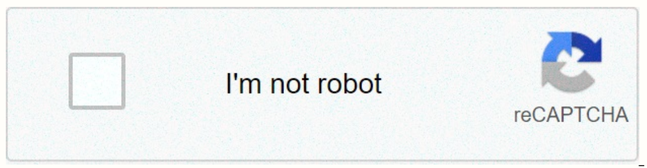

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Indi young mental models

A problem space isn't about a problem that you or someone else has identified in your organization; it's just a problem. A problem space is about building a strong and reliable map of opportunities for your organization– a map that protects from assumptions or biases. It comes out of the inner thoughts, feelings and principles of people outside your organization. Index: What keeps you up at nightSolution space: Falling short of innovation and growthProblem space: The source of opportunitiesMy processProblem space in action Building products & services is hard. But it's even harder to create products & services that meet people's real needs, thereby providing a competitive advantage and a viable path to success. That's right, there's a growing body of framework to help you get in that direction. And yet, how many times have you gone through the process of discovery, testing, and scaling, diligently looking for one or the other framework only to find disappointing results? How many times have you had to give up a goal or metric, or found that it has fallen short of supporting those who claim it to support? The question is why, despite increased team productivity, and the abundance of new frameworks, solutions fail. From Facebook to Amazon, organizations realize that some of their best solutions actually harm humans who claim to support it. Growing up we are all taught to solve problems, come to ideas. That's the way we graduate school and land the next promotion, we're swimming in a culture that celebrates solving, but very little equips us with tools to find problems worth solving. Most organizations focus their efforts around discovering and developing solutions. These organizations operate in a solution space where speed is based. Metrics are based on users who do what the organization intended: interaction, OKRs, KPIs, etc. Any tools and methods then aimed at customers, passengers, members, participants, or any of those other names you may use to reference someone who is an organization trying to support or market. This focus has meant that solution space tools don't allow you to understand people beyond the narrow lens of their relationship with your solutions. So when pushed by a desire for excellence and competition, teams try to innovate for people, the only thing they know of these people is the sliver of information seen through the use and awareness of their products & solutions. This profound lack of understanding is combined with the rapid speed of solution space and the lack of awareness about (or outright prohibition for use) of all the tools at their disposal. Besides, the organization is driven by metrics that focus solely on the organization's intentions, not the people they are serve . Teams can unwittingly introduce bias and false assumptions to their findings, imagining promises in which none exist. Eventually teams end up creating solutions that at best serve a subset of people well, leaving many people with ill-fitting experiences, and in worse harm those who could benefit the most. Problem space: The source of opportunities is the difficult atmosphere about people's understanding and their larger purpose. I use the word person and try to understand the individual's purpose without a relationship with a specific solution or organization. Sometimes, organizations are afraid when they have to prophesy users and customers for the benefit of individuals. But if we find that what brings everyone to our organization at first is to align a piece of their goal with our offerings, it would make sense to invest in a comprehensive understanding of their goal. It has a strong understanding then become fertile ground upon which we can cultivate innovations that wood, ideas that really serve different subsets, and growth that is sustainable. Today, organizations are beginning to understand they are not invested enough in understanding the atmosphere of the problem. They have spent the budget studying the solution, designing it, and using it through quantitative and qualitative methods. But they have not balanced that by understanding the problems that people are working to solve first. Understanding the problem space takes different skills than traditional user research. If you're interested in learning about my process, the following links can give you a great start: the problem space in the action links will soon align the design strategy with the human behavior available for $22 in digital format only, from Rosenfeld Media. The ultra-high-priced versions used on Amazon, and cobo's standalone book bookstore the book uses the word duty, abandoned after publication because of the many shades of its meaning. Practical empathy describes the same process using updated vocabulary. Excerpts from Chapter 7: Published by Rosenfeld Media Illustration in the book are available for you to download and use, with assignment, in your domestic presentation. A review of the translation of the book is available: KoreanJapaneseChinese (TBA Release Date) Go Practical Empathy → Indy Yang started his career as a software engineer, with B.S. computer science graduated in 1987, in his early projects, he realized that there was a gap between what computer scientists knew about users, as engineers and builders, and what people were trying to finally do. It was this recognition that turned Indy Young into UX research and led to the foundation of the UX Adaptive Path agency in 2001.About Indy Young's book is unique in its class since science. UX's underlying methodology and philosophy are intertwined in it than usual, plus it extends well beyond the general UX researcher's approach. While the purpose of UX research has actually been given to bridge the gap between users' ideas and those of the industry about a product, Indy Young's book stresses that the area is about much more than just that. It's not the product, but the user experience that's in focus: the daily user routine, and their ideas and basic understanding of the world. If we wish to allocate more energy to knowing the user, we can gain more valuable insights than if we were to give them heavily from a product perspective. By identifying mental models, not only can the product be designed more intuitively, but also by analyzing the gap (more on this later), we can probably make further developments as well, some that are really warranted. Gap Analysis is an operation that identifies existing needs. Chart 1: Indy Young's Mental Model Chart. Source: subline horizontal group functions available from the web page/service below the corresponding towers of mental spaces. Content maps. These maps summarize web page services. Grouping can be by different types, but classification will always prevail as the designer predicted. When the mental model and content map are ready, it is possible to start grouping the function corresponding to the requirements under the right tower of the mental model. The highlighted gap called operations refers to the fact that the gaps left after grouping may carry relevant information. That is, it's based on these gaps that we can identify which features users need are still missing, as well as any unnecessary performance featured in the content map that can't be categorized in our mental model. The concept of the mental model first of all, let me quote the definition of the mental model taken from the book: Mental models give you a deep understanding of people's motivations and thought processes, along with the emotional and philosophical perspective in which they operate. The greatness of mental models is that they capture a person's typical behavior. They offer a quasi-conditional response not to a particular situation or issue, but to the contrary: Indy Yang specifically points out that from the perspective of mental models, the tools with which we perform a task are irrelevant. Usability covers spectral mental models considerably wider than, for example, a usability test. The mental model describes a typical behavior that Standalone tools. According to the author of these lines, the book's best metaphor is for the mental model of language. In this metaphor, the model itself is language, while grammar rules are links between tasks. Similarly to the constructive nature of language, the mental model also enables us to express just about anything. Language is not merely the sum of words; it is a system of providing an infinite mix of possibilities, which means that it is applicable not only to a single issue, but also globally and at a wide range. Why and the mental model is good for?... And is it worth the time, money and effort invested? The pages of the book reveal the structure that Rayson describes himself despite his simplifiedness. What points beyond its global requestability, which is currently listed as one of its main advantages, is that, first, it remains valid in the long run doesn't change from people's habits and daily routines overnight, and second, the model is able to give predictions about new functions that are really needed. This enables us to accommodate or replace intuition and luck factors, crucial in design, if we are not surrounded by another Steve Jobs. This predictive analysis performed using the mental model is called 'gap analysis', as mentioned above. Another big advantage of mental modeling is that we can use that product information architecture map [IA — Information Architecture]. This is where we can best see how valuable data collection is and how data can help us build a diverse, multilevel architecture; what's more, the beauty of the method is that a mental model practically builds itself. Yet another benefit of building mental models is that they bring us closer to the concerns and daily routines of our potential users/users, helping us understand the logic of communication of their thoughts, and, on the contrary, making us more empathetic towards them. We learn how to see with the eyes and how to think with the user's head. And empathy is the root of UX; without it, there's something to talk about. The nature and steps of the research are the subjective model of the Mantal model belonging to the Qualitative Research Methods Group. In contrast to its counterpart (quantitative data collection), the basis of this method is to collect the highest quantity of measurable data using the specified questions before and after analyzing them using quantitative statistical methods, but to discover the opinions and habits of the subject using open questions. With qualitative analysis we can't quantitativeize our data (or this is difficult to quantitativeize), for example about an online questionnaire-based research, but we are able to respond to the causes (why) and see our subject thoughts and reasoning with the eyes of the self. In addition, of preference/evaluation/generative The research of the mental model belongs to the latter because it points beyond evaluation research in the sense that instead of examining the use of a given tool, it takes a step back and observes the general steps the user considers to achieve the goal, while ignoring the tool with which such a goal is achieved (or is not). A researcher who conducts a mental model research interview uses open questions and is actively listening. The collected data is recorded in the form of transcripts and audio/video recordings, then the analysis begins by combing them as part of which specifies atomic tasks. These atomic tasks form the essential cornerstone for the construction of the mental model, and forms and patterns that determine the mental model are created from it. The process of researching mental models, as Indy Young understood in this section below, we share the steps of building a mental model as described in the book so that the interested reader can get a somewhat more accurate picture of the mental model research process.I. Choosing the target group1. Starts as part of a brainstorming session involving several employees, where the goal is to define possible tasks that come in a given situation. For example, what tasks might be found on the occasion of visiting a movie theater? We invite our friends, we choose movies, we agree on time, we check the language of the play, we search the movie theater where the film is shown in the original language, we agree on the meeting place, we buy some snacks for the film, then we choose where we can discuss the film or just chat because we haven't seen each other in a while..... And so is it. Usually, a team is able to collect between 150 and 200 tasks on the occasion of such an intellectual storm, and then limit them to about 75 tasks by merging similar tasks. When this is done, the next step can come, as one, grouping tasks according to the desire of your behavior.2. Grouping tasks according to their behavior, the desire for this step actually focuses on people performing tasks, because grouping is based on identifying tasks that arise simultaneously. Naming people performing tasks facilitates solving this exercise. A job is not unique, several people may run it. Tasks grouped under different anchors and similarities among the performers help to reach the third stage:3. Creating and naming the audience sections, or a little misleadingly, the target groups that create these audiences are based on the patterns of duty and the performers. If we manage to get clearly different presenter groups right away, then we are lucky. But in general many things cannot be clearly linked to a type of performer. In such a case, creating a smaller matrix makes more sense We list our possible tasks and audiences. For each contact, we mark the tasks they may have performed, then we go ahead with the obtained patterns. To commemorate another brainstorming session we put the same enough audiences next to each other, then we obtained our audience sections of duty and make up the presenter groups. The next step involves defining more audience sections related to business strategy. This step also has a method developed by Indy Young, but we don't want to cover this in detail on this blog. Source: . At first glance the dogs featured on the image above are all different. But if we take a better look at them, we can group them by different characteristics (fur length, body structure, size, fur color, gender, age, mood... and so on). We can group people in the same way based on factors associated with research. The practice of attracting and selecting participants in accordance with audience segmentation also makes a key part of its methodology as to how far our subject really or only theoretically meets recruitment criteria. To avoid any disappointment, for example, it is strongly recommended that the initial test be conducted whether our subject is able and willing to meet such criteria. The book contains a detailed description for this episode that helps to select enough topics and minimize the frustration that the subject of our interview is insufficient (for example, he doesn't want or be able to speak for an hour, they just come for a reward, but they don't meet any criteria at all.... and so on). 2. Poll 1. After careful selection of our research topics, the next important step is to define our research framework before doing anything else. The first step is to re-examine what we want from our research. What are the issues and what are the good solutions we see; the business goals expressed by business stakeholders, which are expected to achieve from researching and implementing its results.2 We then interview business stakeholders and make sure they are aligned and everyone is on the same page in terms of goals. To map existing issues, the results of existing research from previous surveys may be excellent resources (focus group results, customer satisfaction measurement questionnaires, complaints).3. When we are done with the above matching and field exploration, it is important to be clear about the degree of detail we want to achieve in our research. For example, if you want to map the daily tasks of cleaners, you should note how useful the information is and from what point it is unnecessary. Do we care about the order That they sweep, wash the floor or do the dishes, or we just care to know that they're doing these things. Either it's important for us to know which detergents they use and how much they use, or is this information irrelevant?4. After giving the purpose of our research and the degree of detail of some thought and after consulting with stakeholders and choosing the right topics, the next step is to conduct interviews and prepare transcripts. Indy has collected a couple of helpful advice for collecting full data and interviews and he shares them with readers to enable them to provide quality work for their mental model research. Iii. Evaluating the data evaluating text-by-word interviews is a time-over-time job requiring a high level of attention and is composed of several sections.1. The first step is to highlight/comb behaviors, or as Indy calls it, tasks in interviews. Defining tasks is essentially the most important part of the whole method because these tasks will provide the skeleton of the whole method, the whole model will be made of them. In Indy's interpretation, anything that is an act/action, idea, feeling, philosophy and motivation, anything that drives a person to execute a goal is a work. But it's still not enough to understand what Indy Young really means with tasks, but that's a good starting point. Perhaps the easiest way to understand what makes a task different from a non-task is if you remember that in the text we need to identify tasks and not understand. It is that we try to put aside the predictor nature of ourselves and only consider a task that is said to be one and that whatever is just a desire or expectation, it is not a duty. We can save them for later because this data is not useless, but we don't consider them for the task list. We vary several types of tasks such as simple task, implicit task, task performed by third party, philosophy and feeling. Luckily Indy also helps us identify where we need to suspect (already during an interview) as there is a possible hidden job and we just need to expose it. The following indicate some of the tasks exposed: intermediate, statement of facts, explanation, circumstances, complaints. The example for these: if the task itself is that I have to cook lunch; then the media is the stove, stove and pot and the bike I use is to ride into the store; the statement of facts is that we have a compost where I can throw organic waste; The explanation is the way I need to properly clean carrots; The condition is that I have little time for cooking; And the complaint is that the store where I can get the ingredients missing away. (It's good if this episode now starts up during interviews Analysis dynamics.) When we collect tasks in an Excel file or in the afteres, we can start groupingthem.1. We start grouping tasks from bottom to top, by combining related and similar atomic tasks, and creating a wider set, as one, tasks.2. By matching tasks, we create another wider set, so-called task towers.3. The high level in this hierarchy is the level of mental spaces that gives a kind of insight into our users, their goals and approaches, as well as the philosophies of given mental spaces.4 When we finish building this hierarchy, all we have to do is visualize our model. The book offers many pointers and practical recommendations for each of the above steps that enable any researcher who has not conducted such research so far to prepare their first mental model. The book will help the reader properly identify atomic tasks, group them appropriately and name task towers and mental spaces. It will also guide us in choosing the right tools to prepare the mental model, and Indy Young even offers a Python script that is able to handle any Microsoft or Excel file as input, and the output of the chart will be the mental model. It is generally important to highlight that Indy Young's book titled Mental Models is a handy book with many (sometimes unnecessary too many) details, professional advice and exercises for every possible state of mental model research. Provides guidance for the preparation, implementation and evaluation of such research, but you should know that it's not literature fun. Whatever the case, he certainly managed to convince me that mental model research is not only a new buzz in the UX field, but a well-thought-out method that may greatly help turn the user experience into something really full of experience. Experience.

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