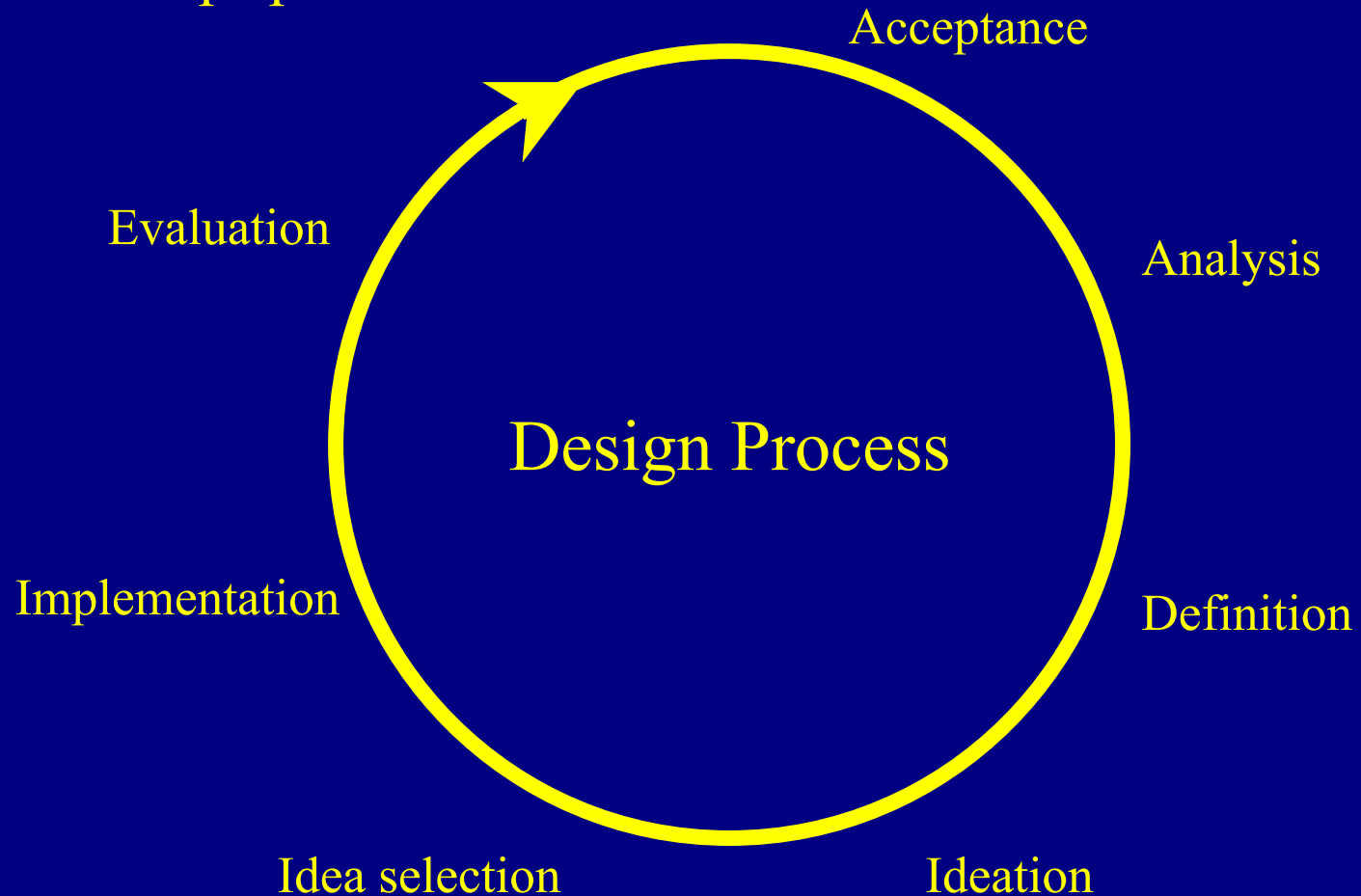


Questions?

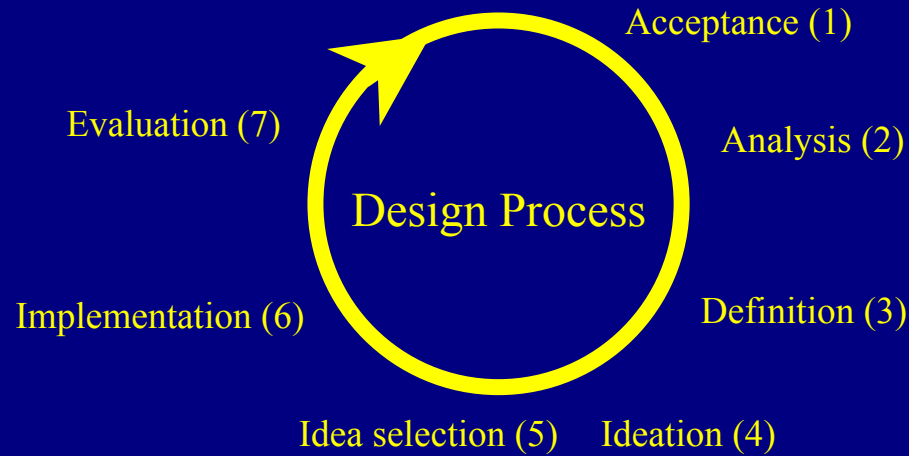
- Project #1
 - Users interviews?
 - Rapid prototyping?
- Grad project
- Remember: mid-term on 10/29
- Grades on the web page

The design process

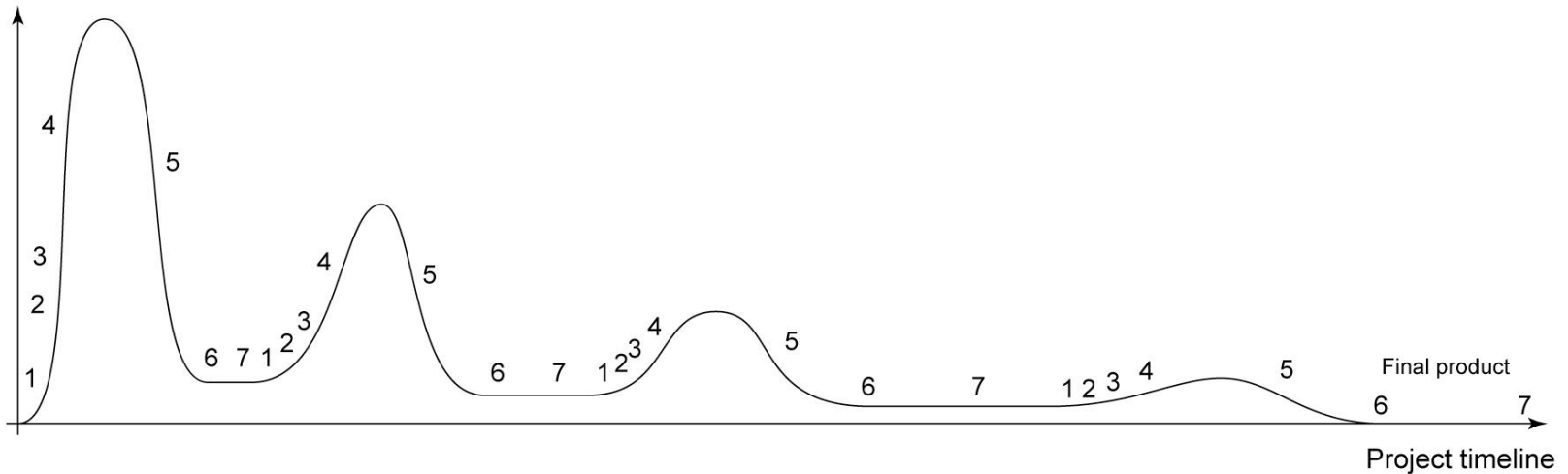
- “The universal traveler” (Koberg & Bagnall)
- A seven steps process:



Cycle in the project lifespan



Number of Ideas
under consideration

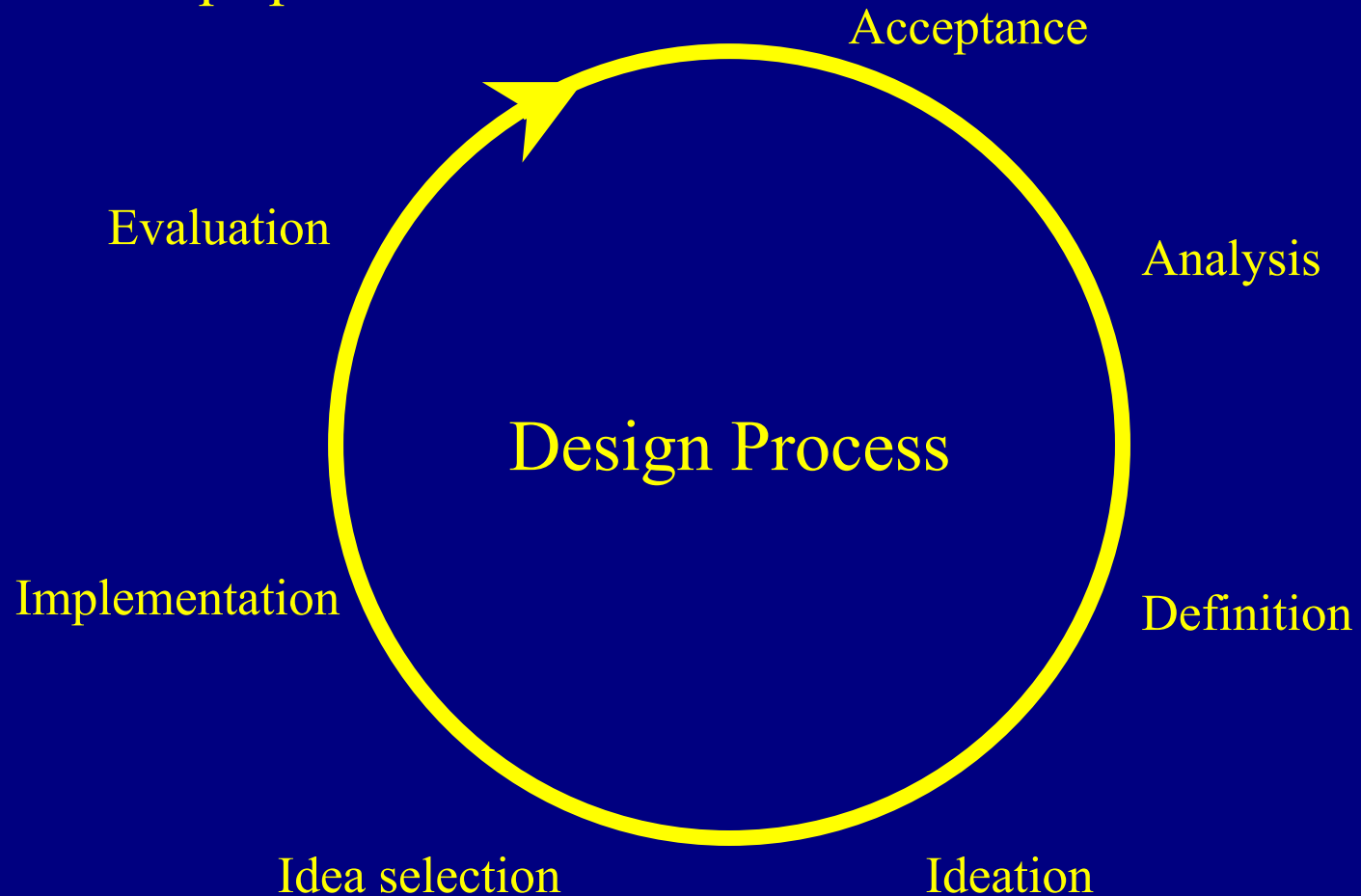


“Deep Dive” video

- IDEO designing the shopping cart of the future

The design process

- “The universal traveler” (Koberg & Bagnall)
- A seven steps process:



Acceptance

- Getting started!
 - Because of a deadline
 - Because of possible reward
 - Because you are forced to
- Commitment
 - Time
 - Resources
 - Responsibility
- Key point to set motivation right

Analysis

- Facts gathering stage
 - What is the problem at hand?
 - How is it addressed now?
 - Who will use the system?
 - What will they do with it?
 - When will they use the system?
 - Where will they use the system?

Analysis: gathering users knowledge

- Find and interview users
 - Task expert/novice
 - Real person with real constraints
 - People who will buy the system



Definition

- Identification of the key points of the analysis phase
 - Data → Information → Knowledge
 - Identify and name key tasks
 - *What users do, not how they do it!*
 - *How different tasks relate to each others*
 - *Frequent*
 - *Infrequent but important*
 - *Incidental*
 - Identify and name key persona
 - *Key characteristics*
 - *Key typical behaviors*
 - *Assign a name for each one*
 - Bob, 30+ clerks, just wants ambiance music...
 - Alice, 40+ senior executive, is an audiophile...

Idea selection

- Define important criteria
 - User preference and target user population
 - Available hardware
 - Available software
 - Cost
 - Window to market
 - ...
- Rank ideas according to your criteria
- Pick the tops 1-5
 - Depend on resources and stage of the project

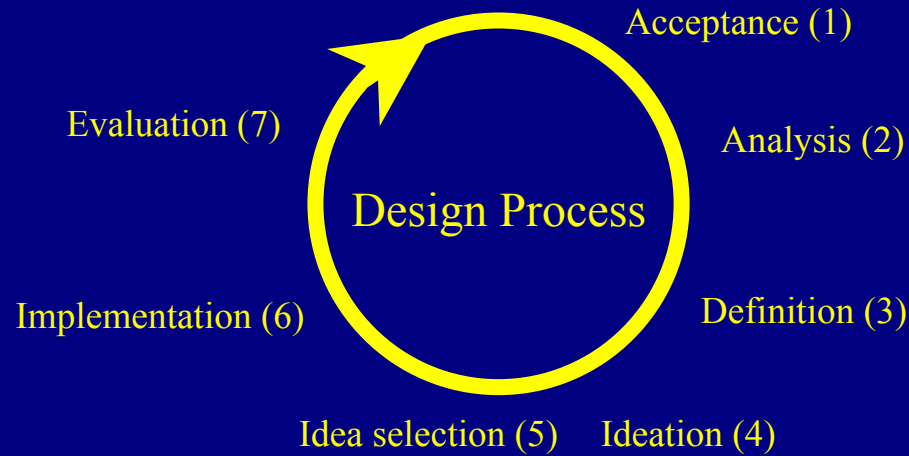
Implementation

- Depending on the phase of the project
 - Rapid low-fi implementation
 - Rapid prototyping
 - *Director, Flash*
 - Toolkit based implementation
 - Full implementation

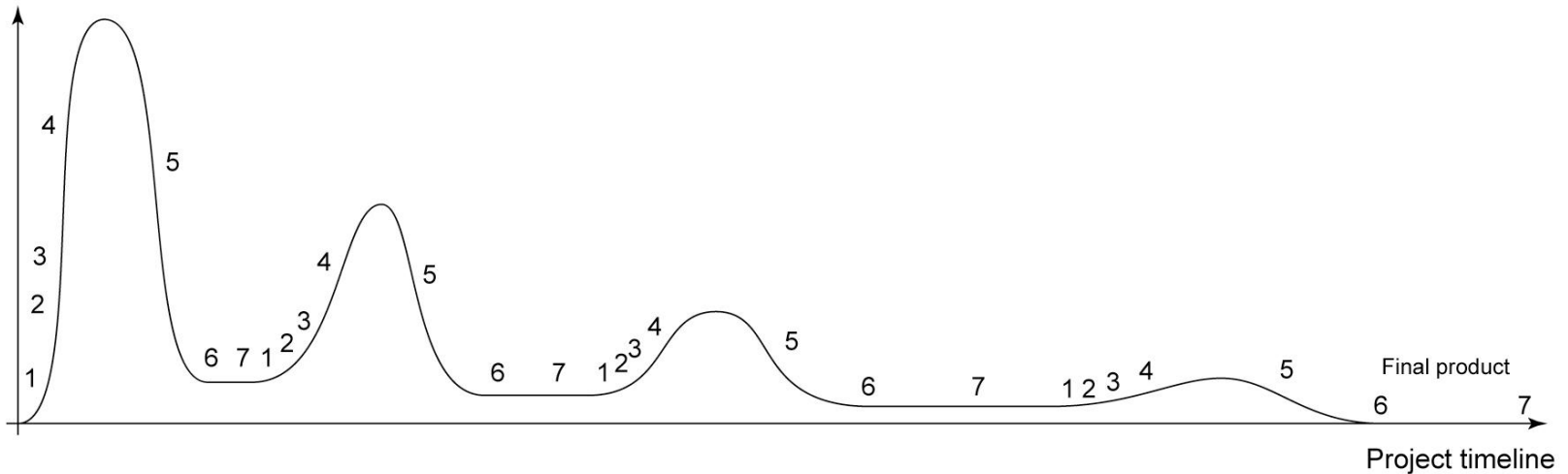
Evaluation

- Depending of the phase of the project
 - Walk-throughs
 - Wizard of Oz using paper based interface
 - Small group of users using a simulation of the interface
 - Small group of users using the real interface
 - Large group of users
 - Product is shipping
 - *Monitor the support line*

Cycle in the project lifespan



Number of Ideas
under consideration



Reading

- Handout is on the web
 - Check the schedule