



# User Interview

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# User Interview

**Goal:** Collect user's stories, challenges, key findings, insights and turn those into opportunities. Clarify the problem at hand, and identify the needs of potential users and the challenges they face in their everyday life.

- Who are the users?
- How do customers use the product and where do they struggle?
- What problems do they encounter, and which of these can the product you're building help to solve?
- Likes, dislikes, motivations
- What are the main environmental impacts of a comparable solution / existing product?

**Inquire about good and bad experiences**

„Tell me about the best moment you've had“

**Inquire concrete stories and occasions**

„Please tell me, when you ... the last time

“Can you tell me more about it?”

**Pay attention to emotions**

„How was your experience?“

„How did you feel?“

**Do not assume that you already know the background and motives. Dig deeper and ask “Why?”**



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# User/ Expert Interview

*Activity: Group*

**Directions:**

- 1. Ask the expert. Select the user / expert from the team or other groups to be interviewed.**
- 2. Prepare interview questions. Use the template.**
- 3. To help set the context, ask users about their experiences using the product.**
- 4. Ask about their likes and dislikes.**
- 5. Ask questions that will elicit user stories rather than ‘yes-or-no’ responses.**
- 6. Make sure  $\frac{2}{3}$  of the interview is dedicated to the user talking and your team listening.**
- 7. Take notes – one insight per sticky note.**
- 8. Interview roles: interviewee, interviewer, and note taker**

# User Interview

## USER STORIES

Key moments of the user experience. Ask user about their experiences using the product / service. What do they like and dislike about it? What core needs and motivations does the user have?

## CHALLENGES

Pain Points  
Conflicts and frustrations.  
User experience, business, technology, environmental challenges, constraints.  
Competitive landscape

Environmental impacts  
+ positive  
- negative  
“What are the main environmental impacts of a comparable solution / existing product?”

## OPPORTUNITIES

Framing the opportunity, not solution at this stage.



# User Interview



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## USER STORIES

## CHALLENGES

## OPPORTUNITIES






# Design check list

## Needs analysis

fair, neutral, good or excellent

### How does the product system actually fulfil social needs?

Degree of consideration



Does the product currently meet the users needs?



Is the product able to adapt to changing needs (possibility for upgrades)?



Are the product main and auxiliary functions are defined precisely?



Is a customization of the product possible?



Is your product unique on the market, with its environmental friendly approach?



## EcoDesign strategies

- Recognize users needs by observing the market
- Be aware of future changes in users needs

- Checking possibility for integration of functions
- Precise defining of products functions



# Design check list

## Optimized product lifetime

fair, neutral, good or excellent

### How does the product become a long lasting part of the user?

Degree of consideration



Is the product designed for durability?



Is the product designed for maintenance and easy repair?



Is the product designed for a second life having a different function?



Is the product designed in a timeless look or fashion?



Did you check reasons for disposal of similar products on the market (malfunctions, fashion, other)?



## EcoDesign strategies

- Apply high quality manufacturing to ensure long life span
- Ensure easy maintenance, repair and upgrades
- Offering a timeless and/or adaptive look of the product

- Trigger a strong product-user relation (emotional bonding)
- Identification of reasons of disposal for current products



# Design Brief

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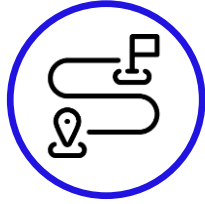


# Design Brief

*Activity: Group*

**Directions:**

- 1. Pick the best opportunity from your previous research and write a Design Brief.**
- 2. Craft a challenge statement / brief to provide focus for the rest of the sprint:**  
**Frame the challenge; Translate research insights into opportunities for Design.**  
**Design the problem**



# The Ecodesign Challenge - pre-brief

What is the key challenge that you want to overcome in the sprint? Select a relevant, inspiring and real problem to work on. Craft a challenge statement to provide focus for the rest of the sprint.



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## The ecodesign challenge, topic



## Objectives and deliverables (what should be achieved)





# Design Brief

Understand user's needs and environmental impacts along the life cycle. Synthesize findings into insights. Translate research insights into opportunities for design. Set the aspiration and focus on ideation and product development by framing the challenge.



**For whom?** Persona, target segment

**The problem** (user's needs, environmental impacts, other constraints)

**The product/service, solution**

**Objectives**, goal (What should the "solution" achieve? Which environmental impacts shall be reduced? )



# Design Brief in Nutshell. HMW = How Might We

The format for writing a problem statement uses your answers to the questions and follows these guidelines:

**Who** needs **what** and **why**?

\_\_\_\_\_ need(s) \_\_\_\_\_ because \_\_\_\_\_.

**OR**

How might we \_\_\_\_\_?