

# Questions?

- Handouts
- Homework #1 out today
- Project #1 out today

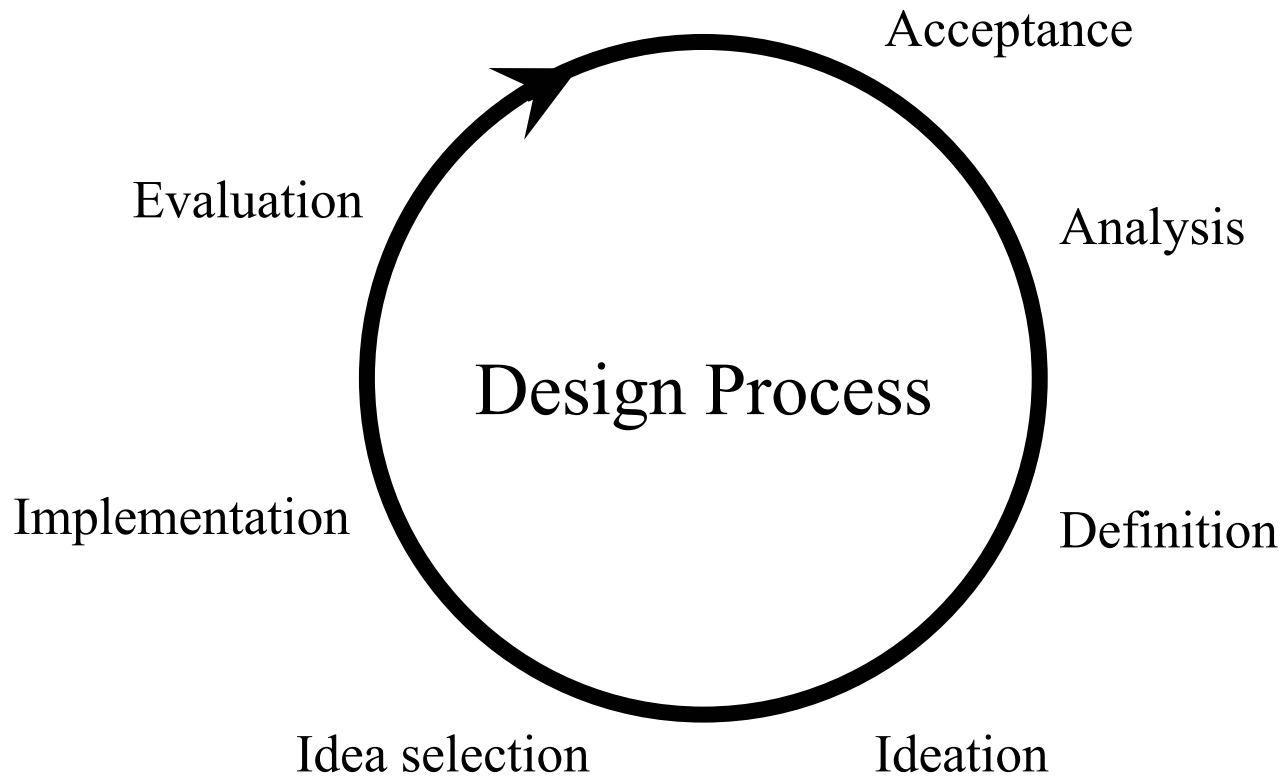
# Vision of the future (II)



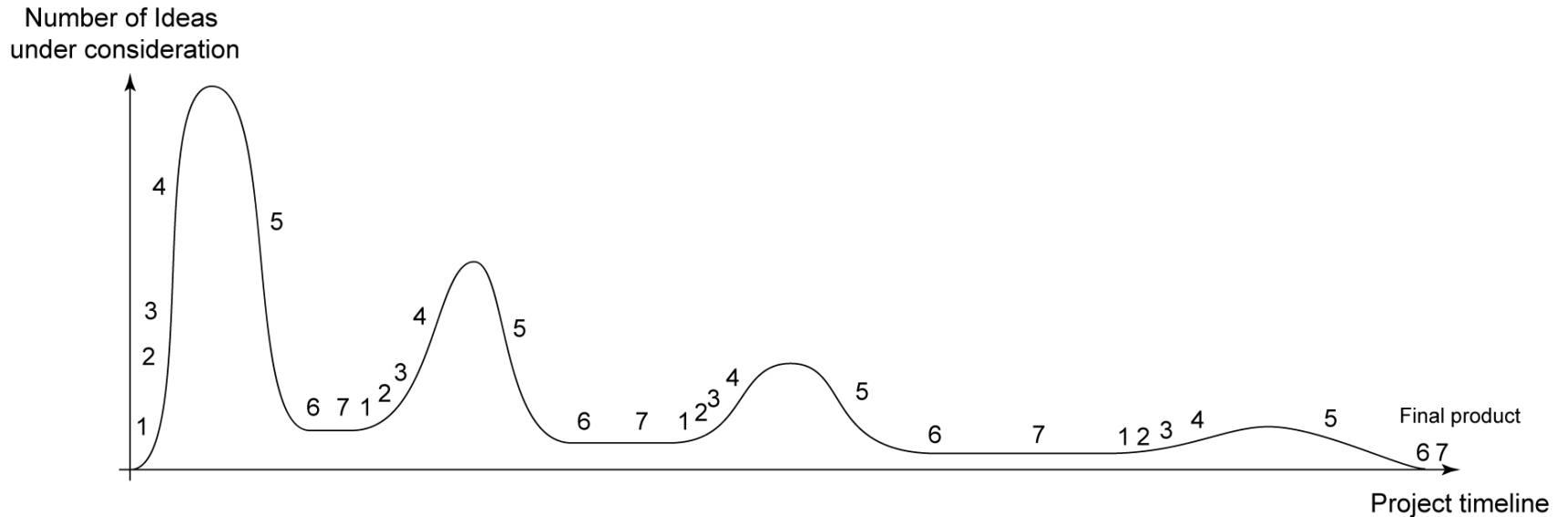
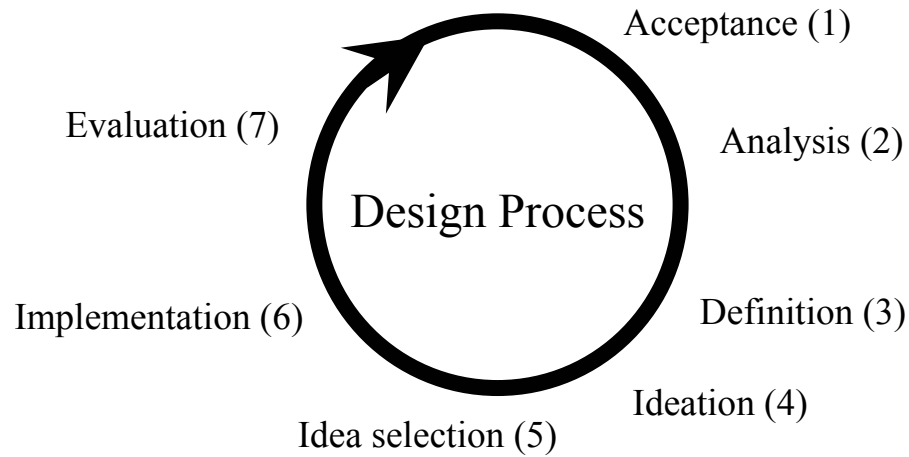
Connected products (IDEO vision in '00)

# The design process

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

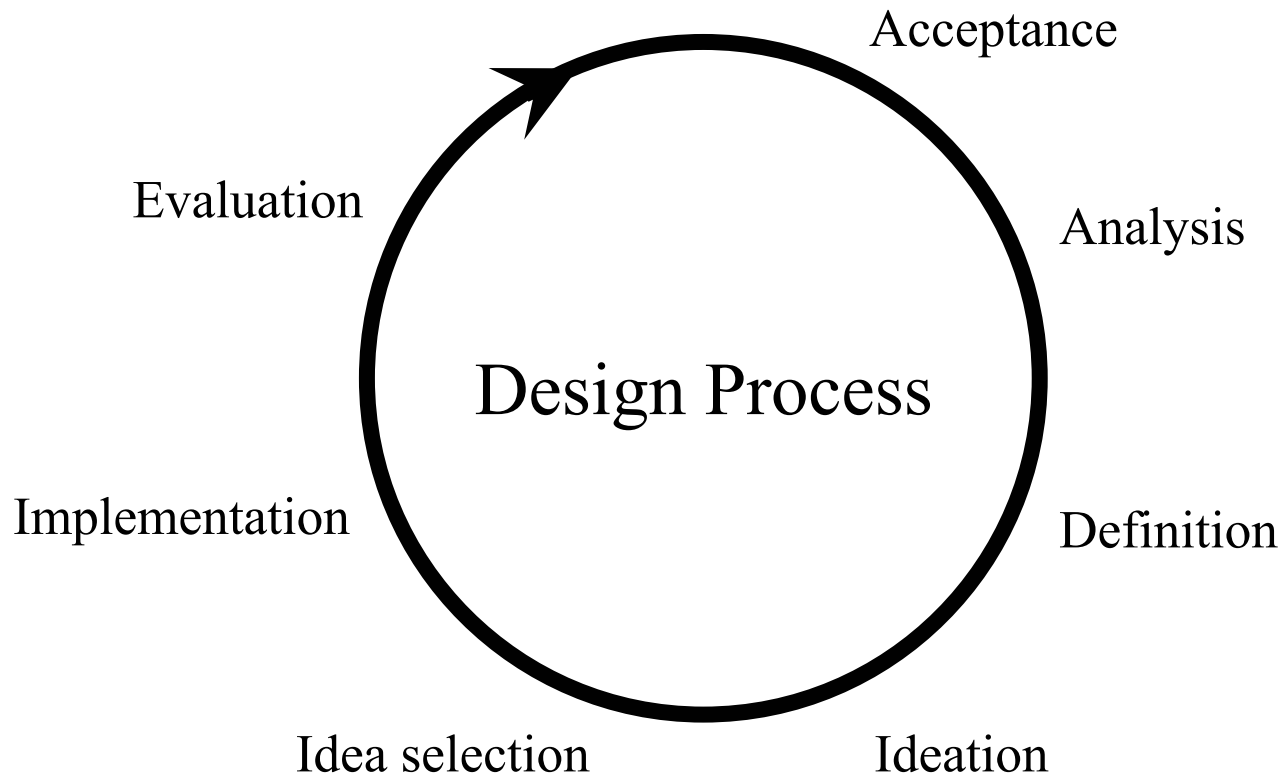


# Cycle in the project lifespan



# “Deep Dive” video

- IDEO designing the shopping cart of the future



# 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: gathering users knowledge

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

- Tools
  - Notepad
  - Camera
  - Tape recorder
  - Video



# Analysis: which question to ask?

- Typical questions
  - What is the problem at hand?
  - How is it addressed now?
  - What are the limitation of the current practice?
  - Who will use the system?
  - What will they do with it?
  - When will they use the system?
  - Where will they use the system?
  - Why will they use the system?
  - Could you show me?
- Listen to users!
  - Do not comment on what is possible or not!

# Definition

- Using data collected in the analysis phase
  - Identify and name key persona
    - *A fictitious user representing a class of users*
      - Represent a key set of behavior and goals
    - *Examples:*
      - Bob, 30+ clerks, just wants ambiance music...
      - Alice, 40+ senior executive, is an audiophile...
  - Identify and name key goals
    - *What do users wish to accomplish?*
    - *How different goals articulate with each others?*
- Goals are not Tasks!
  - Tasks are technology dependent
  - Goals are not

# Goals vs Tasks

(example from About Face 2.0 by Cooper)

- Traveling from St Louis to San Francisco
  - Goals?
    - *In 1850?*
    - *In 2003?*
  - Personas
    - *In 1850?*
    - *In 1930?*
    - *In 2003?*
  - Tasks
    - *In 1850?*
    - *In 1930?*
    - *In 2003?*

# Ideation

“The best way to get a good idea is to get a lot of ideas”

- Seed the brainstorm
- Get physical
- Follow the rules (IDEO)
  - One conversation at a time
  - Stay focus
  - Encourage wild ideas
  - Defer judgment
  - Build upon idea from others



PHOTO: JOE WATSON

# Idea selection

- Define each idea importance
  - User preference and target user population
  - Available hardware
  - Available software
  - Cost
  - Window to market
  - ...
- Rank ideas according the 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*