Questions?

- Homework #1 due today
- Homework #2 out today
- Project Step #1 out today
The design process

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

  - Acceptance
  - Analysis
  - Definition
  - Ideation
  - Idea selection
  - Implementation
  - Evaluation

Design Process
Cycle in the project lifespan

Design Process

Acceptance (1)
Analysis (2)
Definition (3)
Ideation (4)
Idea selection (5)
Implementation (6)
Evaluation (7)

Number of Ideas under consideration

Project timeline

Final product
“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 problem knowledge

• Gather knowledge about the problem
  – Online
  – At the library
  – From personal know-how
  – By observing the world around you!
    • *Previous designs*
    • *People behavior*
  – Asking experts

• Tools
  – Notepad
  – Camera
  – Tape recorder
  – Video
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
  – Draw a storyboard describing users withdraw money at an ATM
    • *Use a 3x2 or 4x2 frames format*
  
  – Establish users **goals** while using an ATM
    • *Use the previous discussion as a starting point*
  
  – Propose a new interface to better serve users goals
    • *Put aside cost and feasibility issues*
  
  – Draw a storyboard describing how users will use your interface