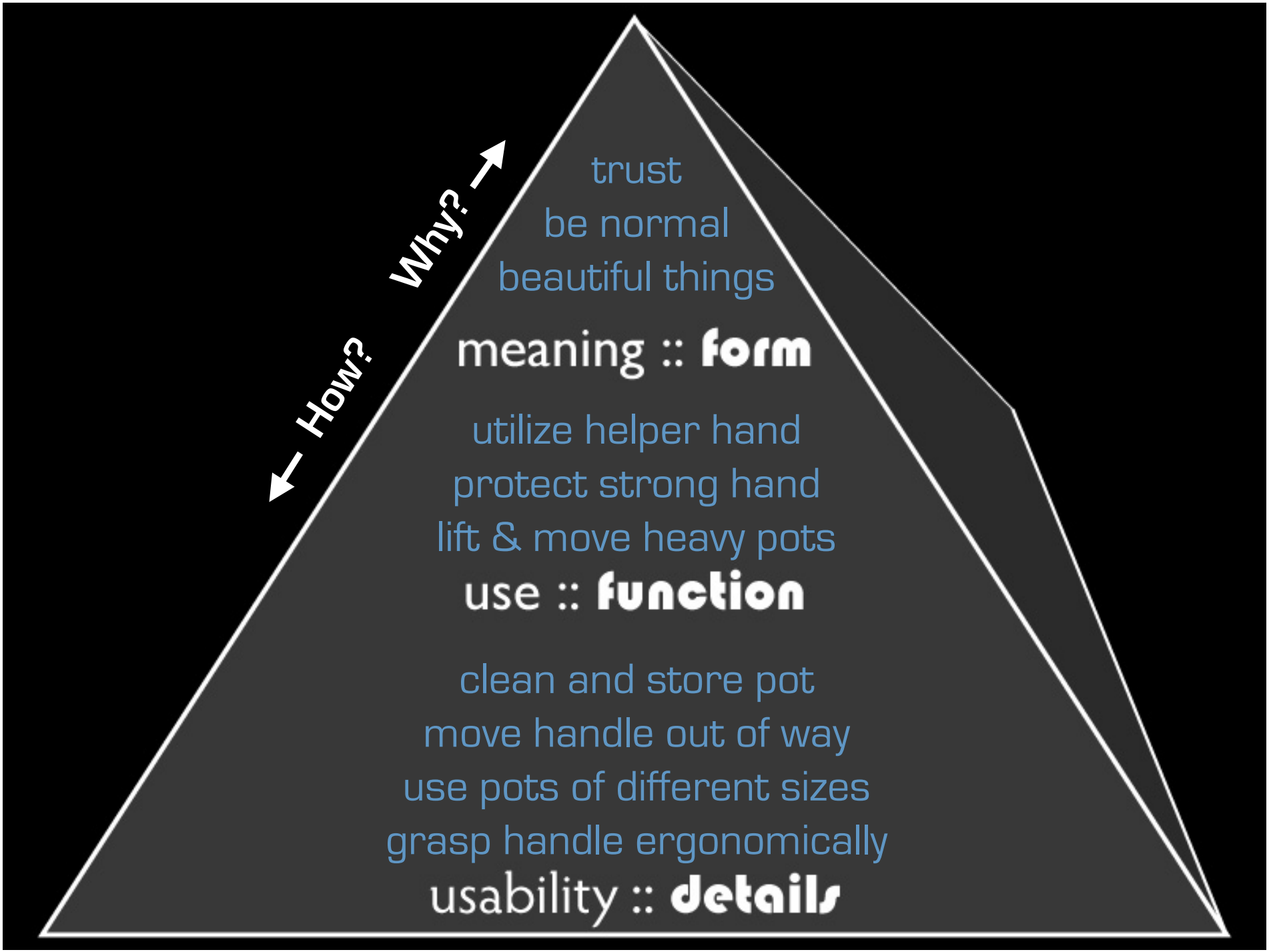
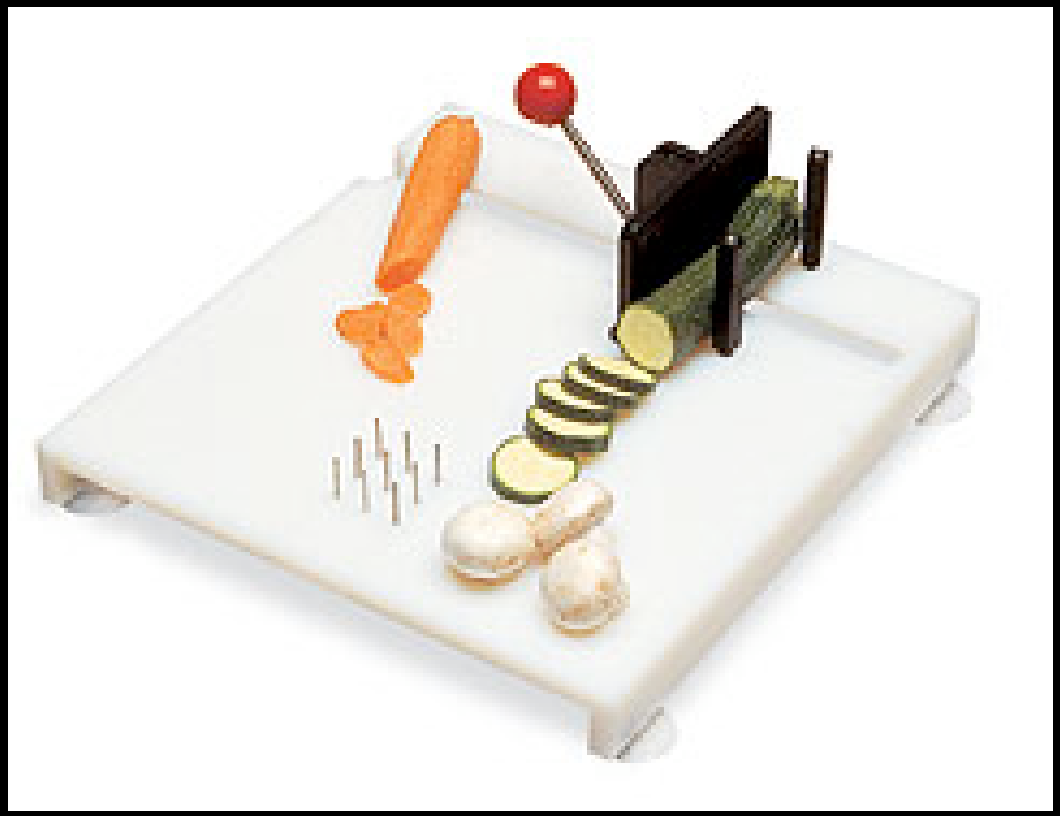
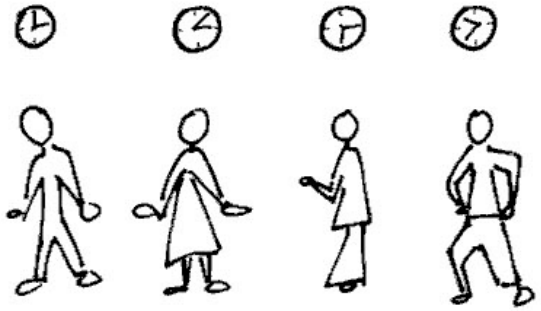

Why?
How?
trust
be normal
beautiful things
meaning :: form
utilize helper hand
protect strong hand
lift & move heavy pots
use :: function
clean and store pot
move handle out of way
use pots of different sizes
grasp handle ergonomically
usability :: details



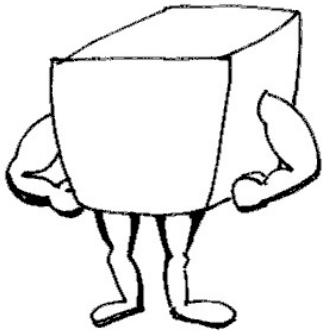
design principles

- **confidence**
  - convey heavy feeling
  - heat safe looking materials
  - visual indicator that handle is locked
- **simplicity**
  - minimal parts and joints
  - curved, continuous, smooth surfaces for comfortable access
  - one-handed lifting and pouring
- **desirability**
  - footprint and profile close to standard pots/pans
  - avoid the color white (medical devices/hospital)

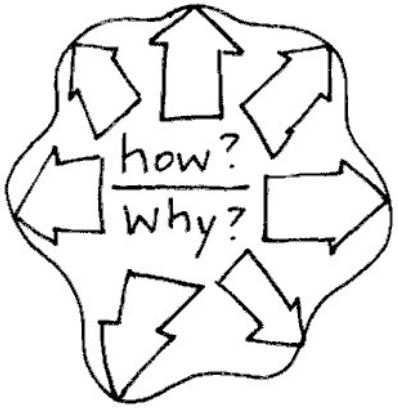


spend a lot of **time** with people

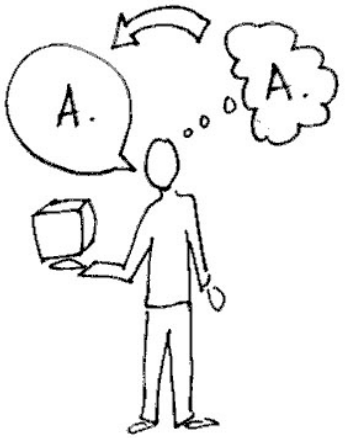
need vs. solution (**verb** vs. noun)



"What is the **job** of this product?"



open up your problem space
(ask **how?** & **why?**)



Users have all the answers to your design questions,
but you have to ask the right questions.

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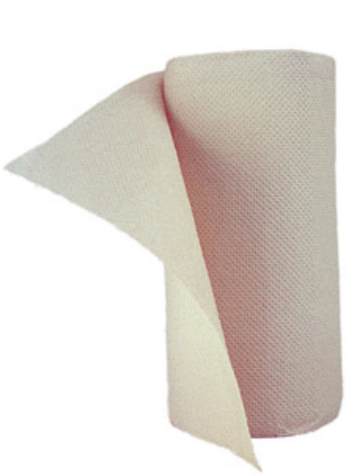

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