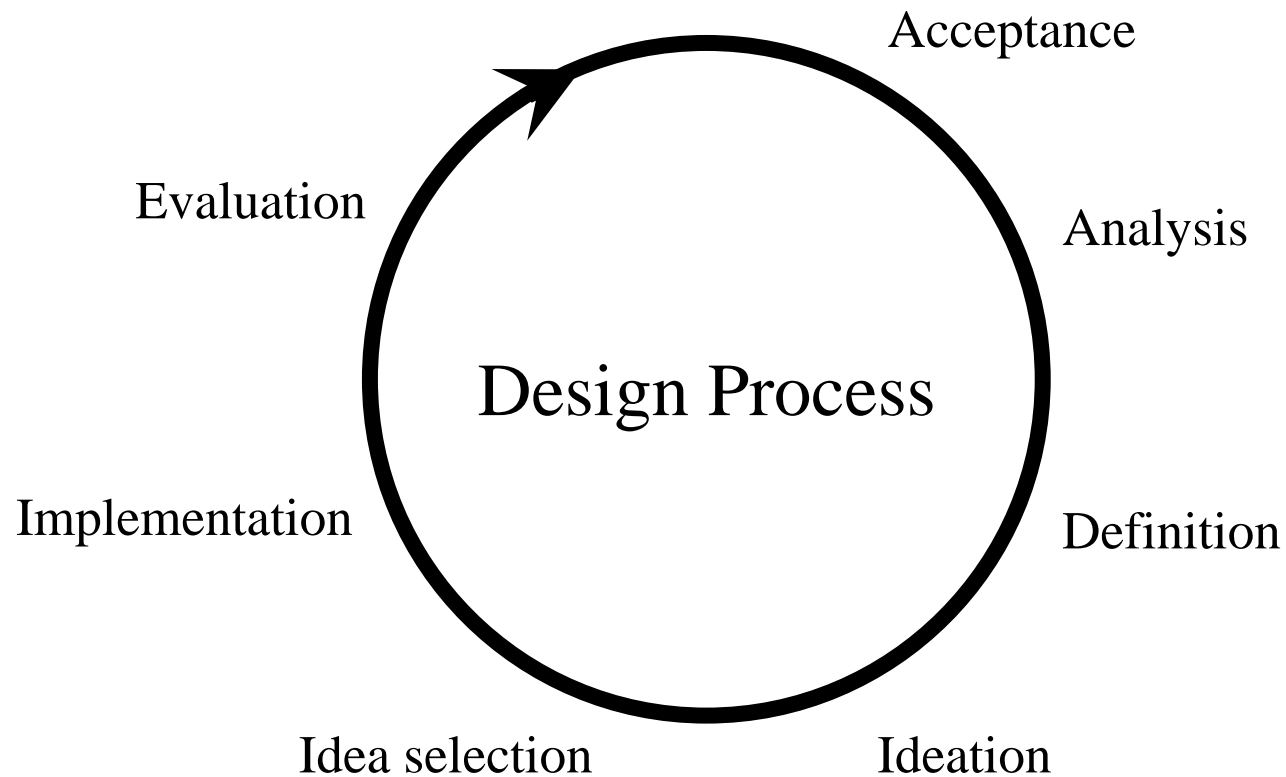


Questions?

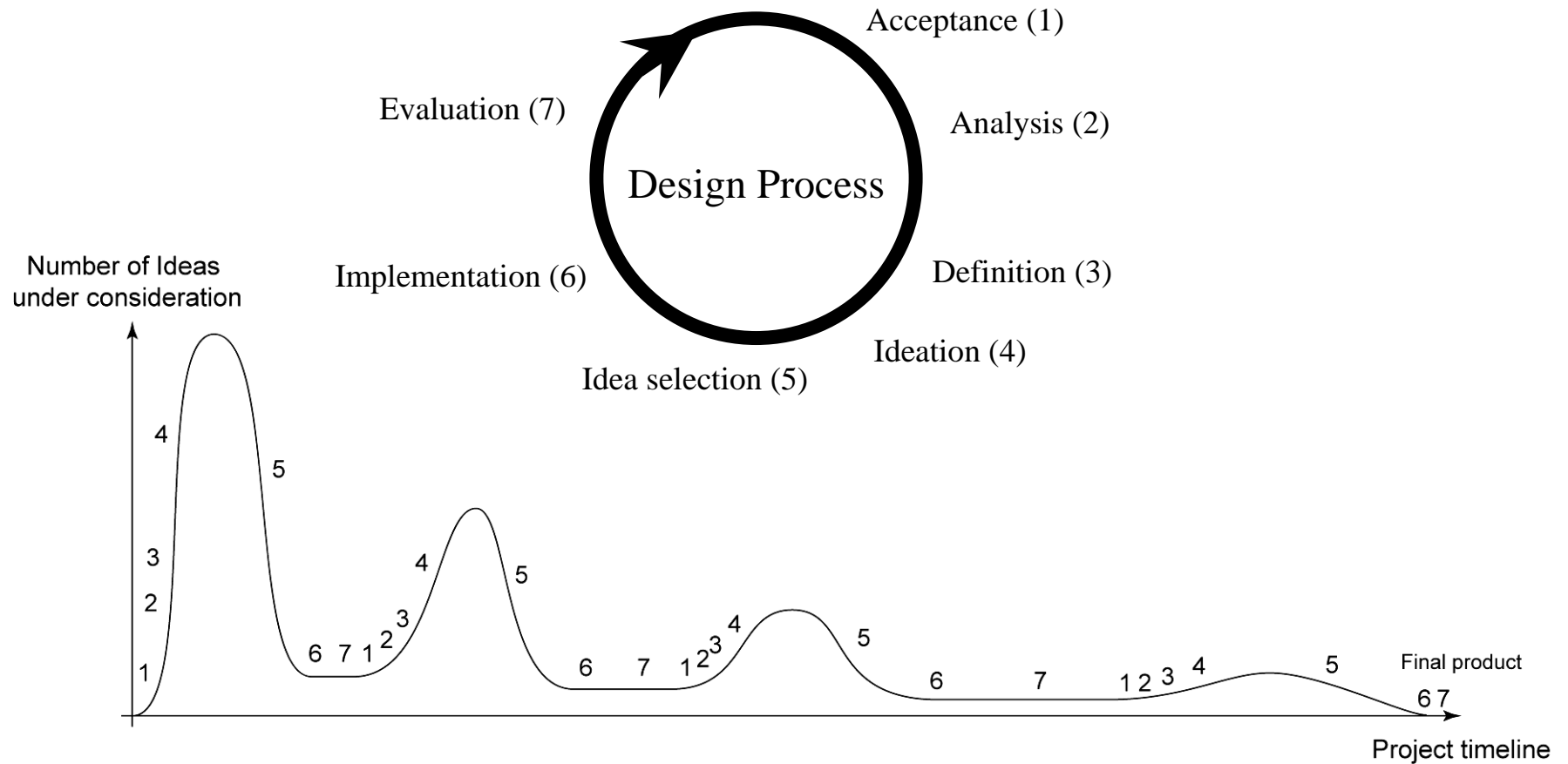
- Homework #1 out today
- Project #1 out today
- Email

The design process

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

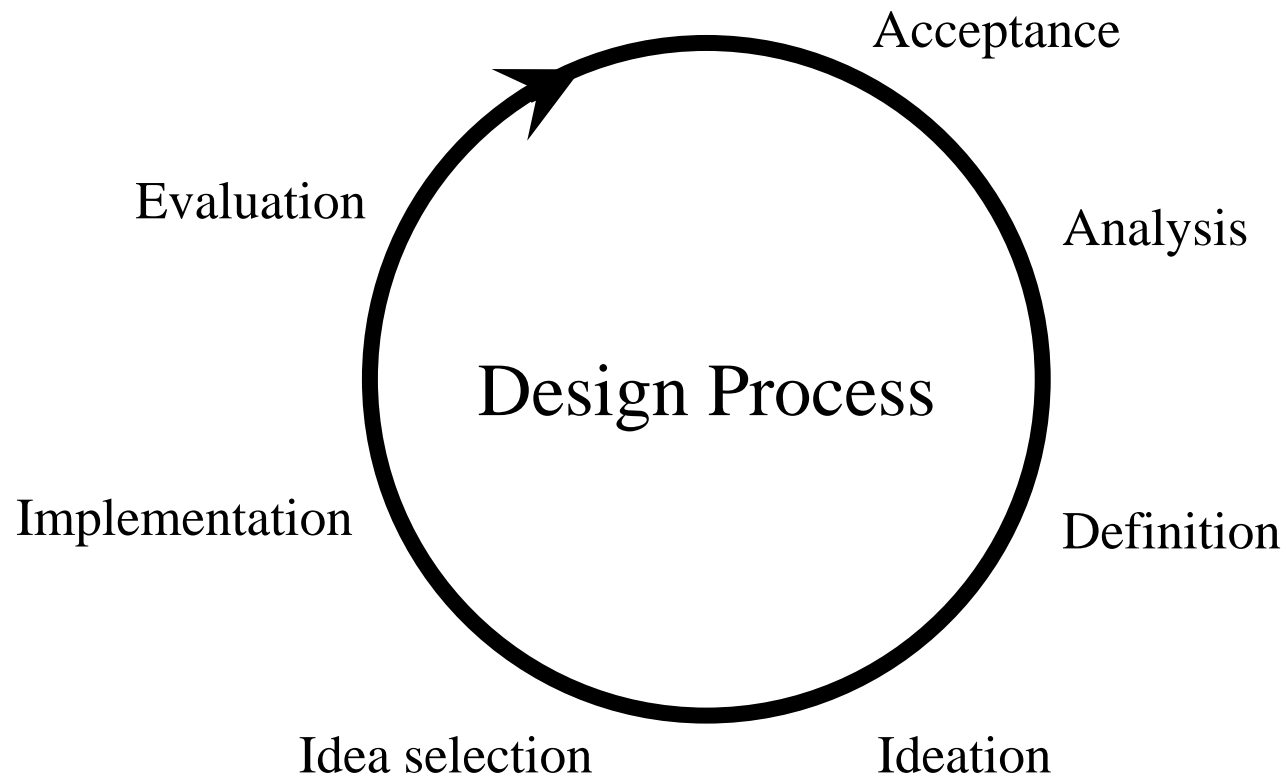


Cycle in the project lifespan



“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

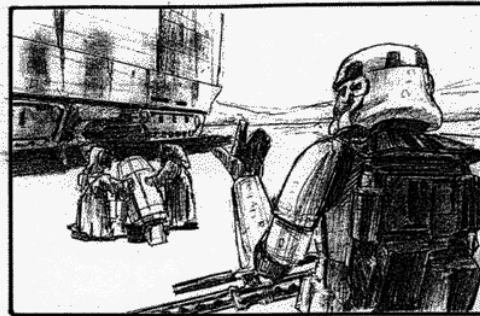
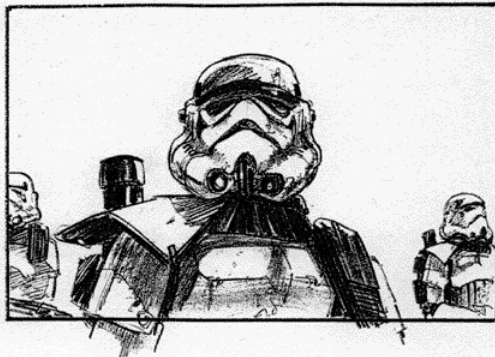
- Real persons with real constraints
- Find and interview
 - Stakeholders
 - Subject matter experts
 - Users
 - Customers
- Tools
 - Notepad
 - Camera
 - Tape recorder
 - Video



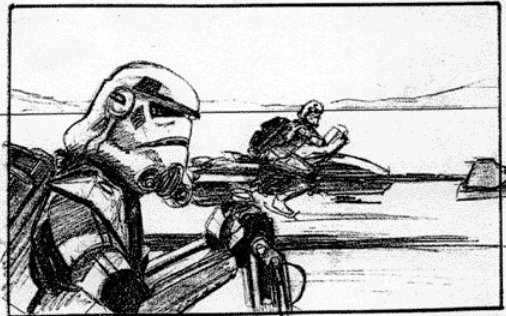
Conducting an interview

- 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!

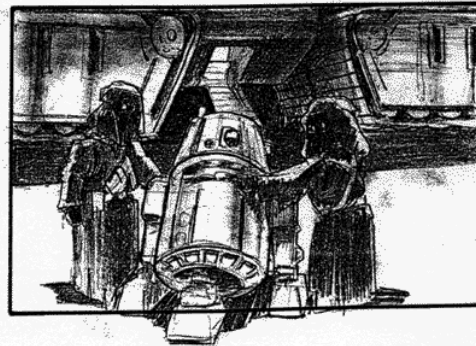
Storyboard (Troops)



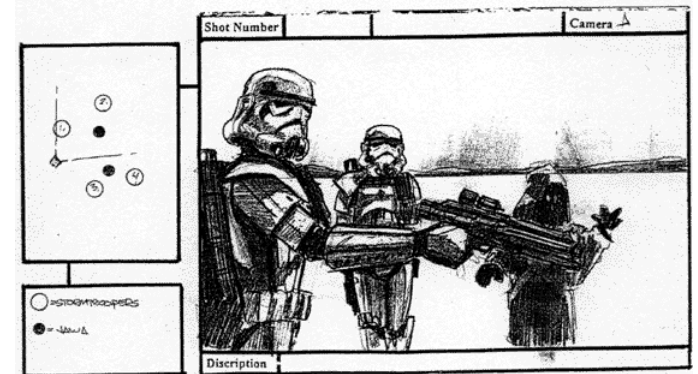
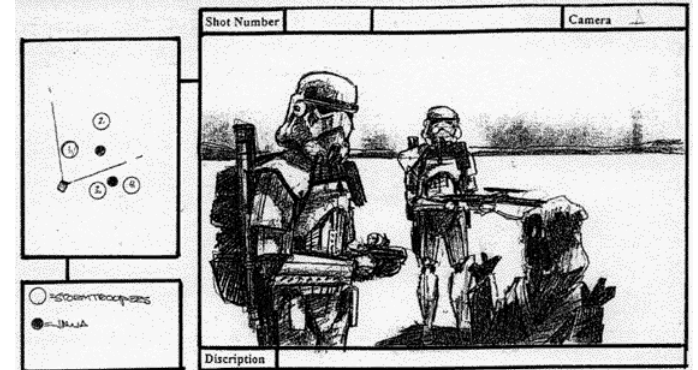
JYANIX
Excuses Me. You wanna come over
here, please.



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