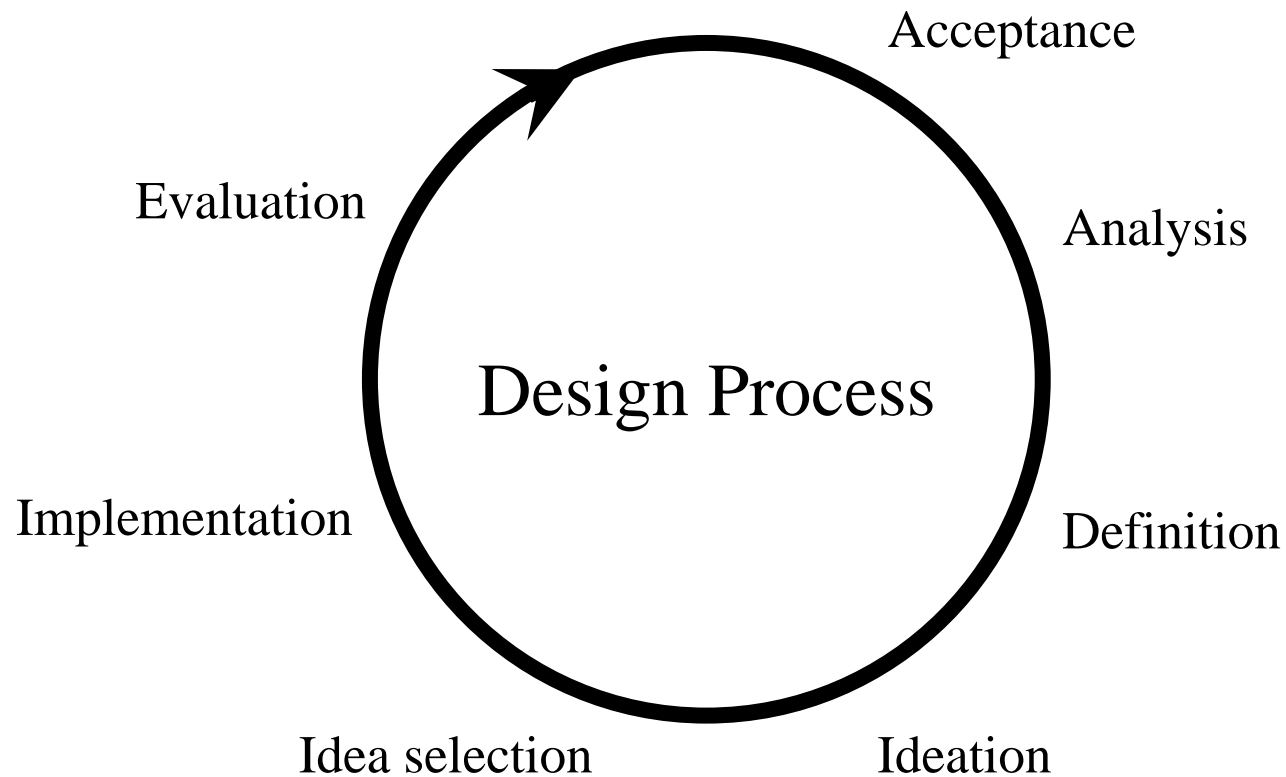


# Questions?

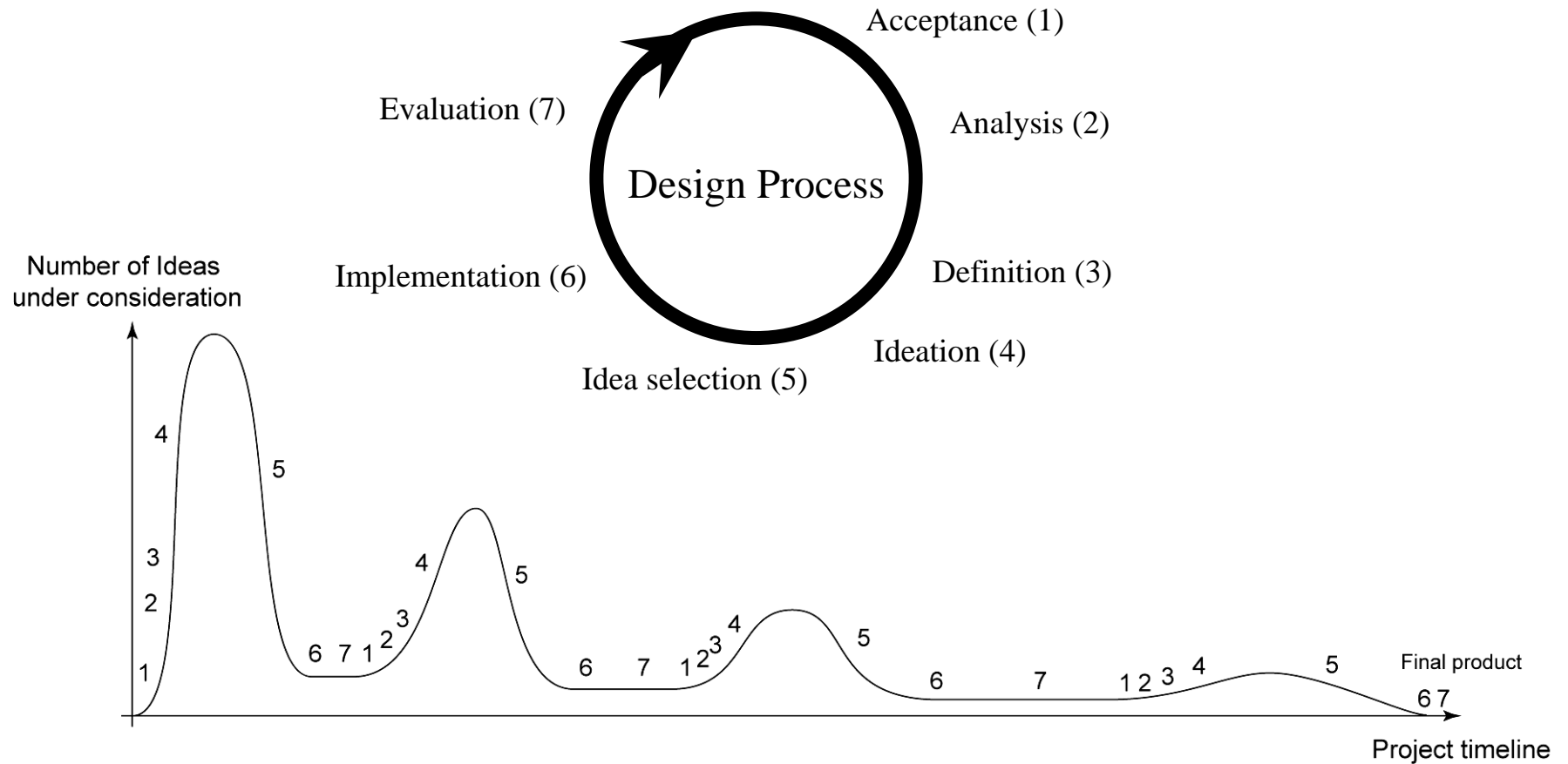
- Homework #1 out today

# The design process

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

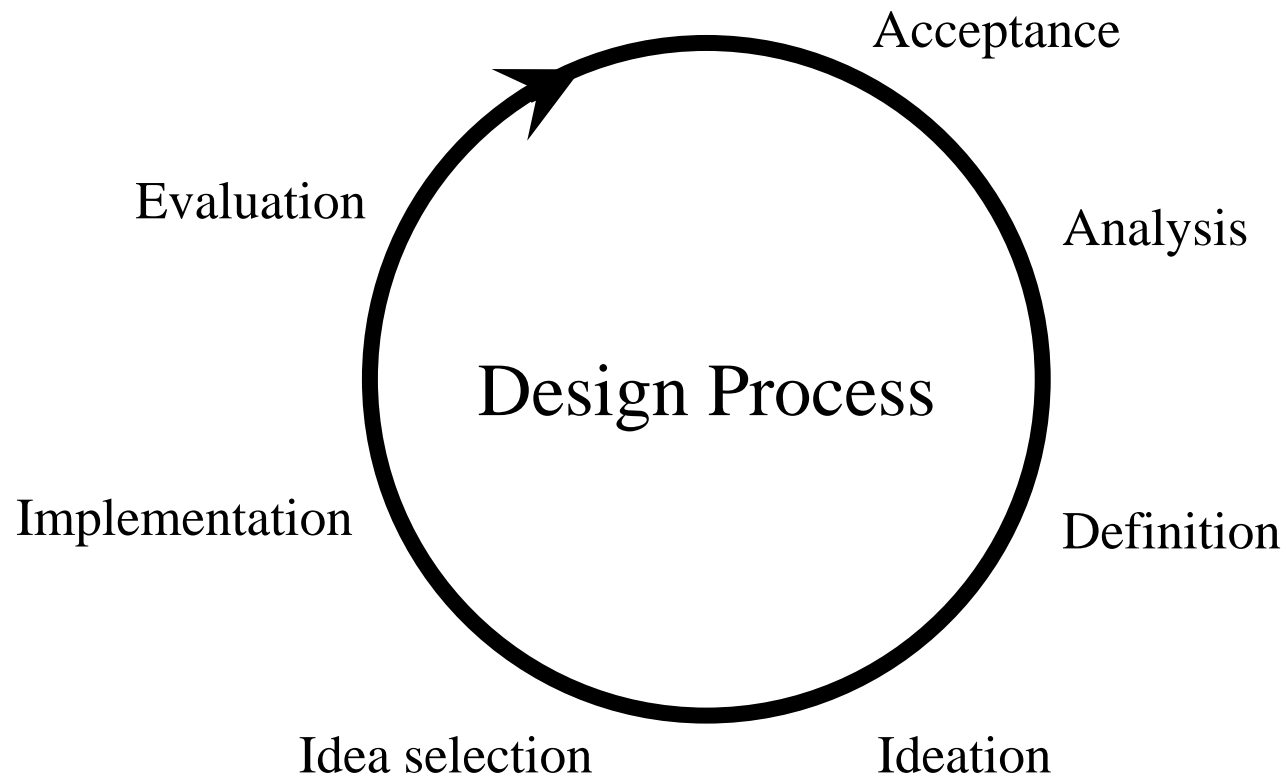


# Cycle in the project lifespan



# “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

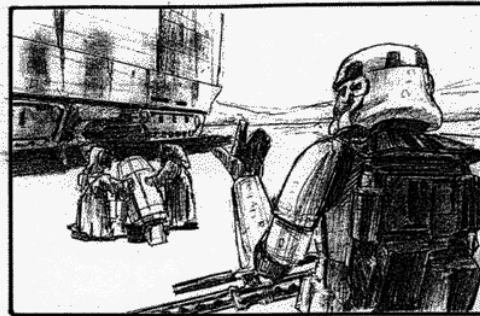
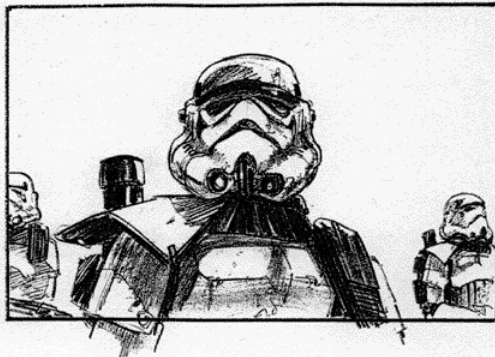
- Real persons with real constraints
- Tools
  - Notepad
  - Camera
  - Tape recorder
  - Video



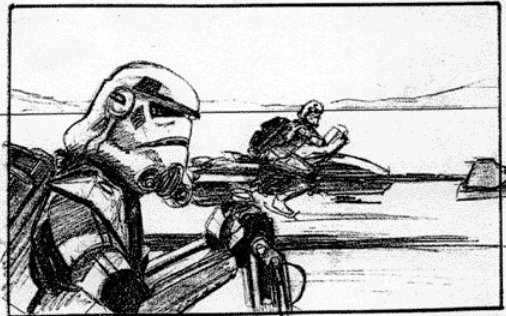
# Conducting an interview

- Typical topics to explore
  - What is the problem at hand?
  - How is it addressed now?
  - What are the limitation of the current practice?
  - Who, when, where and why will they use the system?
  - What will they do with it?
  - Could you show me?
- Listen to users!
  - Do not comment on what is possible or not!
  - Do not force your views!
  - Users are always right!
  - Be sure to have clear communication channel!

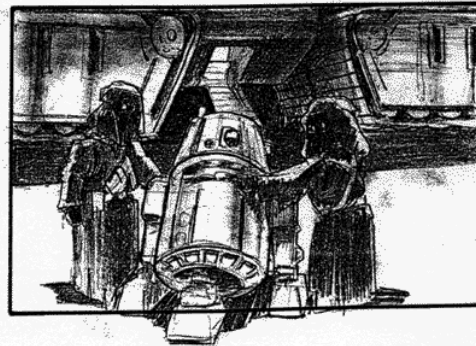
# Storyboard (Troops)



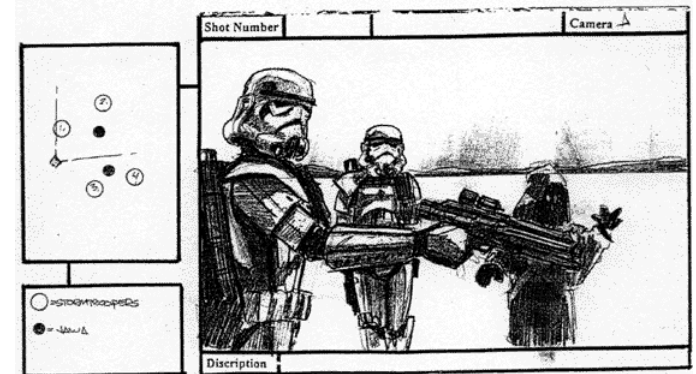
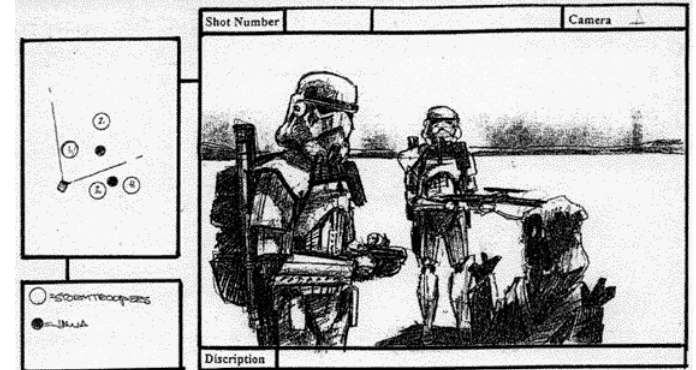
JYANIX  
Excuses Me. You wanna come over  
here, please.



1A Camera Car/Two Shot/ Jyanix in FG. CG Trooper in BG A



The Jawas look surprised.



See <http://www.theforce.net/theater/shortfilms/troops/>

# Storyboarding

- Technique
  - Series of key frames depicting key steps in reaching a goal
    - *Use a pin board for easy editing*
  - Describe the interaction in context
    - *Relationship between the user and its environment*
    - *Relationship between the user and the system*
  - Can be “played” in front of users (or other designers)
- Goals
  - Check your understanding of the process users are going through
    - *Observe user reaction*
    - *Debrief users*
  - Good reference point during the design process

# Storyboarding exercise

- Withdrawing money at the ATM machine in 6-8 frames
  - Brainstorm on users goals while using an ATM (2min)
  - Brainstorm out to address this goal (5 min)
  - Create a Storyboard for your best ideas