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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.”

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.”

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.

Final Product

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

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4 Rounds of testing