needfinding: the heart of human-centered design

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How?  Why?

meaning :: form

use :: function

usability :: details
trust
be normal
beautiful things

why?

meaning :: form

how?

use :: function

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meaning :: form
utilize helper hand
protect strong hand
lift & move heavy pots

use :: function

usability :: details

How?

Why?
How?      Why?

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

trust
be normal
beautiful things
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/pan
  − avoid the color white (medical devices/hospital)
spend a lot of **time** with people

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

open up your problem space
[ask **how?** & **why?**]

“What is the **job** of this product?”

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