



MERT
PEKDEMİR



HUMAN-CENTERED RESEARCHER AND STRATEGIST WITH AN INTERDISCIPLINARY BACKGROUND IN BOTH ENGINEERING AND DESIGN.

I am a graduate student pursuing a masters degree in Engineering Design & Innovation at Northwestern University to better understand users and better address their needs.

I am also currently interning as a design researcher at Beyond Design, Inc. to practice and polish both qualitative and quantitative design research methodologies while working on projects from various industries.

WORK

BEYOND DESIGN, INC.

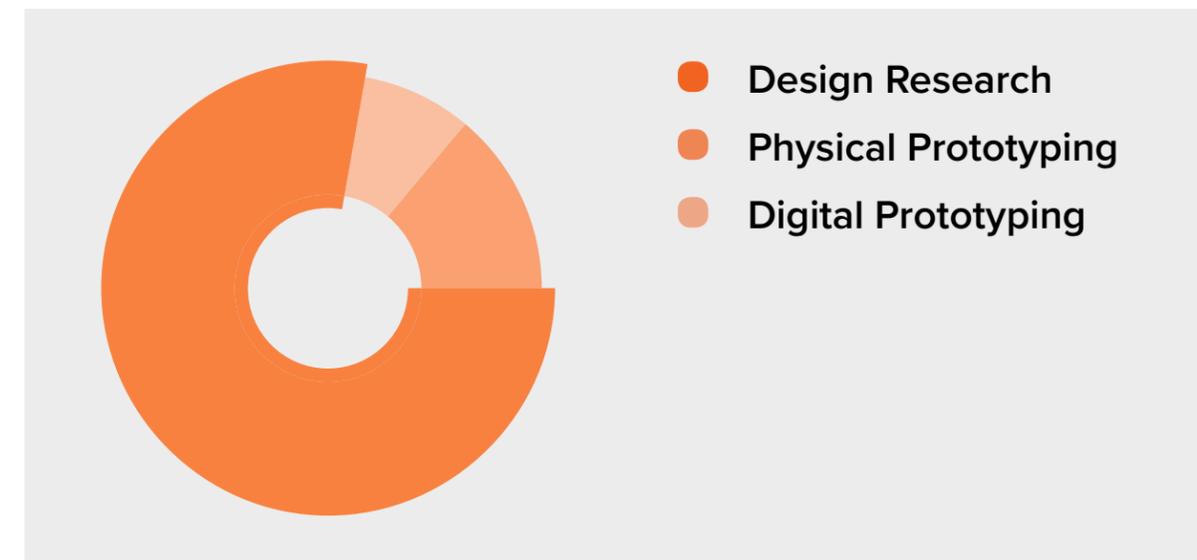


DESIGN RESEARCH INTERN | BEYOND DESIGN, INC

Jun 2018 – Present

I am working with the Research & Strategy team at Beyond Design to identify **user needs** and **opportunity spaces** for client projects and practice both **formative** and **evaluative** design research methodologies such as:

- Conducting on-site user interviews to identify opportunity spaces.
- Observing and personally immersing in different experiences.
- Conducting competitor analyses to evaluate existing markets.
- Synthesizing findings and generating actionable insights.
- Collaborating in ideation sessions with designers.
- Creating prototypes for user testing.
- Contributing in client presentations.



PROJECTS

GROCERIES/
HANDS FULL

ALONE

Shopping

BUSY
CONSUMER
SECRETIVE



PROJECTS

From creating a service for food pantries to developing a purpose-driven 2023 roadmap for a robotics company, I have worked on various design projects as a design researcher and strategist.



FEEDING AMERICA

Service Design
page 7



mingding

Interaction Design
page 14



Product Design
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DF★A

Experience Design
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Experience Design
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iRobot

Design Strategy
page 48



P&G

Product Design
page 54



Design Strategy
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PROJECT | FEEDING AMERICA

ONE SERVICE, ONE ONLINE PLATFORM DESIGNED

TO BATTLE AGAINST FOOD HUNGER!

Sponsored by Feeding America

Feeding America continuously battles against the food hunger by creating a nationwide network that focuses on bringing food to people in need by becoming a bridge with suppliers and pantries, while preventing and decreasing food waste. These stakeholders encounter various challenges and have different needs/desires to become better against them. Therefore, the team focused on identifying their needs and problems to further improve their work experience and created a service solution.

Personal Contribution

- Service excursions
- Ethnographic observations
- Generating frameworks
- Generating actionable insights
- Wireframing
- Prototype testing
- Assessment of feasibility & viability for client
- Client pitch and presentation

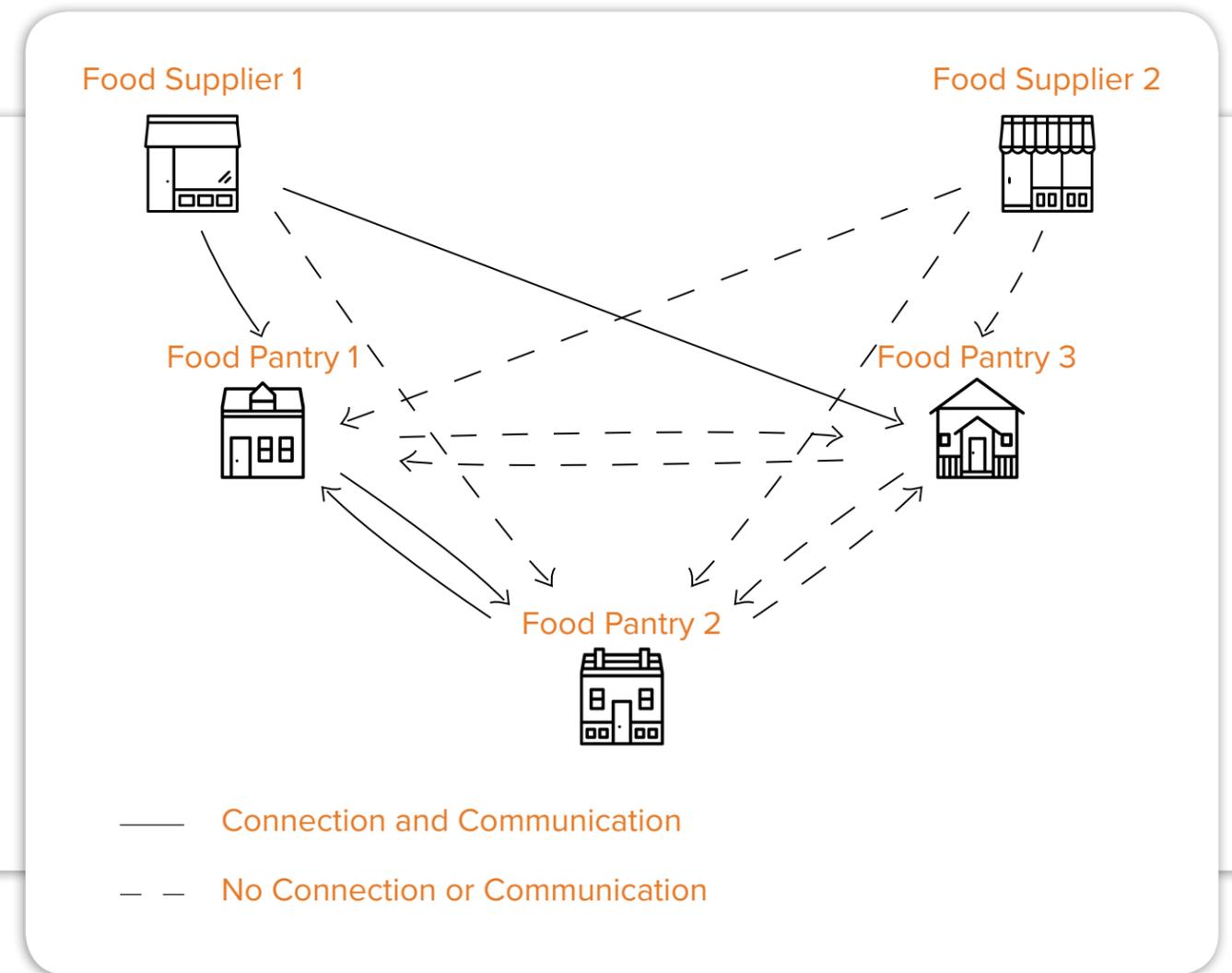
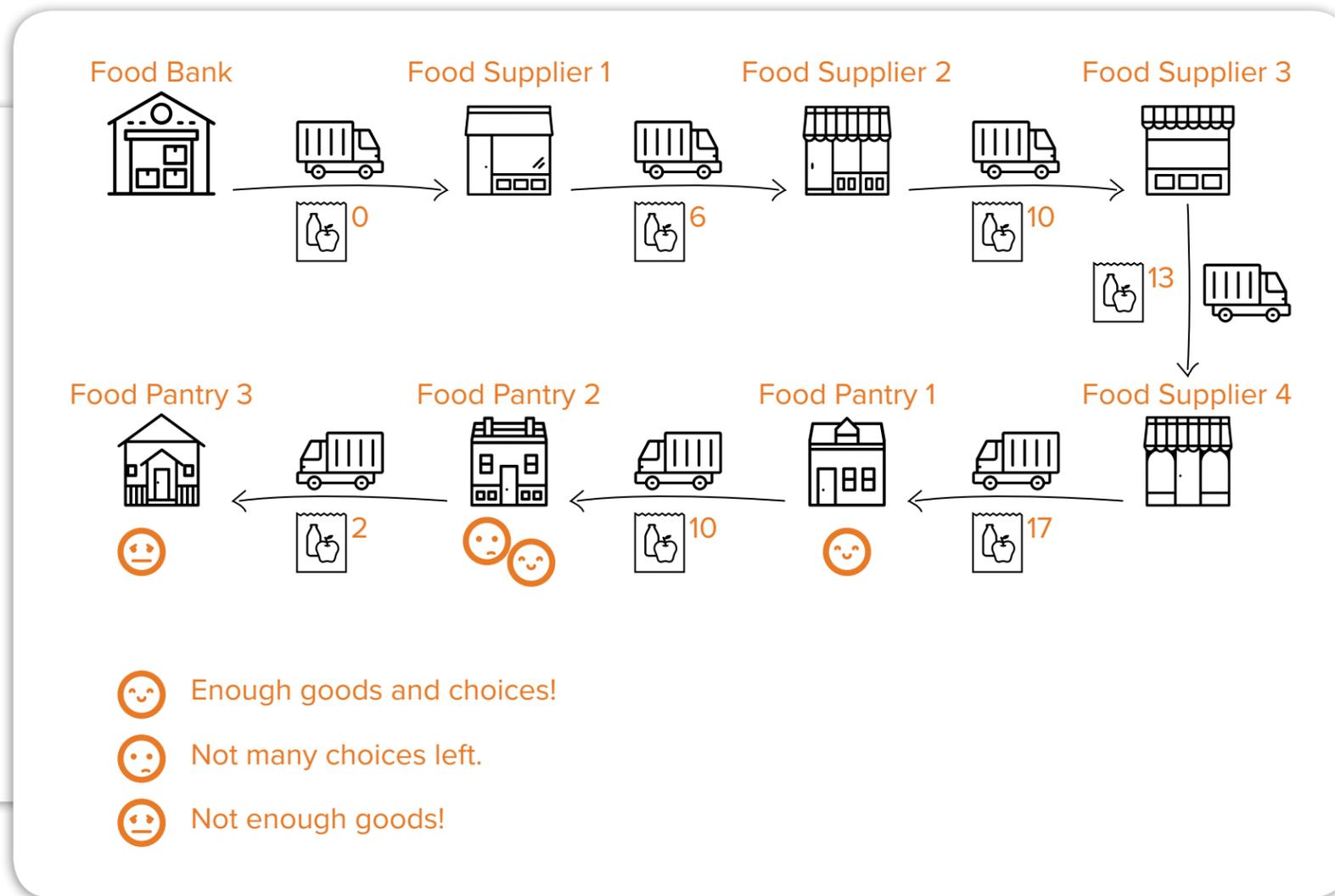
SHADOW, OBSERVE & VOLUNTEER

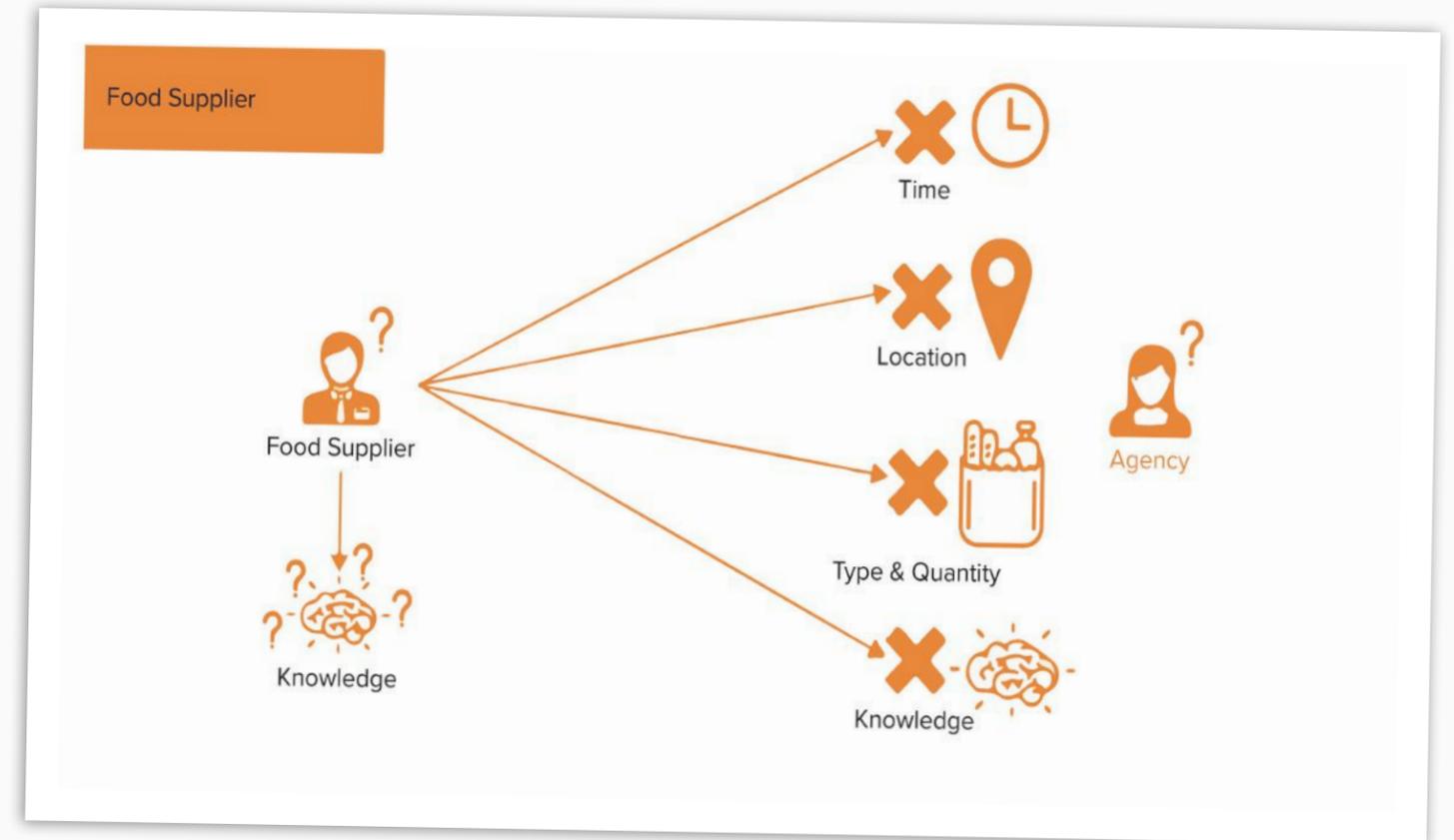
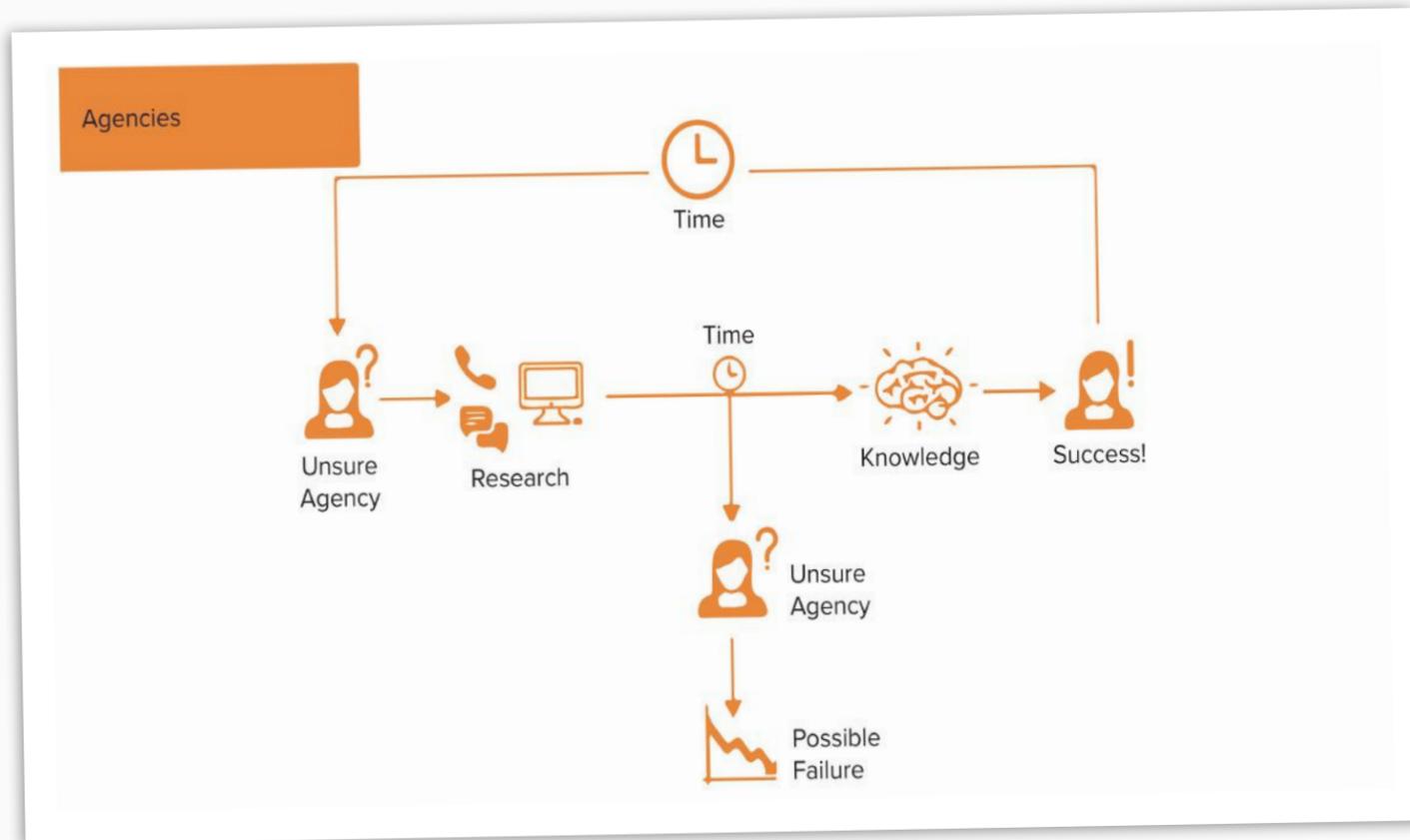
To learn the overall ecosystem and the touch points between the stakeholders, we visited various food suppliers, shadowed managers and volunteered in different agencies, food pantries. With the gathered information from each excursion, we analyzed our findings and fully understood the current process.



FRAMEWORKS

To better analyze our findings, we created frameworks including journey maps and stakeholder maps. Our goal was to both understand the journey of the produce as well as the interaction in between different agencies and suppliers. These frameworks assisted us to better understand the pain points, and to surface tensions.





INSIGHTS

Agency managers need to easily access necessary **information** to accelerate their growth at an organizational level, however, currently, the information is not easily accessible and is **time consuming** to find.

Food Suppliers want to share their resources with agencies, yet they do not know which agency, food pantry to reach out to and are **unclear** on agency **preferences**, **needs** and **desires**.

HOW MIGHT WE BUILD A SUPPORTIVE NETWORK FOR FOOD

DISTRIBUTION AGENCIES TO SHARE INFORMATION AND CONNECT TO

IMPROVE THEIR PERFORMANCE?

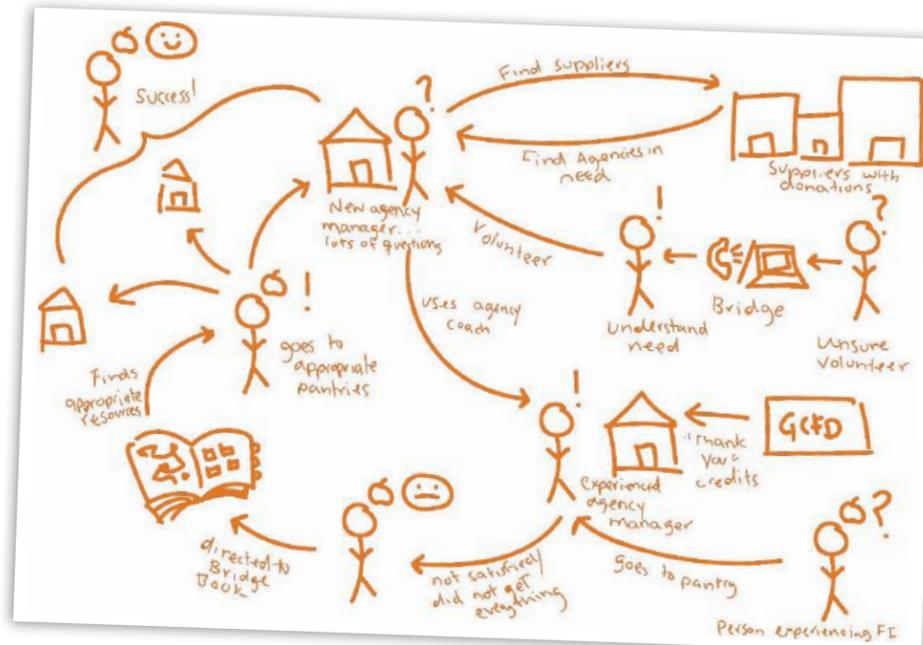
CONCEPT ITERATIONS

Next step was concept creating! After long ideation sessions, we designed two major concepts. One aimed on connecting agencies to better share the produce while another one focused on sharing various information with them. After testing the concepts, we iterated and converged on a web platform concept to connect stakeholders to create an information and communication hub.

Concept Bridge



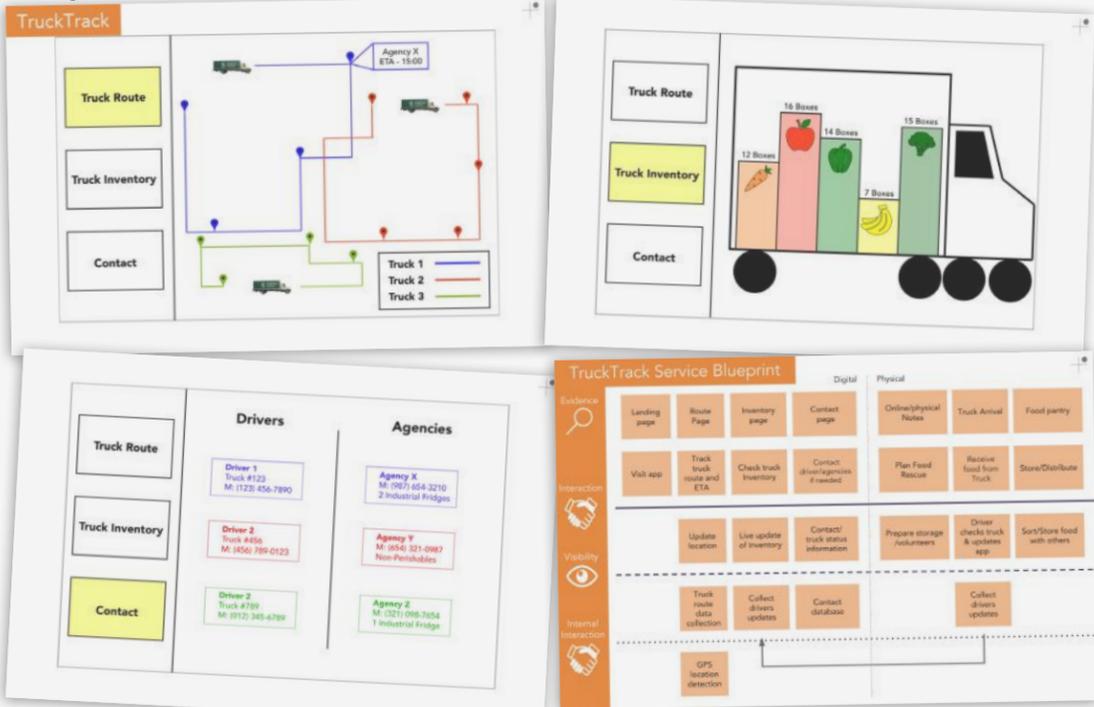
Frameworks



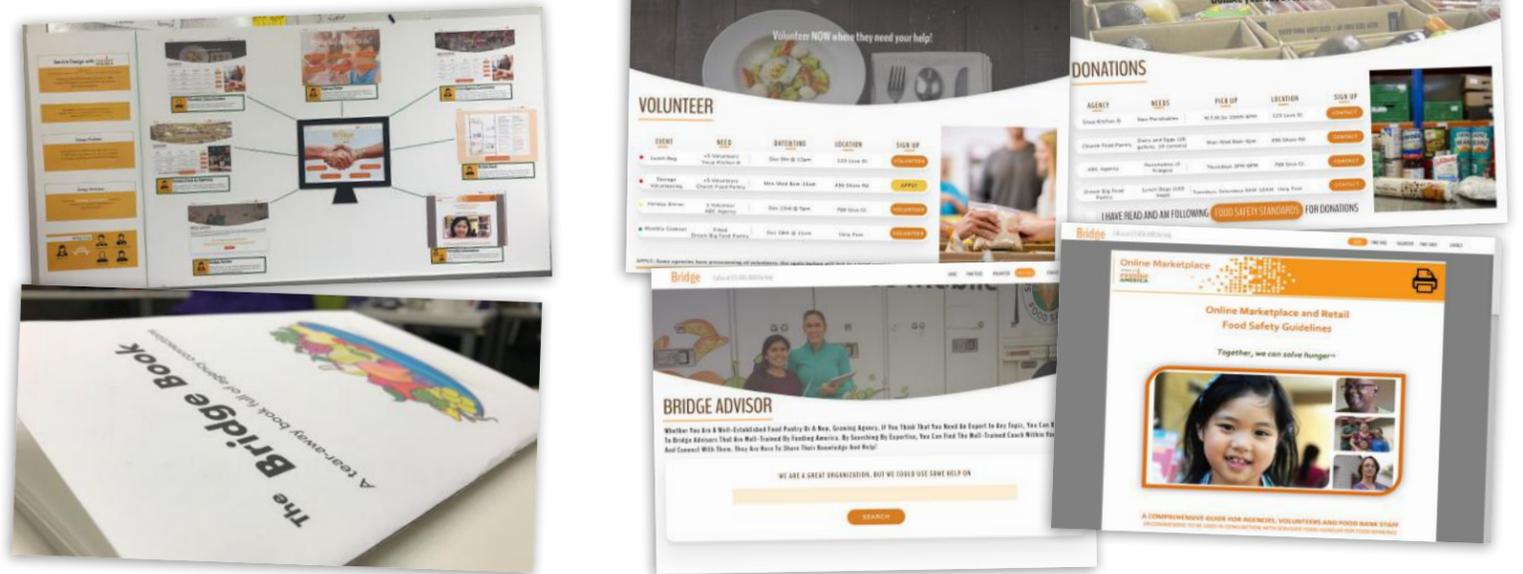
Digital Prototyping



Concept TruckTrack



Physical Prototyping



BRIDGE

Bridge is a digital platform designed to serve the local agencies with the right and fast information for an efficient organizational structure without disrupting their main work flow. Bridge aims to promote knowledge transfer and collaboration while providing assistance to both experienced and new coming agencies.



Features

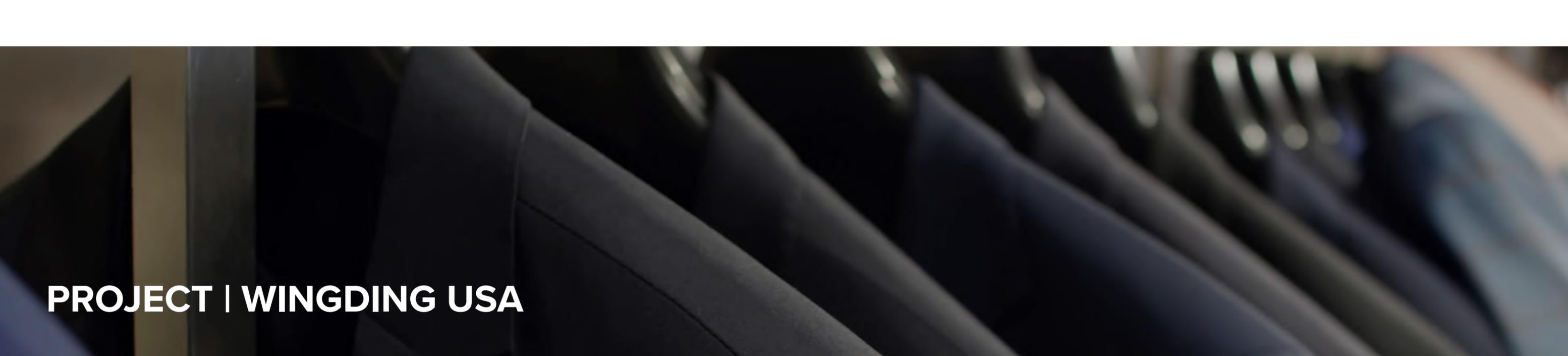
Volunteer Page: Volunteers can learn about events at agencies and sign up through the Bridge platform.

Donation Page: Agencies can share what they would like to receive and food suppliers can donate to specific agencies.

Area Agencies Page: Agencies can see their neighborhood agencies, understand their service and connect with them in order to exchange knowledge and collaborate.

Bridge Advisor Page: Agencies can apply for an Bridge Advisor, a regional consultant trained by Feeding America in order to improve on specific areas and skills.

Bridge Book: Patrons can better locate where each agency once agencies perforate their information from the Bridge Book.



PROJECT | WINGDING USA

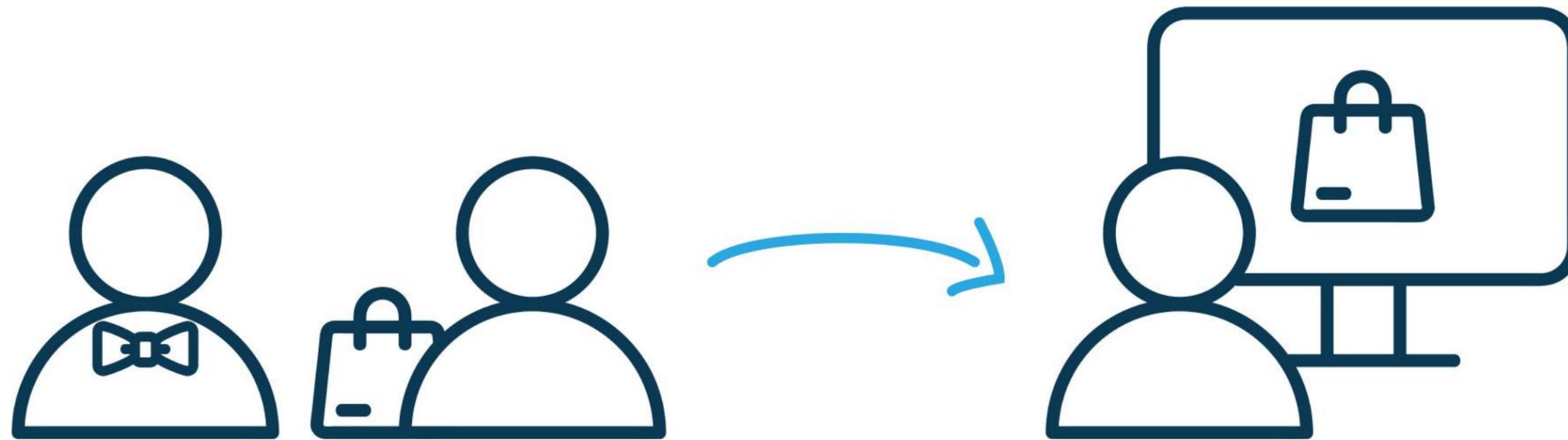
DESIGN OF A SERVICE AND A WEB PLATFORM, TO CHANGE THE ONLINE SHOPPING EXPERIENCE FOR BUSINESS ATTIRE.

With industry partner Wingding USA

We partnered up with Wingding USA, an early stage startup focused on designing flexible, machine washable suits for men, to create service and an online platform that address the users desires. In 10 weeks, 5 sprints, we focused on identifying the touch points of in person and online shopping, ideating and prototyping to test what users wants and implementing them on an online platform.

Personal Contribution

- Creating research protocols
- Contextual interviews
- Observations
- Generating actionable insights
- Paper Prototyping
- Wireframing
- Prototype testing
- Client pitch and presentation



CHALLENGES

Wingding USA shared two major requirements for the this project. First, they expressed that there won't be a retail store, and everything will be online exclusive. Second, they will not sell any custom tailored products, rather, everything will be off-the-shelf sized clothing.

What Suits You Best?

We are for gender equality and we believe that all people should be able to express their gender identity in the way they choose. We are looking for people who are interested in exploring their gender identity and who are looking for ways to express their gender identity. We appreciate your time.

Email address *

Your email

To which gender do you most identify? *

Male

Female

Transgender Male

Transgender Female

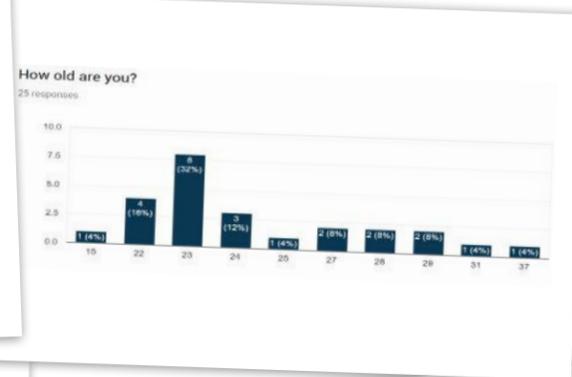
Gender Non-Conforming

Prefer Not to Answer

How old are you? *

Your answer

What is your current position? *



If no, why not?

7 responses

- I used to check to clothes online to see which store has what kind of collection right now and go their physical store to test the fabric and fit on me.
- I don't buy clothes often.
- If I buy it online, I feel like the chances that it'll actually fit me AND look good on me are low
- Only if I know exactly what I need
- I tend not to fit most standard sizes
- I like to try on clothes before purchasing them.
- Better to try it out before buying

EXPLORATIVE RESEARCH

We initiated with an initial survey and screened users for in-person interviews for the first sprint. The second sprint was to identify the reasons users shop online and also, what they prefer to buy online so we conducted “shop-a-long” observation sessions. For these sessions, we selected different online suit businesses, offering high and low end, custom and off-the-shelf products to understand what users might end up purchasing.

FINDINGS

When customers shop for a suit in store, they don't just buy the clothing. They acquire a service given by an expert. This experience educates them on how they should be wearing a suit, how it should look on them when worn the proper size and how they should take care of it when not worn. They also get a product that fits them perfectly, since they are offered the tailoring services. These are part of the "job" that the customers pay for, in an online store.



RISKIEST RISKS

Users have harder time trusting online businesses if they are not well known. It makes it harder for them to pay for an expensive item such as a suit.

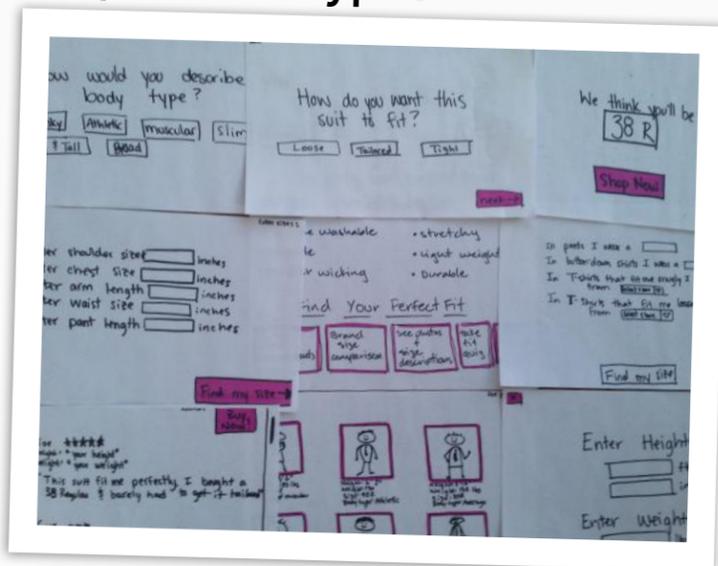
Since users have never tried this specific product before and do not know what their size is, they cannot envision how the product may look and feel on them.

**HOW MIGHT WE CREATE AN ONLINE SUIT SHOPPING JOURNEY,
WITHOUT COMPROMISING ANY BENEFITS OF THE IN-STORE
EXPERIENCE?**

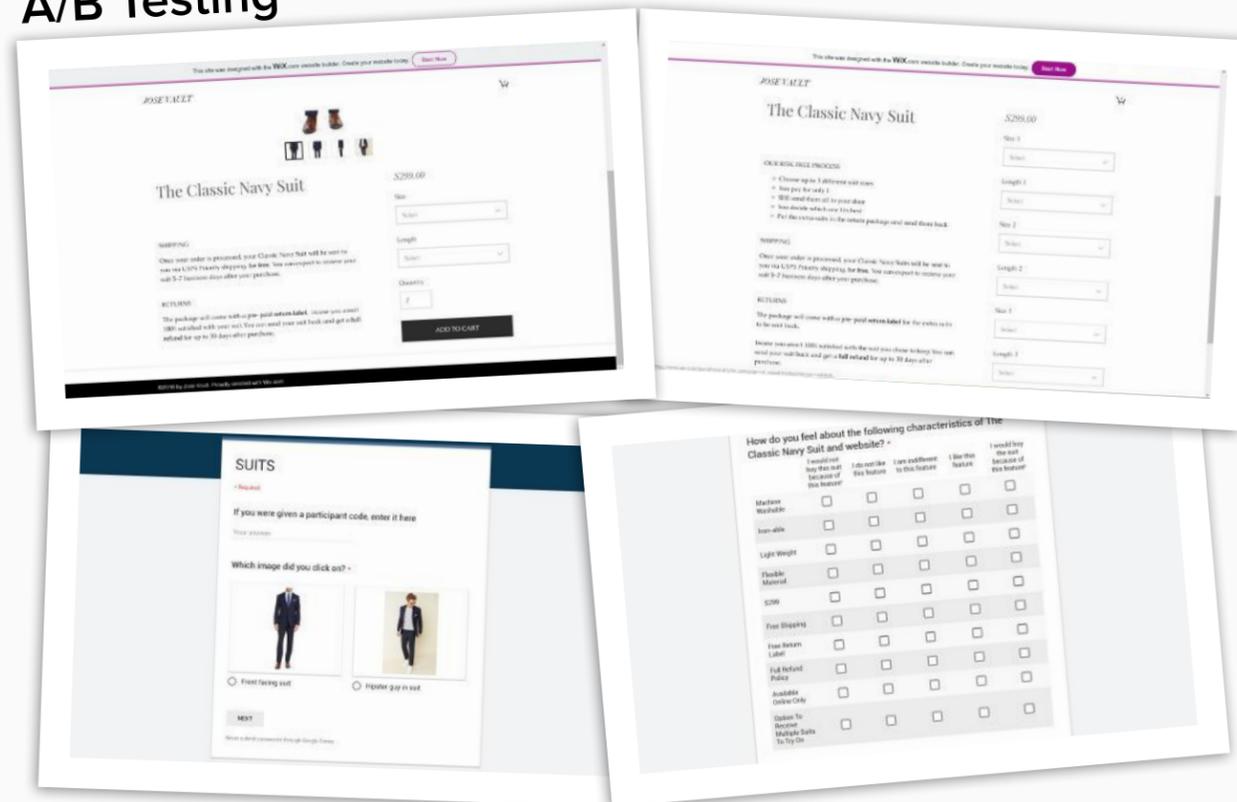
EVALUATIVE RESEARCH

Once we understood why people preferred buying in-store, we realized that we had to create an either replicating experience, or a challenging one. For the third sprint, we focused on creating paper prototypes, and tested them to understand what different features evoked on users. Our goal was to find the correct features to draw people towards the online shopping experience as well as towards the brand. We focused on A/B testing medium fidelity prototypes to understand if our buy one get three and return the rest model increased trust in the brand or not. Lastly, we tested our starter kit concept with instructions to understand if it increased the confidence in the product and service or not.

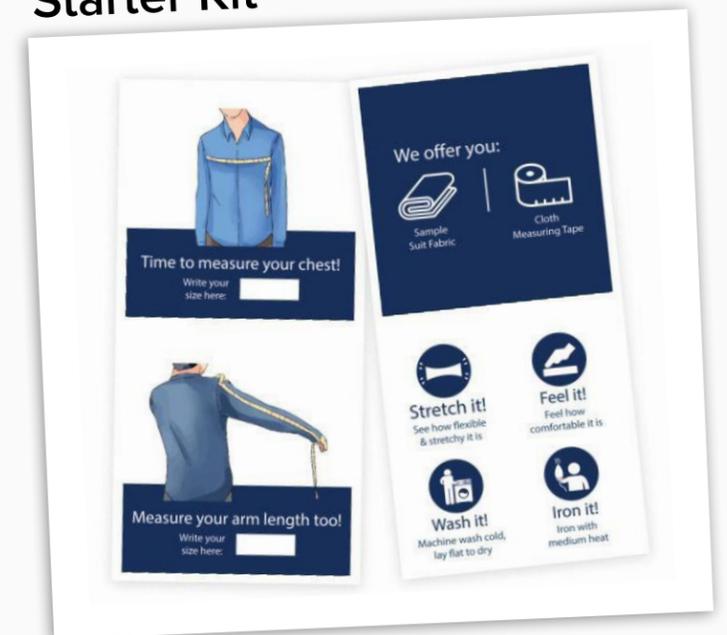
Paper Prototypes

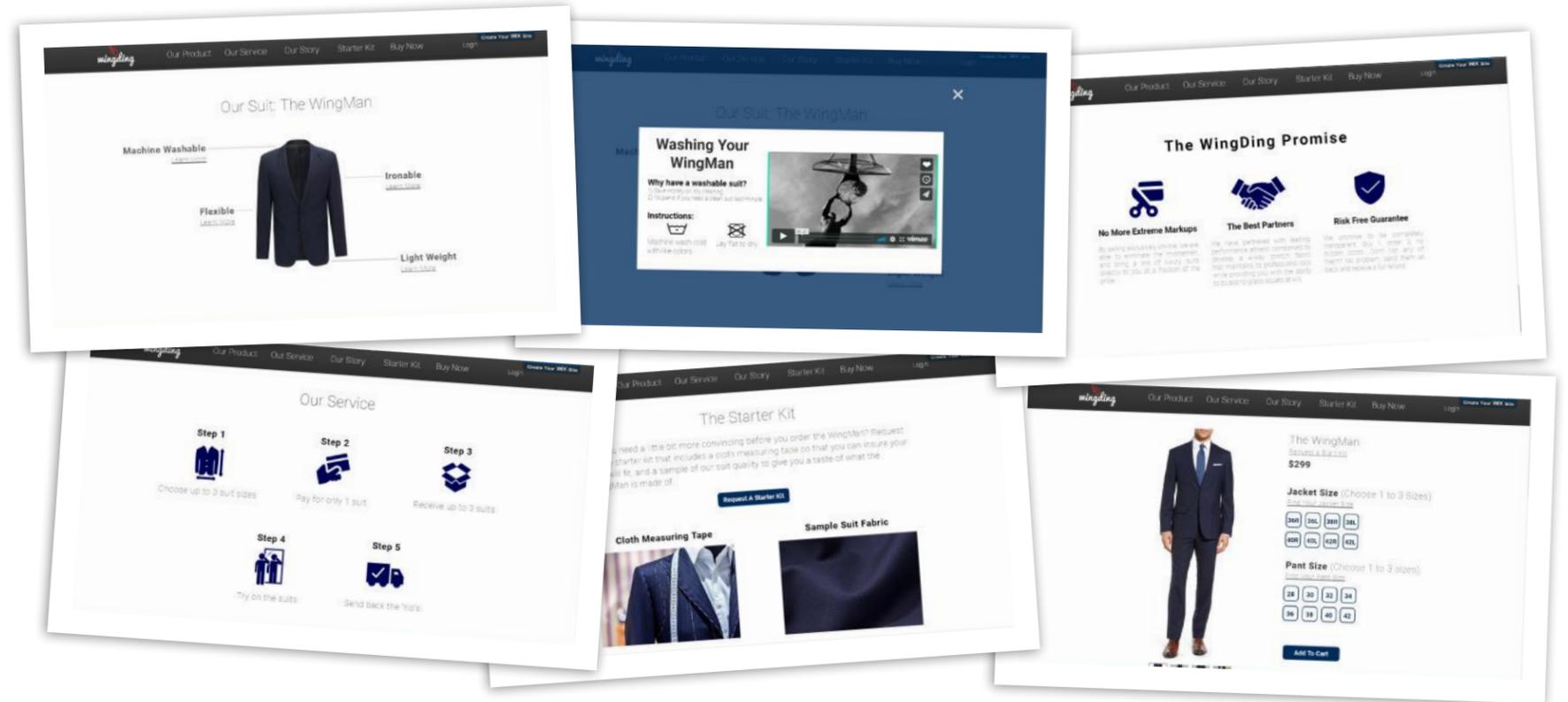


A/B Testing



Starter Kit





WINGDING USA

We created a platform that offered a service and an interactive, high fidelity website to showcase a proof of concept for the start-ups. The Wingding USA, now offers a complimentary starter kit which has a swatch fabric and a measuring tape with graphic instructions to address the lack of trust in the brand and products quality. Once the users are ready to purchase the WingMan, the offered suit, they can utilize the “buy one test three” method to ensure the proper fit.



PROJECT | UPKEEP

**A PRODUCT ENABLED INTERACTIVE SERVICE
SOLUTION FOR CYCLISTS THAT PROVIDES THEM A
SPACE AND TO CLEAN THEIR RIDES.**

Thesis project

Project Upkeep is an individual thesis project! For the thesis, the task is to identify tensions in desired fields, turn these tensions into opportunity spaces and execute a full solution. I personally preferred focusing on the bike industry, mainly because I am a bike enthusiast myself. This project has two main sections: 3 month worth research and identifying and 3 month worth execution and validation. Overall, this project is both a personal and a thesis project, for the sake of urban cyclists.

Personal Contribution

- Creating research protocols
- Contextual interviews
- Expert interviews
- Ethnographic observations
- Generating actionable insights
- Generating frameworks
- Market analyses
- Roadmapping





INTERVIEWS

As a cyclist, I didn't think of what problems I or other fellow urban cyclist encounter prior to initiating the project, but I knew that there should be something that could be improved. Instead of thinking about my own experience, I wanted to learn from other cyclist's stories. Therefore, I initiated the project with recruiting users for interviews. Whether if they were a professional biker or a recreational rider, I needed to reach out to them to learn about their experiences and understand the tensions they encounter. Within a short period of time, I managed to interview 18 urban cyclists, and identify multiple pain points. One major tension was about preventative maintenance. Cleaning a bicycle requires space and various supplies, which is mostly inaccessible to cyclists who live in urban areas.





FIELD OBSERVATIONS

After conducting interviews with various users, I wanted to go out to the field to observe bikers. There were multiple locations that users could utilize to maintain their bikes, since maintenance itself was very vague and general. I knew that there were bike maintenance stations on college campuses, so I started with finding them. FixIt Stations by Dero, are the most common stations. They offer various tools so I wanted to understand how their service was. While I was visiting these stations on Northwestern Campus, I realized that they do not offer any service on cleaning and preventative maintenance, which was the main tension of the interviewees. Also, since all their offered tools are exposed, they were all damaged and rusted. It became more clear to me that there was not a dedicated, proper space for urban cyclists to clean their rides.





IMMERSION

After understanding that there are no alternative environments to clean a bike, besides the cyclists own apartment and the non-crowded public spaces, I wanted to immerse myself to further understand the struggle. As someone who is living in a major city, I have a very limited space in my unit. Since I lack the space indoors, my only option was to go on the side walk. As I was immersing myself, I realized that I did need a lot more time to clean than I probably should. I did not have a water supply and so, had to carry it back and forth from my unit with a bucket. I also needed to carry soap and sponge initially and at the end. Overall, since I did not have the right supplies, I confirmed that it certainly wasn't an easy task.



Bicycle Wash
 Any place I can wash my bicycle in Fremont? I live in an apartment complex and they don't have any public place for washing.
 5 Comments Share ...

r/WUMadison Posted by u/refreshmints22 3 months ago
Anywhere on campus where I can wash my bicycle?
 11 Comments Share ...

r/washingtondc Posted by u/knight_rider_ 2 years ago
Where to wash your bicycle in DC?
 I live in an apt building which does not have a hose for resident use. Where can I wash my bike?

Bicycle Wash
 Any place I can wash my bicycle, I live in an apartment. So I can not wash it there.

Where can I wash my bicycle?
 Made the mistake of riding in the snow last week and now I cringe everyday looking at the salt on my bike eating away at the metal/paint.
 Could throw it in the shower I guess but that seems weird.
 In any case, if anyone knows of a coin operated or self-car wash where I could hose down my bike it would be greatly appreciated. Preferably in the Bed-Stuy area or surrounding neighborhoods. I found one gas station that has a similar setup but the machines were out of order. So I'm thinking other gas stations might have the same, but it's not exactly something they advertise on Google maps so figured I would ask the locals.

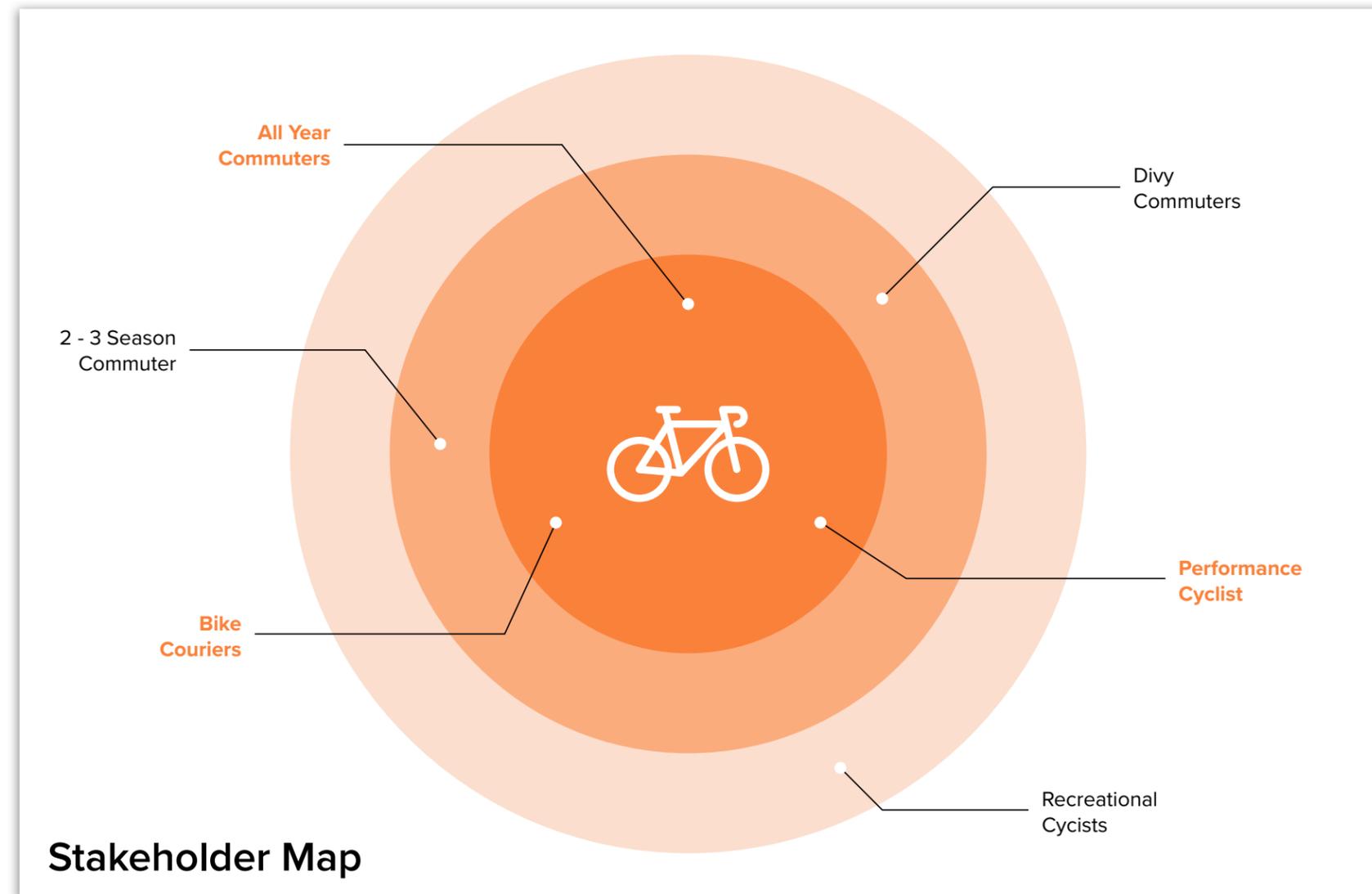
SECONDARY RESEARCH

Even though I realized that there is no dedicated space with proper supplies for urban cyclist to clean their bikes in Chicago, I wanted to know if it is the same in different cities. From different forums and websites, I realized that it indeed is a problem in all major cities, since a lot of cyclists expressed a search for a proper space for cleaning their bikes.



SYNTHESIS

After going back to the interviews conducted and analyzing the secondary research, I have identified the major urban cyclist user groups. I created various frameworks to properly see which group would utilize this solution the most. The user map helped me understand which user group cycles the most frequently (the closer to the center in the framework, the more frequent they ride).



INSIGHTS

From simple fast cleaning to full tune up, working on a bicycle **requires space**, which can be **inaccessible to urban cyclists**.

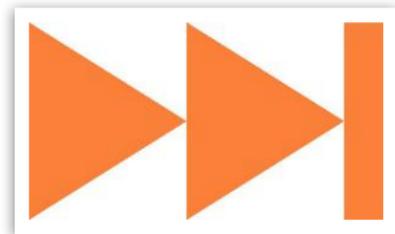
Preventative maintenance **requires preparation**, and **demands cleaning** after session which **increases the overall, dedicated time**.

Due to the pace of the daily lives, cyclist may **postpone or forget** to maintain their rides.



HOW MIGHT WE HELP URBAN CYCLIST TO BETTER MAINTAIN THEIR RIDES WITHOUT COMPROMISING THEIR DAILY TASKS AND ROUTINES?

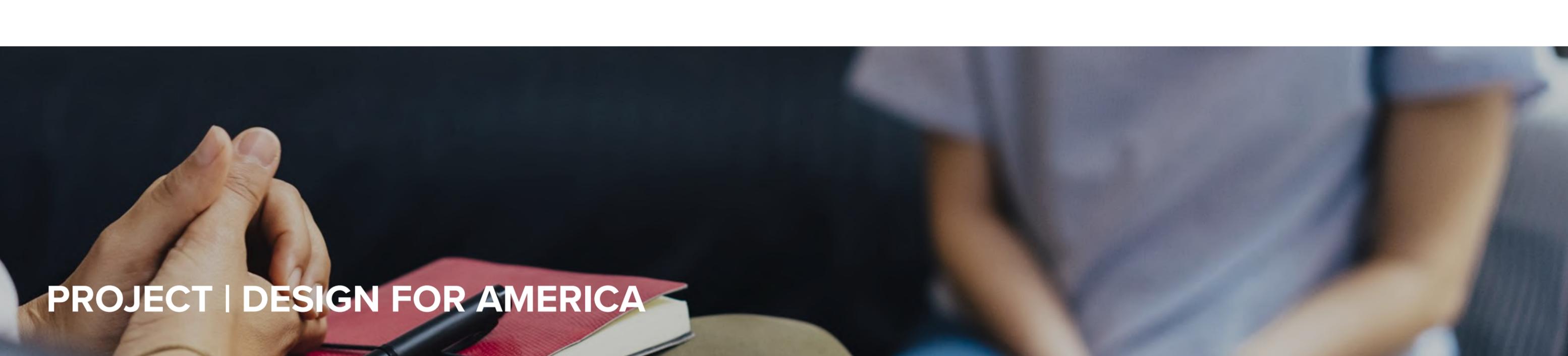




NEXT STEPS

Currently, I am working on prototyping different concepts and testing them to properly iterate and deliver a successful product. This project will finalize on December 15th!





PROJECT | DESIGN FOR AMERICA

**A SERVICE AND INTERACTION DESIGN CONCEPT TO
BETTER CONNECT MENTAL HEALTH PROVIDERS
WITH ADOLESCENTS AND YOUNG ADULTS,
SUFFERING FROM VARIOUS MENTAL STRUGGLES.**

A Design For America project

Four fellow EDI students and I joined the Design For America family to work on understanding the mental struggles of adolescents and young adults. We initiated by identifying these struggles of the users within their journey from incrementally building up their situations to understanding, accepting it as a mental illness, and to seeking professional help and improving to find solutions to their unmet needs.

Personal Contribution

- Creating research protocols
- Contextual interviews
- Expert interviews
- Generating actionable insights
- Generating frameworks
- Paper Prototyping
- Wireframing
- Prototype testing

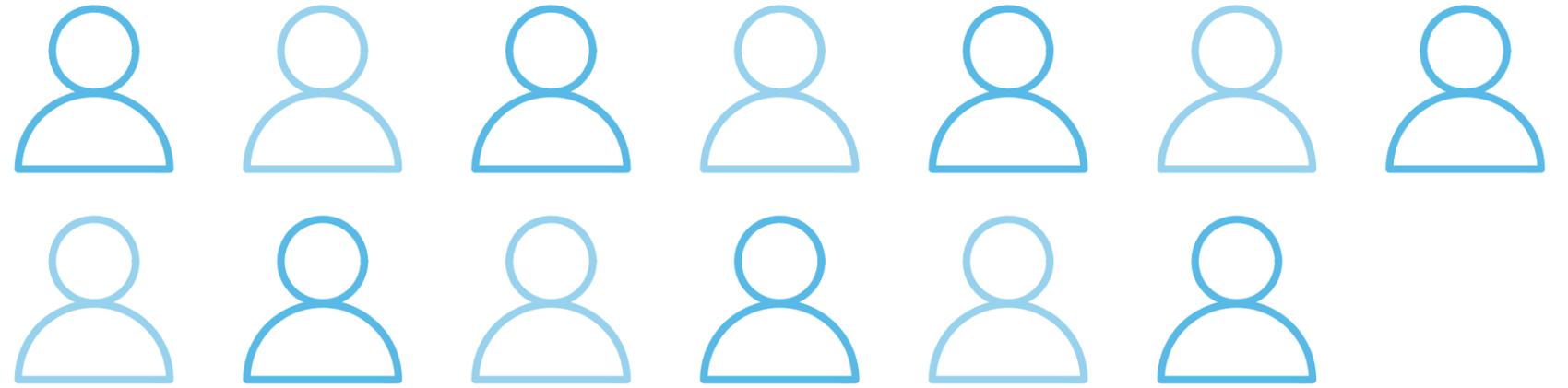
INCEPTION

We initiated by understanding the mental health field and conducted secondary research on the topic prior to interviews with stakeholders. With secondary research, team members individually identified different stakeholders and fields within the mental health field. The members then shared the information to start choosing the focus area. After spending 3 hours on a bus ride, discussing each and every potential topic, we decided to focus on mental health of teenagers and young adults, and the struggles they may go through on the path of getting better.



INTERVIEWS WITH PATIENTS

We focused on recruiting primary users. In order to not overwhelm these patrons, each team member conducted these interviews individually. With each phone and in person interview, we were able to identify different insights, but more importantly, emphasized with the patients' journey and struggles.



13 Interviews



Dr. Neil Jordan



Dr. Madhu Reddy



Dr. Rodney Benson



Dr. Henry Perkins



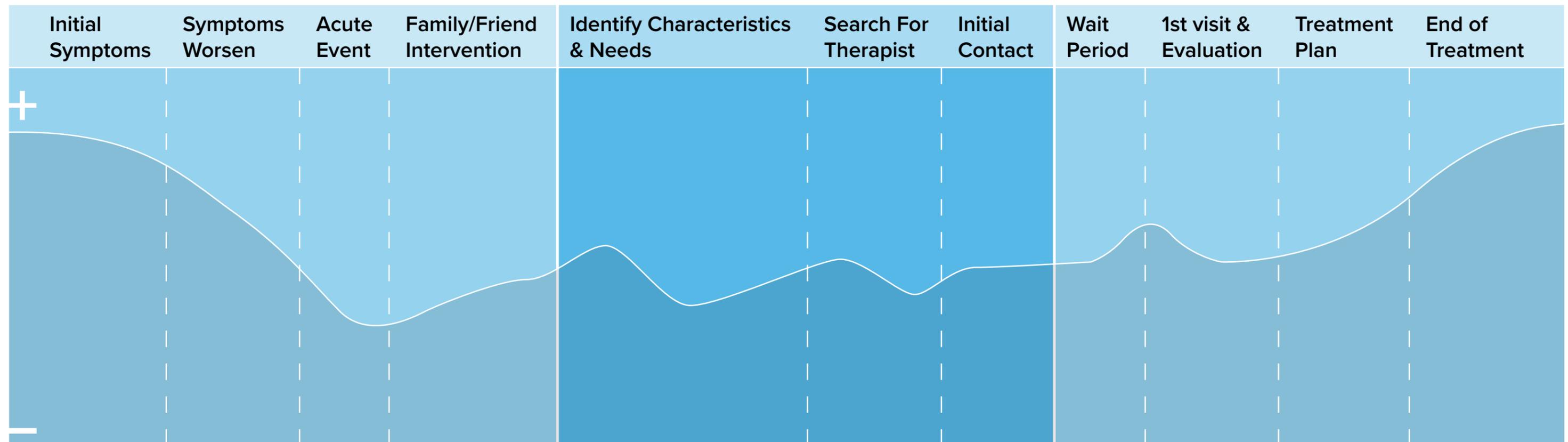
Dr. Bohle-Frankel

INTERVIEWS WITH PROVIDERS

We also reached out to professionals, not only to learn from their experiences and expertise, but also create future partnerships. We understood that there are also unique struggles that the providers encounter such as the time management.

PATIENTS EMOTIONAL JOURNEY

To better sympathize with the patients, we created various frameworks including a journey map. Regardless of the struggle type, users go through a similar emotional journey starting from the initial symptoms until meeting the providers. As we analyzed patient journeys with the emotional journey map, we decide to further converge our scope to the time frame from identifying the struggle to the initial contact with the provider.



INSIGHTS

Patients only realize that they are going through mental struggles when **their friends or family members confront them** after an **acute breakdown event**.

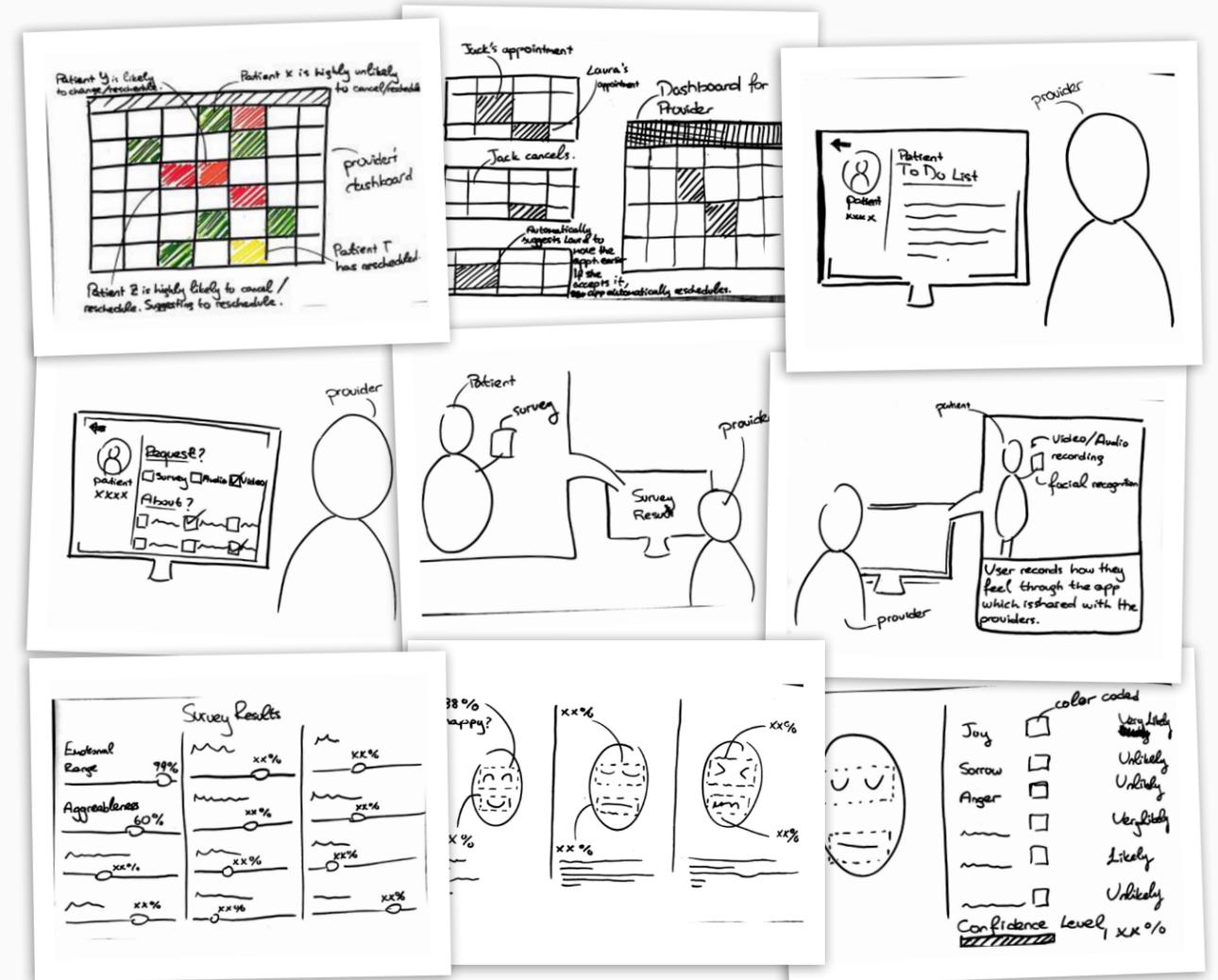
Upon realization and acceptance, patients seek to further **learn about their conditions**, yet they **do not know where to start**.

Patients desire to meet and connect with providers as soon as possible, yet it takes approximately **6 to 8 weeks** to have that initial contact which creates/increases the anxiety.

Understanding their patients can take time and sometimes **prevent providers** from utilize the 1-hour therapy sessions **efficiently**.

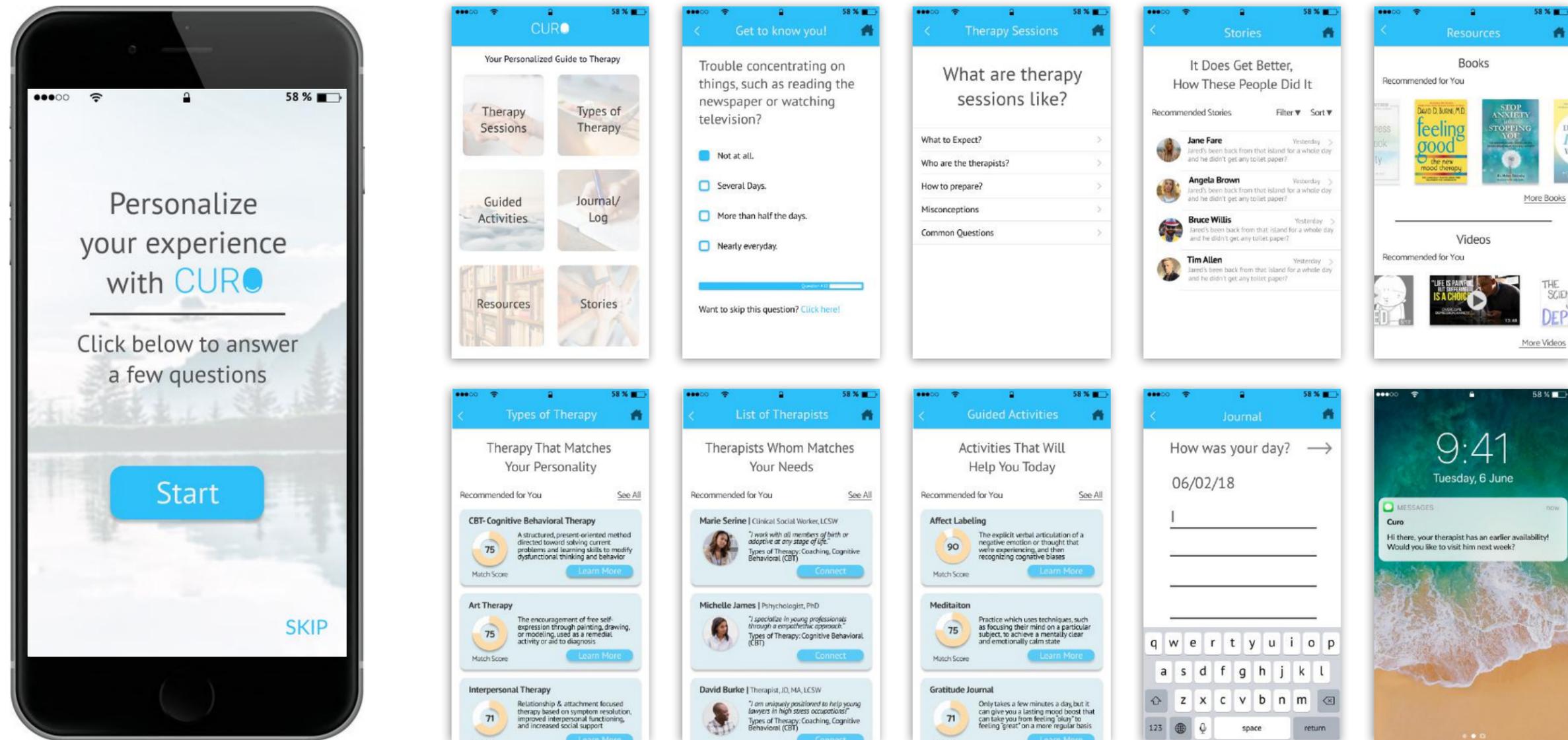
Providers aim to use every time-slot to help their patients, but once one patient **cancel right before the session**, it becomes **impossible to fill the empty slot**.

HOW MIGHT WE HELP PEOPLE FIND A MENTAL HEALTH PROFESSIONAL THAT WILL MATCH THEIR NEEDS AND SUPPORT THEM PRIOR TO THE INITIAL TREATMENT?



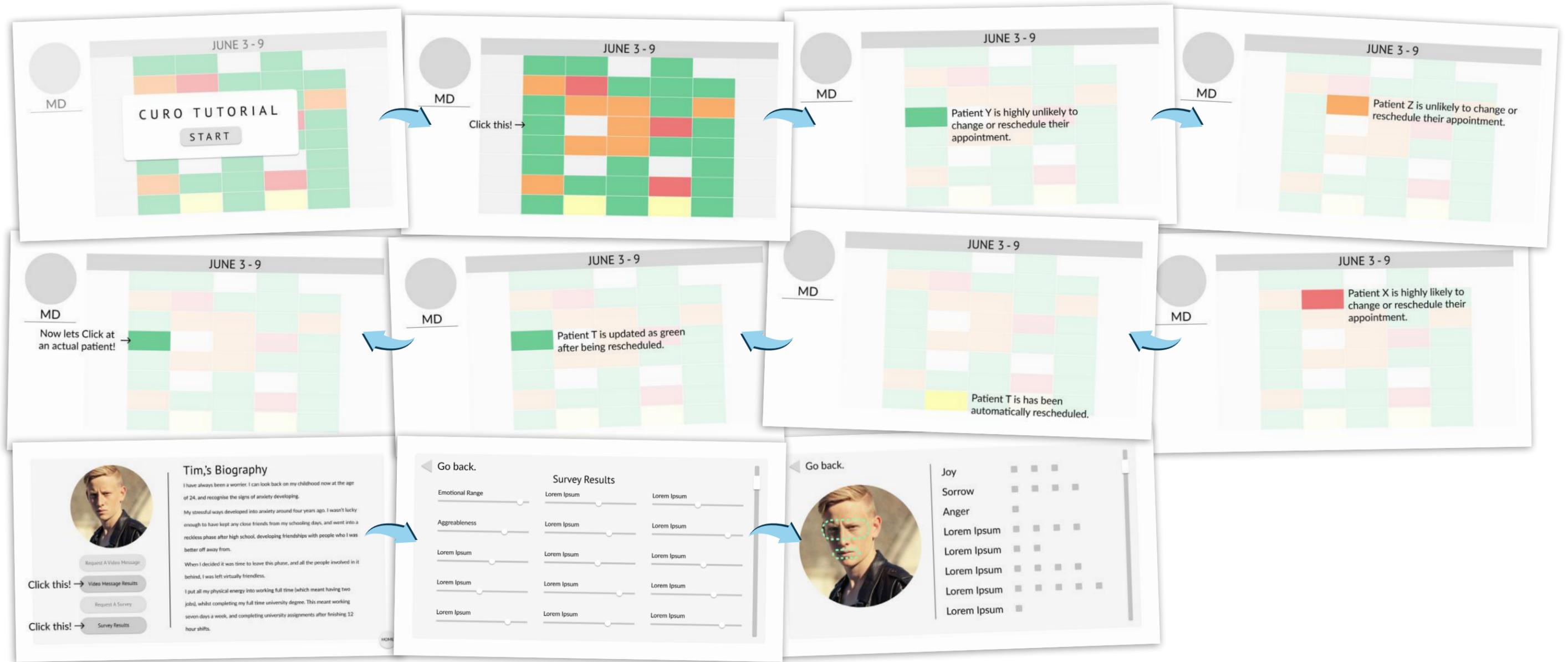
PAPER PROTOTYPING

Once the design direction was clear, we moved on to the next phase: ideation. With each idea, the team aimed to address the tension of not properly matching patients with providers, and not being able to assist them prior to the initial session. After various sessions of brainstorming, we envisioned the solution to be a mobile application for the patients and a software for the providers. So we prototyped these softwares with potential features for user testing.



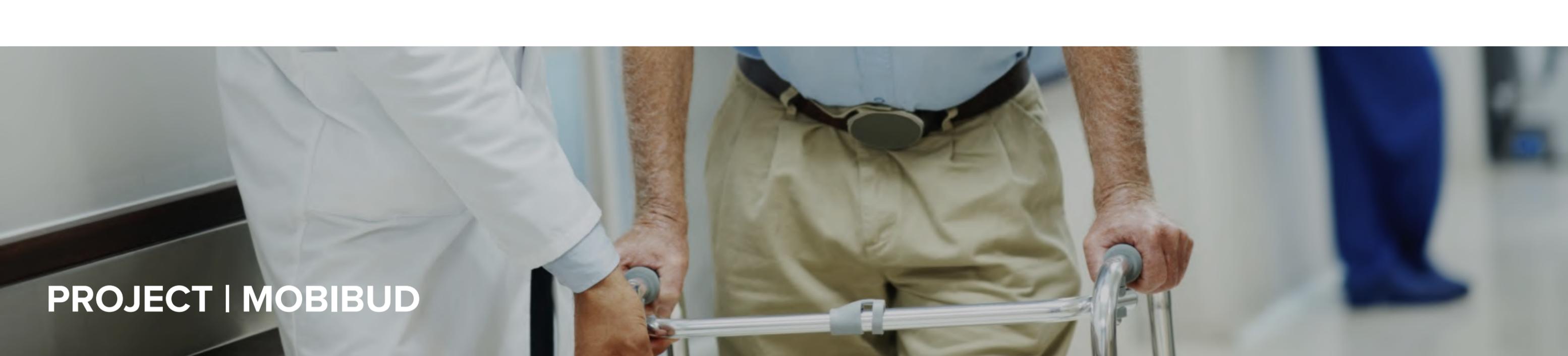
CURO: MOBILE APP

Curo mobile application focuses on decreasing the unknowns, educates the patients on the existing treatments and matches them with the proper provider, when they are ready to take the next step. Once the patient books an appointment, they will receive recurring questions that are tailored to their conditions to be shared with the provider. This way, Curo eliminates the anxiety born from the unknown and connects the patients with providers at an early stage, when they really need it.



CURO: SOFTWARE

Provider benefits from Curo software by receiving information about their patients and get to know them, prior to the session. Curo is programmed to understand how the patient is doing, and if their conditions worsen, is designed to reschedule them to an earlier time frame. If a patient cancels their appointment, not only it aims to reschedule them to a more comfortable time, but also fills that gap by asking other patients if they want to come earlier, and makes changes in the calendar to make sure that there is no last minute gaps. The concept of Curo is designed for patients and for providers, to create a better experience in their collective journey.



PROJECT | MOBIBUD

SAAS SOLUTION CONCEPT FOR BETTER PATIENT

MOBILITY WITHIN HOSPITAL SETTINGS.

A NUvention: Medical Innovation project

Our interdisciplinary team had one goal in mind: creating an innovative solution to an existing problem in medical field. We focused on finding the issues within inpatient setting, understanding its root causes, analyzing the competitive landscape, prototyping and testing potential solutions with stakeholders and ultimately creating a software as a service solution concept to better track the ambulation (mobility) of patients.

Personal Contribution

- Creating research protocols
- Ethnographic observations
- Expert interviews
- Generating actionable insights
- Generating frameworks
- Paper Prototyping
- Wireframing
- Prototype testing





OBSERVATIONS & INTERVIEWS

We initiated with the task of shadowing various physicians. Thanks to our medical student teammate, I was able to shadow Dr. Elliot Roth in a PM&R (Physical medicine and rehabilitation) setting at Shirley Ryan Abilitylab. Dr. Roth walked us through both inpatient and outpatient settings as he was conducting his rounds. I also had the opportunity to shadow and interview Kevin & Alex Wang, whom are both senior medical students. Within those shadowing sessions, I was able to understand that, even though the care team encourages patients to be active whenever they have time, they don't ambulate.

34.5 M

yearly patient admissions

15.5 M

cleared to ambulate

10.8 M

don't leave their rooms

2+ Days

additional length of stay

65%

of older adults lose their ability to walk independently

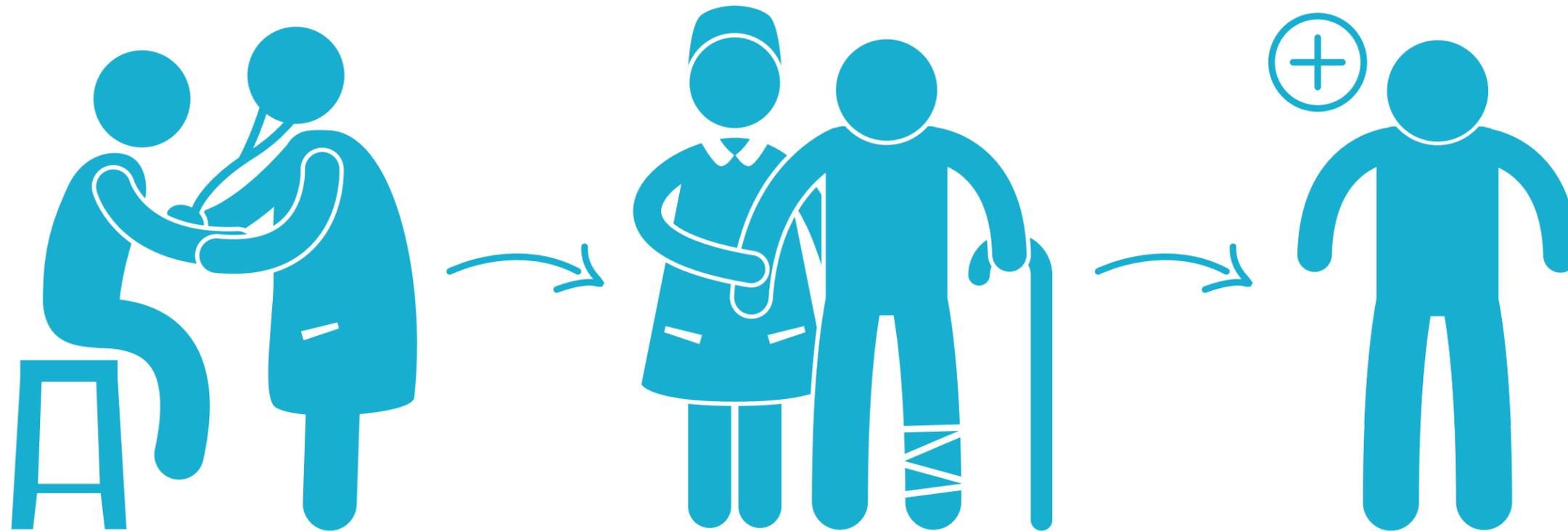
\$26 BN

additional expense incurred to support newly disabled patients

U.S. MARKET

To better understand the ambulation problem, we focused on researching the user market. We realized that the immobility within the hospital settings can be very critical. In fact, not being active not only can increase the length of stay of the patient, but also can create additional complications and expenses to the patients.





INSIGHTS

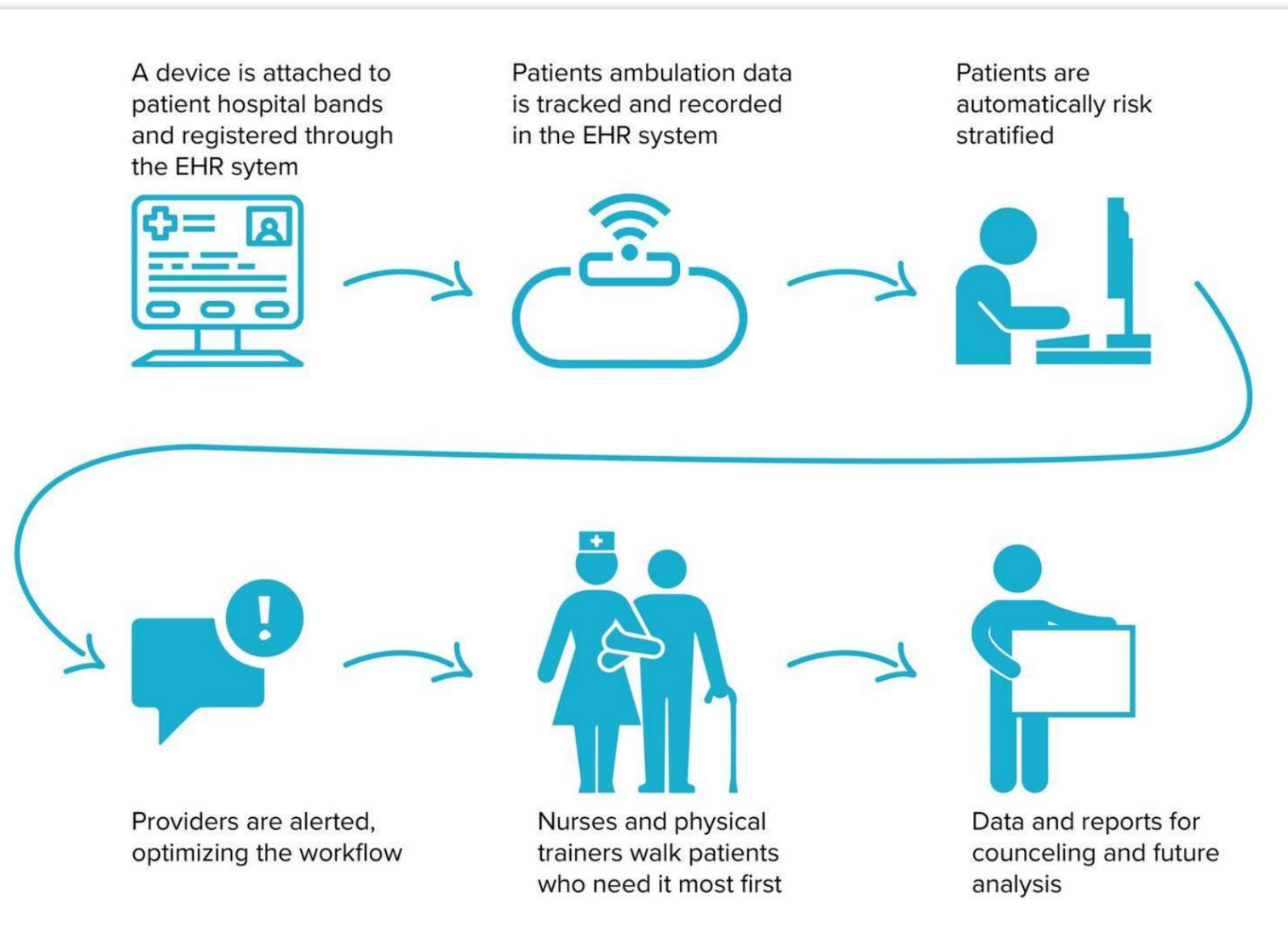
Patients don't want to leave their beds as they assume that they will heal rapidly.

Patients don't think there is anything to do for passing the time besides being in their room.

Although the care team encourages patients (that are cleared to ambulate) to be active, patients don't leave their bed unless they have to.

HOW MIGHT WE ASSIST THE CARE TEAM BETTER ENCOURAGE THE PATIENTS TO AMBULATE?



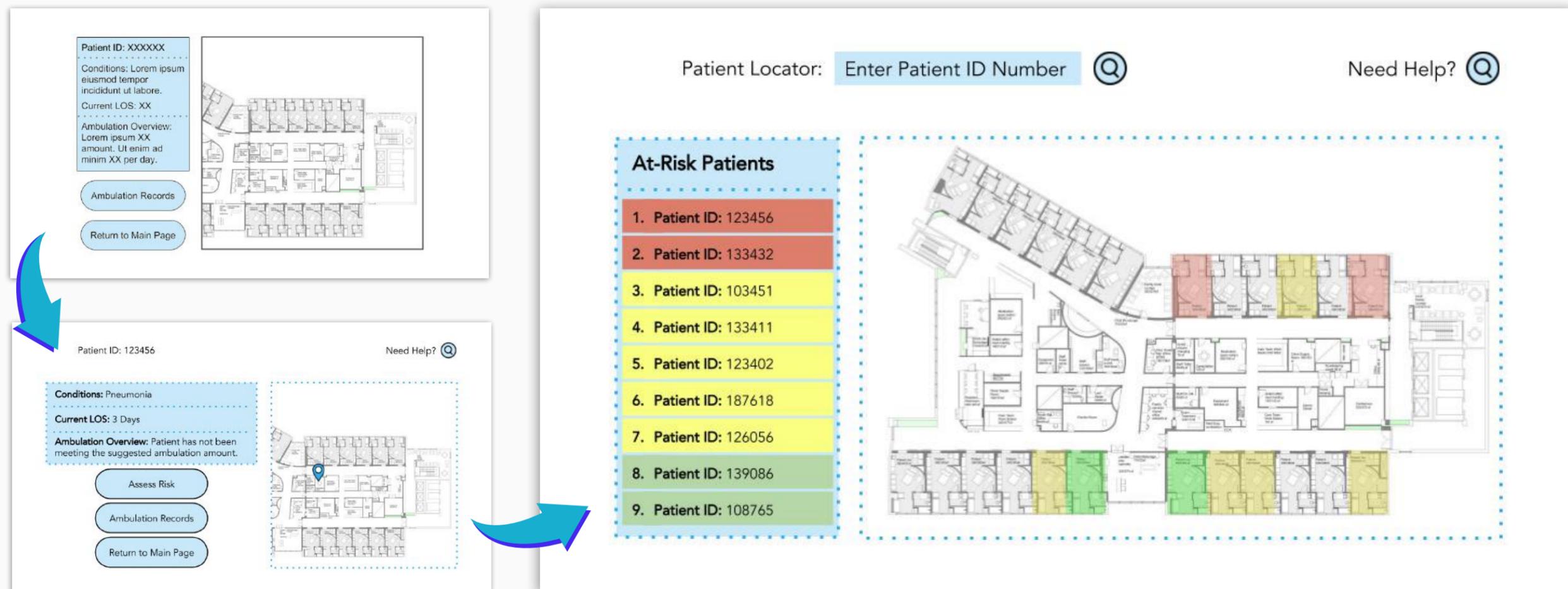


CONCEPT

From these insights, we brainstormed and ideated to create the initial solution concept. Then we came up with a concept that helps the care team by tracking patient location and their ambulation data. This initial concept is a hardware enabled SaaS solution for patient immobility within inpatient settings. It aims not only to aid the care team by tracking the patient location and listing the patients at risk due to not meeting their ambulation goals, but also to become a patient engagement tool for them, as it shows data for hourly, daily and overall ambulation levels. Care team can alter the goals with the patients and discuss the results using the visuals from the software, which is aimed to be integrated in EPIC, an EHR platform.

PROTOTYPING, USER TESTING, ITERATING

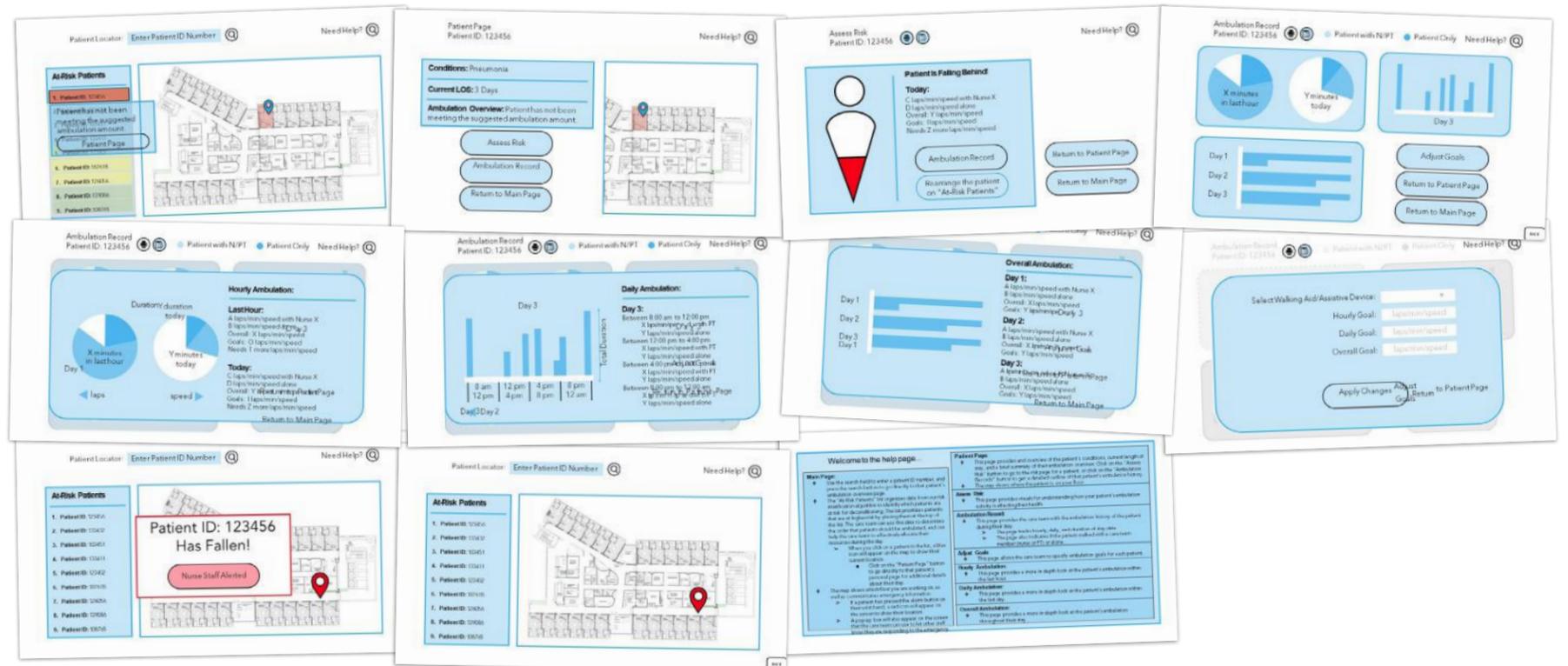
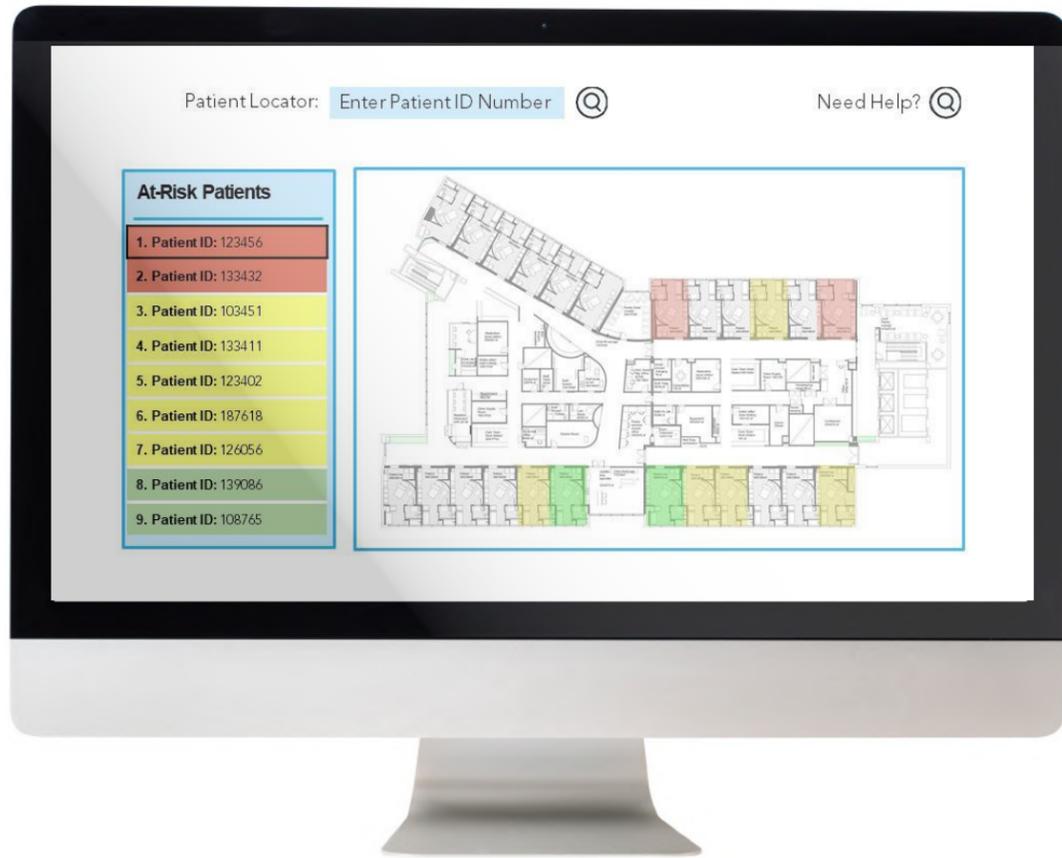
We prototyped a low fidelity version of the software. Then we tested the first wireframes 10 expert users: physicians, nurses and physical therapists. As they interacted and tested these wireframes, we identified the usability issues and new tensions within the solution. Overall, the solution should not increase expert users' daily work load. We created a new set of wireframes and observed the returning user group, these care givers as they tried and interacted with it. From these observations, we were able to understand that, with the second version of the prototype, users will be able to benefit from our concept and would definitely utilize it. We iterated one more time to optimize the user experience by decreasing the overall interaction time, while efficiently sharing the same information.





MVP

Since the solution offers both hardware and software components, it was important to create the hardware aspect as well while explaining the technology to stakeholders. There are two hardware components, a wearable that attaches to the patient's wristband and beacons that are strategically located on each floor. The beacons triangulate with the wearable to detect to locate the patients while the wearable itself sends the data to the software via WiFi to collect the ambulation data. To express the triangulation methodology, it was important to create a floor plan and showcase where the beacons would be located and what would be their purpose. It was also important to create a looks-alike prototype of the wearable for the MVP presentation!



MOBIBUD

Mobibud is the final version of the concept designed to assist care givers to better increase patient ambulation. It is a hardware enabled SaaS solution to patient immobility within inpatient settings. It aims not only to aid the care team by tracking the patient location and listing the patients at risk due to not meeting their ambulation goals, but also to become a patient engagement tool for them, as it shows data for hourly, daily and overall ambulation levels. Care team can alter the goals with the patients and discuss the results using the visuals from the software, which is aimed to be integrated in EPIC, an EHR platform. Plus, the step solution model of MobiBud comes with an emergency button, that alerts nurses directly!



PROJECT | IROBOT



STRATEGIC FIVE-YEAR ROADMAP CONCEPT WITH PRODUCT DESIGN AND BUSINESS DEVELOPMENT.

Sponsored by iRobot

For the design strategy project, EDI program partnered with iRobot to create a roadmap for 2023. After forming teams, students were provided an overarching challenge while creating their roadmap concepts. We sought to create concepts under the framework “Step, Stretch & Leap” while considering desirability, feasibility and viability for each. At the end, we had the opportunity to present the finding with the iRobot team at the Boston office. **Due to confidentiality agreement, I do not have the rights to share any specific details regarding this project.**

Personal Contribution

- Creating research protocols
- Contextual interviews
- Ethnographic observations
- Generating actionable insights
- Generating frameworks
- Market analyses
- Roadmapping
- Client pitch and presentation



RESEARCH

We initiated the project with a quick survey with more than 140 people. The initial reason of the survey was to screen and recruit users for potential in person or over the phone interviews. But as the results came, we realized that the survey also helped them get a surface level idea about what tasks users were doing. This information became crucial when creating an interview protocol/discussion guide. Once the recruitment was done, it was time for us to interview users individually. We also had a chance to observe users while they were [non-disclosed action]. With the initial interviews, we a second research protocol, and increased the scope by adding immersive sessions. Overall, we had a chance to interview 13 users, observe 10 different settings and immerse themselves in 3 different days to [non-disclosed action].

Product	1	2	3	4	5	6	7	8	9	10
Lowest Price	SEE IT	SEE IT	SEE IT		SEE IT					
Editors' Rating	●●●●○ EDITORS' CHOICE	●●●●○ EDITORS' CHOICE	●●●●○ EDITORS' CHOICE	●●●●○ EDITORS' CHOICE	●●●●○	●●●●○	●●●●○	●●●●○	●●●●○	●●●●○
Dimensions										
Battery Life (Tested)										

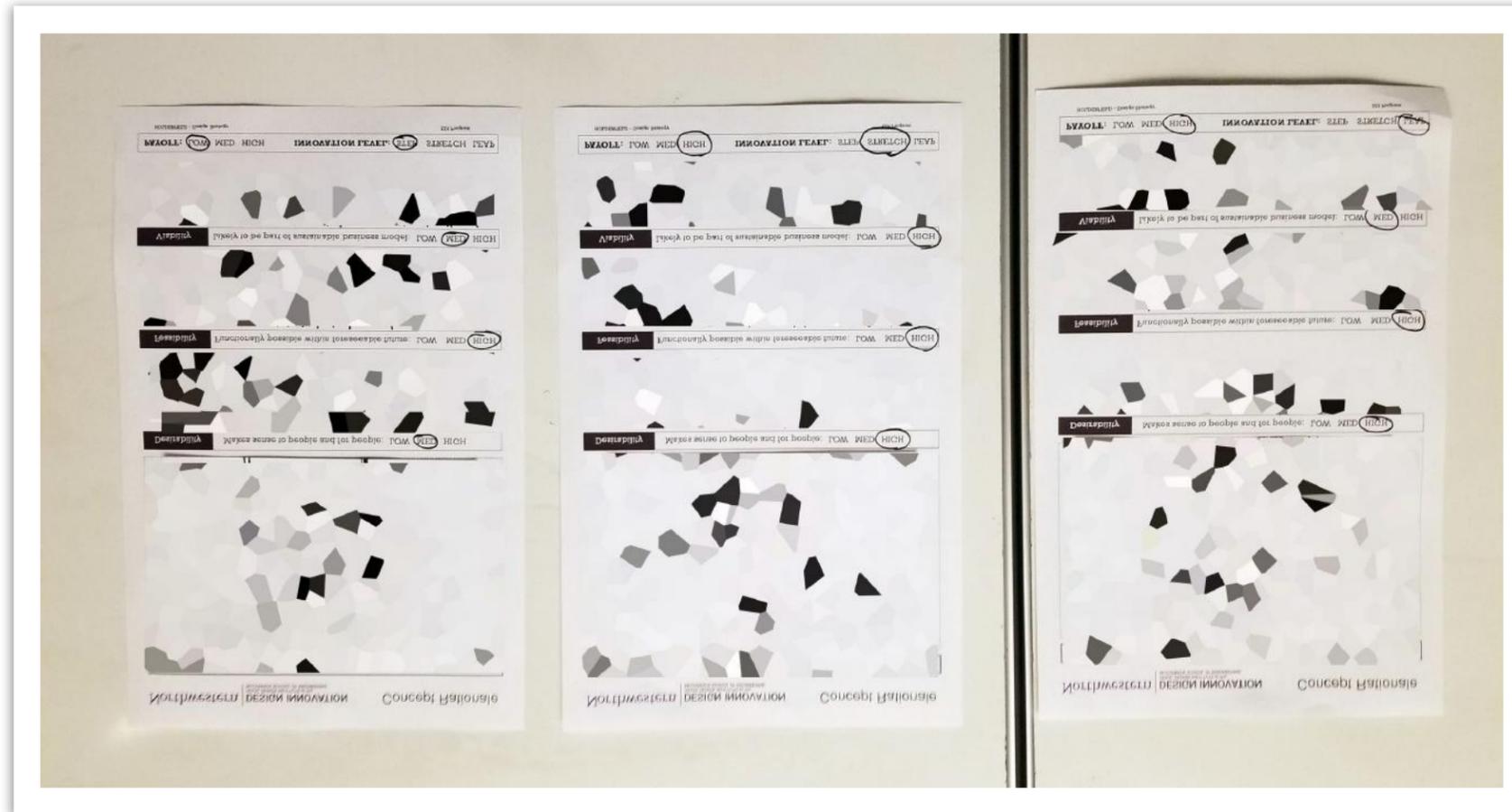
BENCHMARK

Since the project goal is to not only create a solution, but also plan a roadmap and validate its desirability, feasibility and viability, we focused on identifying direct and indirect competitors. We then identified how their current products were planned/mapped. Similarly, analogous products were analyzed to understand how different businesses differentiated their own solutions while designing it for the future. This helped to understand how the potential solution can be differentiated, and how it can be planned for 5-years ahead.



SYNTHESIS

With each research conducted, we debriefed the same day to discuss tensions discovered. Once the research phase was done, we had multiple meetings to identify all the insights. Due to the nature of the project, we identified 12 insights that can guide the project into an opportunity, a design direction. Some insights were based on tensions, while others were surfacing tacit knowledge. Once the initial insights were identified, it was time to converge! So from 12 insights, we decided to focus on three of them, and did another round of research. At the end, we settled on the direction to create a solution for [non-disclosed problem] and planned to design its roadmap for 2023.



IDEATION & CONCEPT GENERATION

Once the direction became clear, we then started generated various concepts. Each concept had a step, stretch and a leap applications, and each of the application had reasoning for their desirability, feasibility and viability, which were backed by either primary or secondary research findings. Overall, we generated 5+ concepts that aimed to address the same problem, via different methodologies or technologies. In the end, we chose on the concept that they thought it was aligned the most with the findings and the syntheses.



2023

We delivered a concept for 2023 and presented it to the client at the Boston office. Although I cannot share any details about the research findings and the concepts created, I can share that we created a model that pleased and challenged the audience. Overall, the feedback was positive and the project itself was successful.



PROJECT | PROCTER & GAMBLE

DESIGNING PRODUCTS TO IMPROVE

THE NICU EXPERIENCE

Sponsored by Procter & Gamble

With the collaboration of Procter and Gamble, EDI students explore new products, services, and experiences related to new and existing consumer packaged goods within the medical field. To each team, a specific objective given by P&G. Each team is supervised with a P&G coach related to their objective, in order to communicate effectively with the client. **Due to IP concerns and confidentiality agreement, I do not have the rights to share the specific details or the final prototype.**

Personal Contribution

- Creating research protocols
- Contextual interviews
- Ethnographic observations
- Generating frameworks
- Generating actionable insights
- Physical Prototyping
- Prototype testing
- Client pitch and presentation



RESEARCH

We initiated with contextual interviews to understand this new ecosystem in the medical field. These interviews were conducted with expert users, specialized nurses to properly understand their “job to be done”. Each nurse had “homework assignments” to deliver prior the interviews, to better share their experiences with us. They also focused on replicating their actions/tasks. Furthermore, we shadowed at Comer Children’s Hospital NICU to fully identify the overall journey with the existing products/solutions.

SYNTHESIS

In order to understand the day-to-day NICU experience, we created different frameworks while going through everything we learned and recorded. These frameworks assisted us in both identifying and highlighting the key pain points. We turned these pain points into actionable insights.



PROTOTYPING & TESTING

Once the design direction was clear, we focused on creating various prototypes, 16 to be specific. All of these prototypes aimed similar goals, yet, shared different conceptual methodologies. After the first 16 prototypes were tested, we created the second iterations. We used “an emotional bulls-eye” to better identify how the users felt as we did the second round of user testing. Finally, we created a product and packaging, with a fully defined life cycle, from its initial storage place to its usage and presented to consumers, professors and P&G team members.





PROJECT | UBER FREIGHT

A DESIGN RESEARCH PROJECT THAT DIVES DEEP IN THE LOGISTICS INDUSTRY.

Sponsored by Uber Freight

By collaborating with Uber Freight, we had the opportunity to work on a project focusing on understanding the logistics and transportation industry and potentially identifying opportunity spaces within. Each team conducted their own research regarding the project and presented different opportunity areas. Through this process, teams had chance to meet and learn from their Uber Freight coaches as well as other stakeholders. **Due to confidentiality agreement, I do not have the rights to share any specific details regarding this project.**

Personal Contribution

- Creating research protocols
- Contextual interviews
- Ethnographic observations
- Generating actionable insights
- Generating frameworks
- Market analyses
- Client pitch and presentation





OBSERVATIONS, INTERCEPTS & DATA

We initiated with catching up with the topic and the industry. There were many things that, as a team, we did not know of. By meeting with our UF coach, we were able to learn the overview of the industry, This allowed us to better plan how we should proceed with our research. Since this was an industry that we had no knowledge about prior to project so we wanted learn further more. Therefore, it was essential for us to observe multiple stakeholders! We also planned multiple interviews both on site and over the phone interviews with various stakeholders to better understand each detail we needed for identifying the opportunity spaces. After conducting qualitative research, I wanted to see if the team could find more information on our leads for opportunity spaces. We focused on gathering information from various blogs and articles and conducted secondary research to further understand and also validate the qualitative insights.





OBSERVATIONS, INTERCEPTS & DATA

Once we gathered both qualitative and quantitative data and insights, we were able to create various frameworks. With these frameworks we were able to identify the pain points and synthesize to come up with our opportunity spaces. Out of multiple spaces, each team focused on one to further develop it.





PRESENTATION

Each team had the chance to prepare and present their solution space to client: Uber Freight. Overall the team delivered an outstanding final presentation and met the initial requirements of the project.



