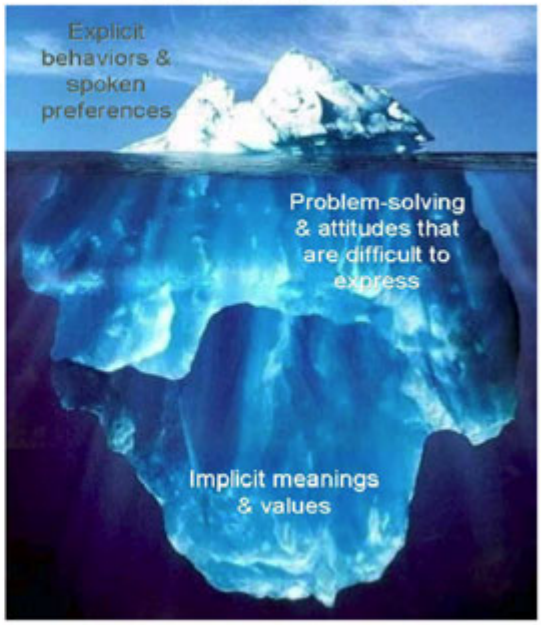
D.SCHOOL STORYTELLING (CONTINUED)



Needfinding: Process for getting beyond what people say and do

- Like an iceberg, some needs are apparent and easy to see; other needs are deep and "hidden"
- Explicit needs come from above the waterline and lead to incremental improvements
- Understanding implicit needs leads to unique insights and big new ideas
  - Implicit needs come from stories.
  - People can not always tell you what's important
  - Within stories are people's values and point of view
  - It's up to you to make meaning from these stories

"Cultural Iceberg"



from Nicole Kahn's (IDEO) talk last week about need finding and ethnography





in class today – project notebooks as presentation/manifestation