

Exchange



Welcome! Please sign in for attendance.

Pair up! (3min)

1. Share what you made!
2. What did you ask your interviewee? Are there are any questions you wished you would have asked instead? Why?
3. How did testing and getting feedback impact your final design? Did anything surprise you? Why?

simple concept

make exchange a better experience

1 - Happens already, happens frequently

think about context and overall goals

UBER



U B E R

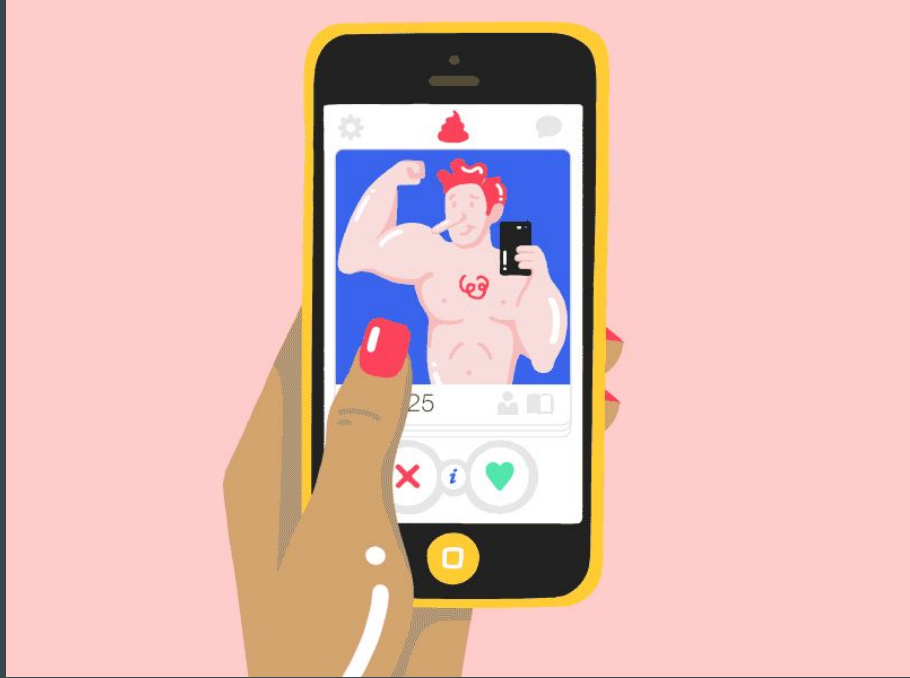
Logotype

DOWNLOAD ASSETS



2 - Desired, but doesn't happen often

think about the blocking reasons/costs



3 - Doesn't really happen at all

look for the duct tape



Be creative!



think outside

Taboo

Notes bank

Generic all-in-one classified/marketplace

Brainstorm! (3min)

1. Experience/activity/task that relates to exchange
2. What motivates people to participate