Questions?

• Progress on picking a project?
Today

• The design process
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

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

6 7
“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?
  - Personas
    - In 1850?
    - 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
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