

homework

typical problem space study timeline

frame study

recruiting

listening sessions

participant sketches

transcripts

concepts & summaries

cultivate patterns

thinking styles

layer MMD

align capab.

gap analysis

priorities strategy

job stories

purpose metrics



draft thinking styles
(validated after 2nd
and 3rd studies)

homework logistics – Live class participants

Live: We will share a Google sheet with you, either **Group A** or **Group B**. (Links are on the Class page on indiyoun.com)

- Create a tab in that sheet.
- Put your name on the tab plus one of the following indicators:
 - “wip Pat” if you are not finished yet (Work in Progress)
 - “r Pat” if you are ready for review
 - “* Pat” appears when the reviewer has commented on it
 - “? Pat” if you have questions about the reviewer comments

		row 17, so I was happy to get us closer to the front of the plane. I was thinking we'll get off the plane sooner.				
6	808	I was able to pay for my luggage right on the computer, so I wouldn't have to worry about that. It was one less thing I had to do at the airport.	Emotional reaction	Feel relief, feel relaxation		
	808	it was a self-check-in kiosk it was called, so I've never used that before, so I was getting	Emotional reaction	Feel frustration, feel confusion		

+ ☰ * Diana ▾ * Sridhar ▾ R Greg H ▾ **WIP Claire S ▾** * Cheri LZ ▾ 3 * Pavel B ▾ * Taher ▾ < > Explore <

homework logistics – Live class participants

Group A homework due (for review) 16–May pm

Group B homework due (for review) 20–May noon

or earlier (yes!)

if you don't finish the homework by the next class,
Indi will not review it (if you are aiming for the
six–course certification, homework is required)

(it's too difficult to review homework retroactively)

homework logistics – Live class participants

On the platform: Please find links to the homework materials, marked with HW. You can also download the answer sheet for self-review.

You are also welcome to look at other people's tabs.

If you want, you can partner for the homework. Solicit partners on Slack in the #4-thinking-styles channel.

* means you have Reviewer Comments on your homework. You can check Reviewer Comments on other people's tabs, too.

homework logistics – Follow–along participants

Follow–along: You will do your homework using the Excel spreadsheet on the platform (assuming you can open it). There will be no homework review by Indi, but there is an answer sheet you can use to check your work. There are also lots of other helpful materials up there, if you have extra time to build your skills.

participant sketch

you write the sketch from memory

in our homework, you have transcripts instead of actually doing the listening sessions and concepts & summaries



(I didn't want to assign 8 hours of homework!)

from memory, not concepts & summaries with quotes

homework background



An airline (real client study):

- What are we missing in terms of perspectives from frequent travelers?
- Can we validate the thinking styles?

Purpose: “what went through your mind during your recent day of air travel?”

There were 100 participants, of which these are close to the final set of 20.

The study had the recruiting attribute of some people with elite services, some people with fear of travel, people traveling in upper class, frequent travel; half travel w/kids or groups and half solo/couple.



I25 fx

	A	B	C	D	E	F
1	ID	Transcript Name	Group A Reviewer	Group B Reviewer	Extra Reviewer	Extra Reviewer
2	701	Give My Family the Good Seats	<your name here?>	<your name here?>	<your name here?>	<your name here?>
3	702	Make It Stress Free				
4	703	Independence as a Flyer				
5	704	Nirvana Metal Cocoon				
6	705	Watching Everything Get Smaller				
7	706	Everything Is a Potential Adventure				
8	707	Scared of Flying But Love to Travel				
9	708	Reader of Books and Magazines				
10	709	Flying Was Less Stressful in the 80's				
11	710	<missing>				
12	711	Pre-Check Loose-Group Organizer				
13	712	Youth Group Wrangler				
14	713	Bring The Whole Gang Along				
15	714	Don't Bring Drama Into It				
16	715	Nervous Flyer Trying to Cope				
17	716	Always Running Late to the Airport				
18	717	I'm With The Band				
19	718	<missing>				
20	719	Get Home Quickly Using My Status				
21	720	I'll Tell You When Something Is Wrong				
22	721	My Daughter Is a 6-Yr-Old Silver Elite				
23	722	Indi Goes to Beijing				

for live course participants

homework write the participant sketch



1. There is a folder of transcripts shared with you on Google drive.
2. On the Sign-Up Sheet, put your name next one or two transcripts. (Let's try to cover all the transcripts between us.)
3. Read a transcript, which will take around 30 minutes.
4. On the 202105 Homework 1 Sheet, scribble down as many concepts (inner thinking, emotional reaction, guiding principle) as you can that are strong for this person. Spend 15–20 minutes writing these concepts. (during or after)
5. (Write the concepts as **EITHER** lists of summaries or in a paragraph format, **NOT BOTH**. Choose your comfort.)
6. The idea is to represent the whole of this person with regard to the purpose of “day of air travel,” with special focus on which concepts represent them strongly.