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:
  - Acceptance
  - Analysis
  - Definition
  - Ideation
  - Idea selection
  - Implementation
  - Evaluation
Cycle in the project lifespan

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

Design Process
“Deep Dive” video

• IDEO designing the shopping cart of the future
The design process

- “The universal traveler” (Koberg & Bagnall)
- A seven steps process:
  
  1. Acceptance
  2. Analysis
  3. Definition
  4. Ideation
  5. Idea selection
  6. Implementation
  7. Evaluation
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…
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
Idea selection

• Define important criteria
  – 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
Cycle in the project lifespan

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

Design Process

Number of Ideas under consideration

Project timeline

Final product
Reading

• Handout is on the web
  – Check the schedule