

Unseen: Exploring Users' Campus Experience

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Design Thinking

"Design thinking utilizes elements from the designer's toolkit like empathy and experimentation to arrive at innovative solutions. By using design thinking, you make decisions based on what future customers really want instead of relying only on historical data or making risky bets based on instinct instead of evidence."¹

1. IDEO U. "Design Thinking: Design Thinking is a Process for Creative Problem Solving." IDEO 2019. <https://www.ideo.com/pages/design-thinking>.



INSPIRATION

Argument with Roommate
You get in an argument.
Consider what might it have been about?
How did you resolve or not resolve it?

Health
You are generally healthy, but have some minor health concerns.
What happens when you get stressed?

Why I came to U-M
It's a good school & I've always been a fan of minor sports teams.
How does the sports culture affect student experience?



IDEATION

After playing through the initial prototype, we individually added different elements to change the game:

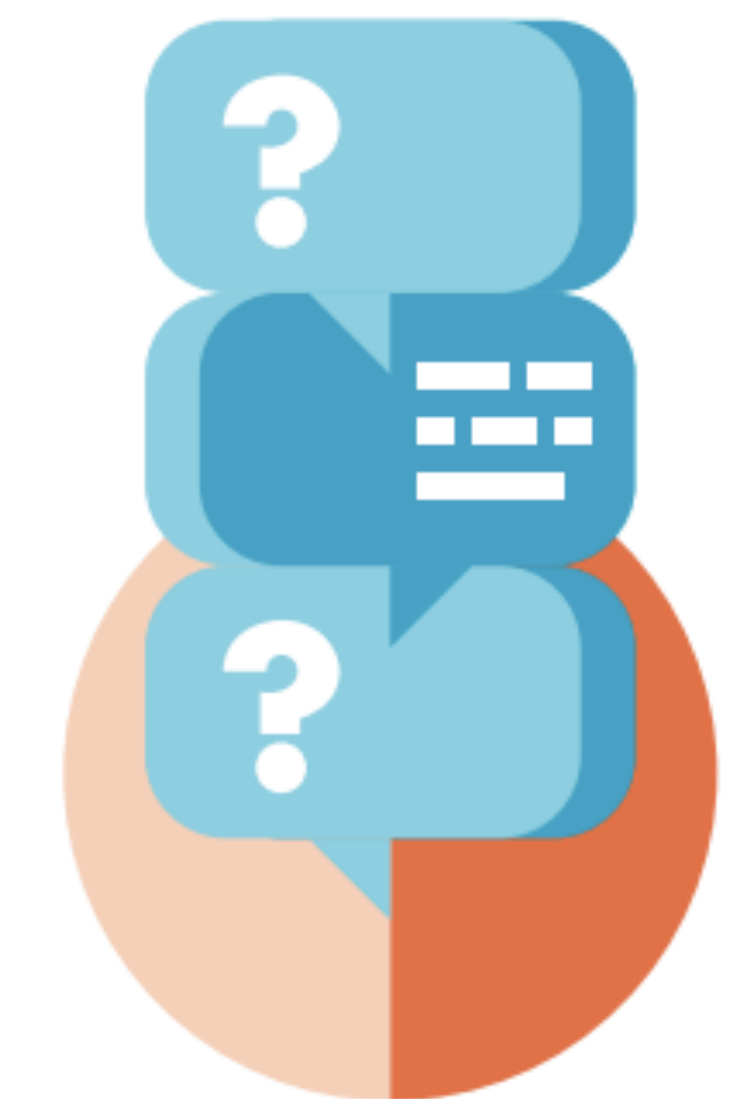
- Created a script for facilitators with questions
- Created a worksheet for users
- Added an element of journey mapping to replace original time-based board
- Added additional cards for: race, gender, sexuality



Beyond Personas

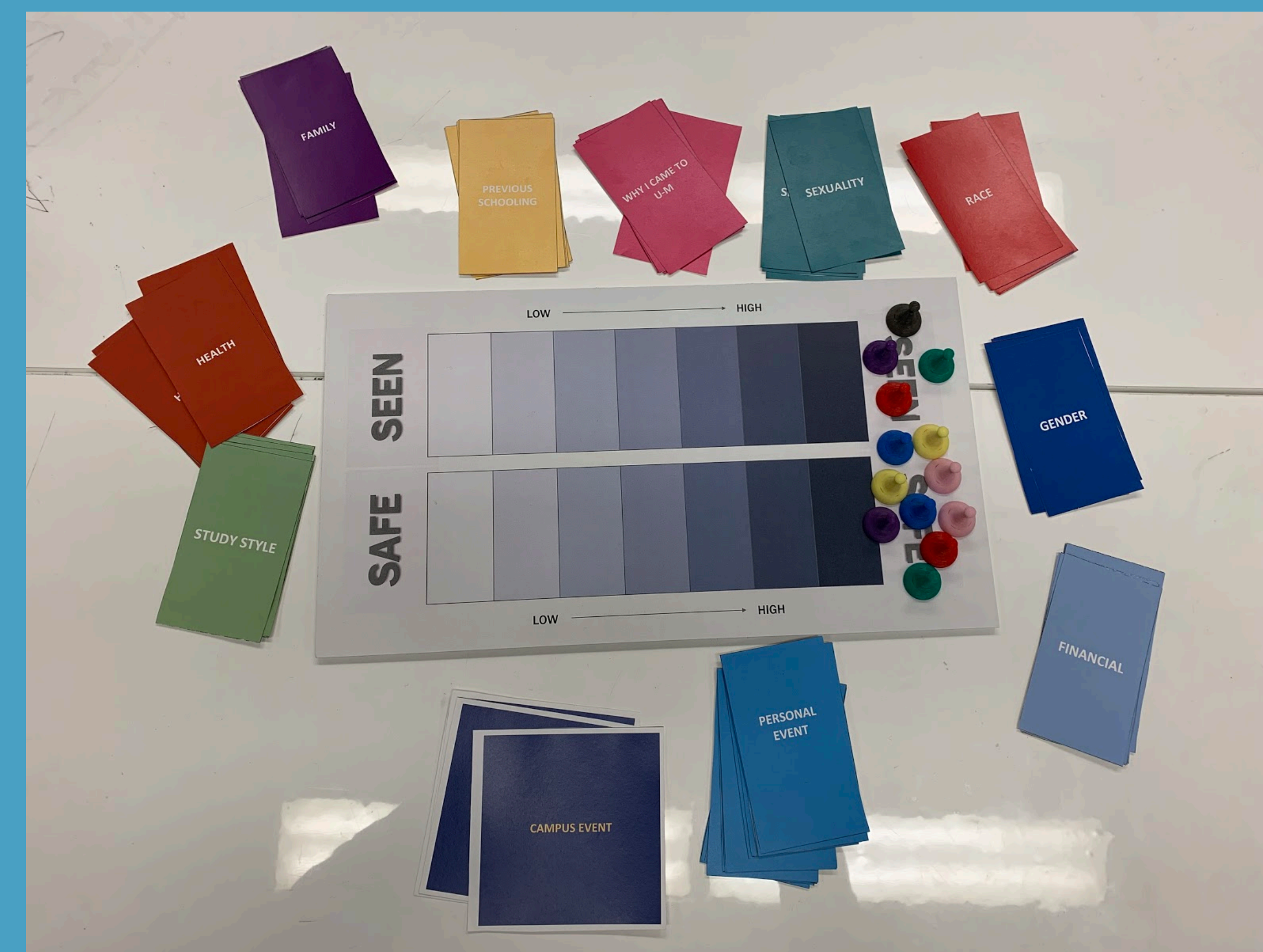
"Personas are archetypical users whose goals and characteristics represent the needs of a larger group of users. Usually, a persona is presented in a one or two-page document."² The library had previously used personas to learn more about its users, but we wanted to create a method that revealed what we didn't know, rather than focusing on what we did know.

2. Babich, Nick. "Putting Personas to Work in UX and Design: What They Are and Why They're Important." Adobe Blog, 2017. <https://theblog.adobe.com/putting-personas-to-work-in-ux-design-what-they-are-and-why-theyre-important/>.



ITERATION

Final Product



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Goals
1. A resource that guide Library Staff to expand their perspective to understand our users' context while respecting their expertise.
• Who are our users?
• What do + don't we know about them?
• Have they been included?



Valued
Seen
High
Low

4 Rounds of testing

