

Questions?

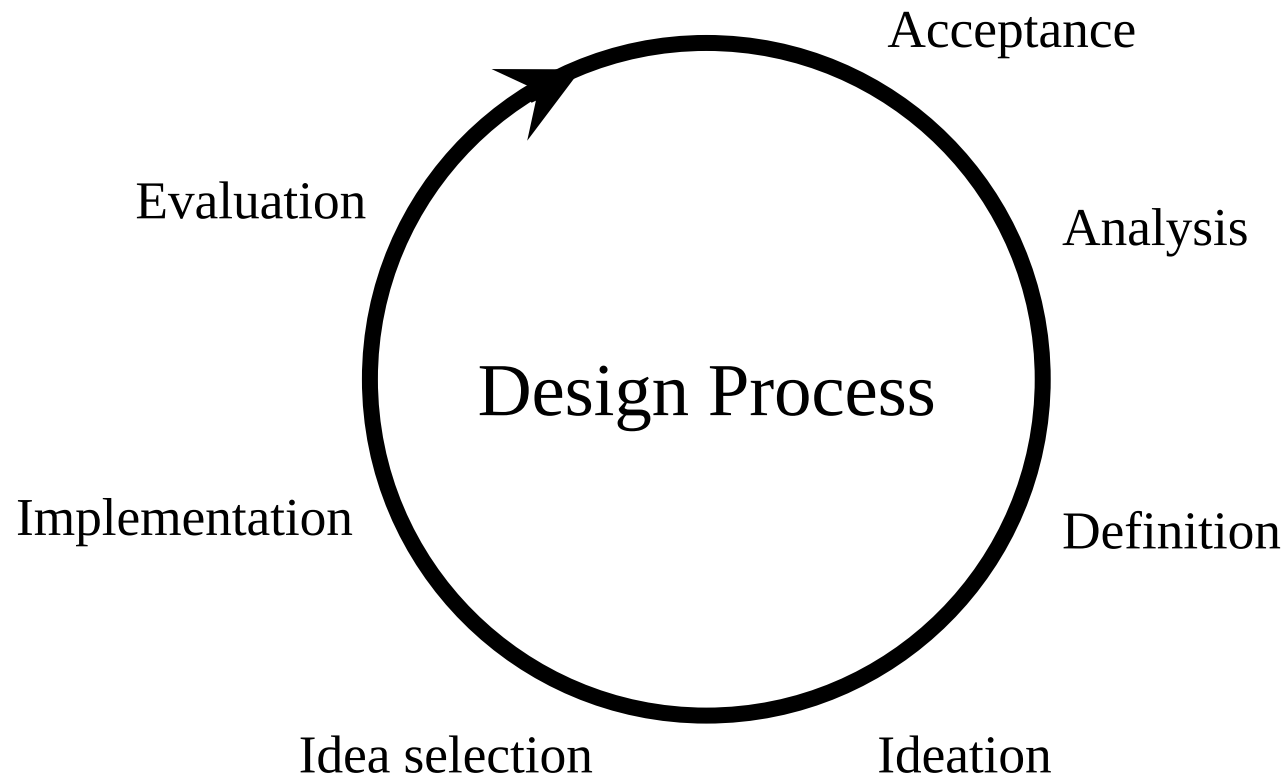
- Progress on picking a project?

Today

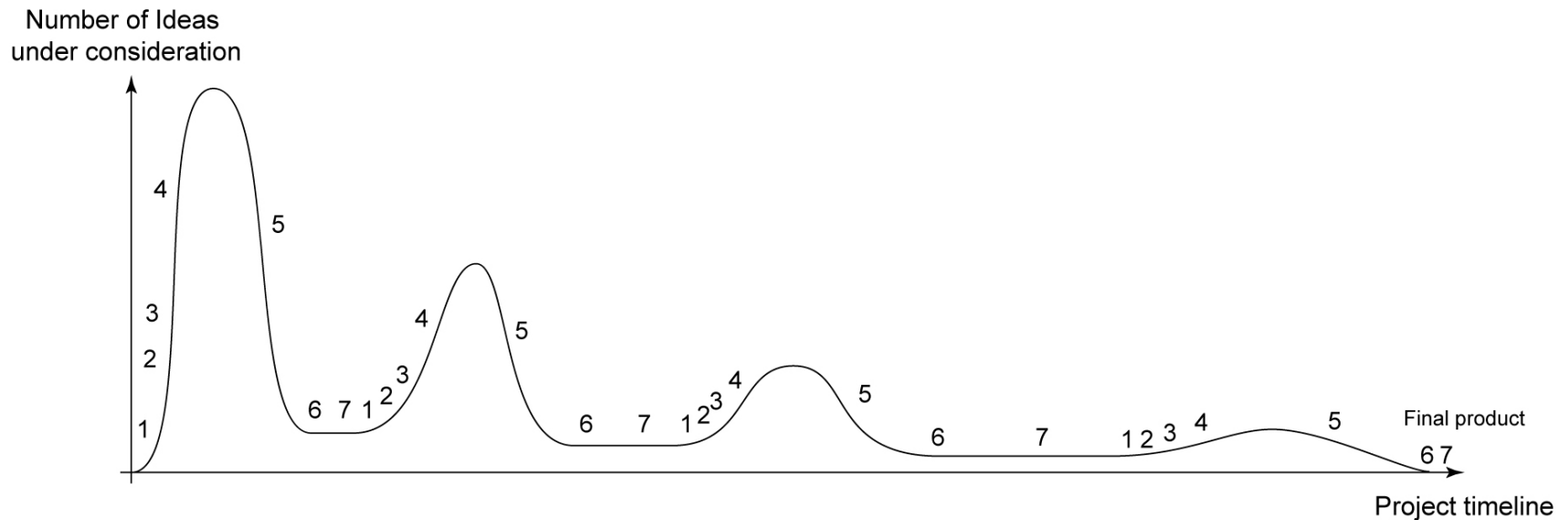
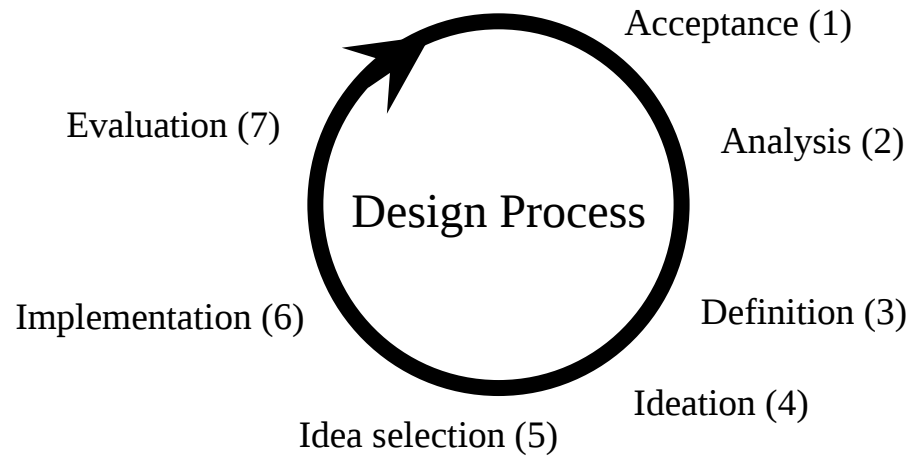
- The design process

The design process

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

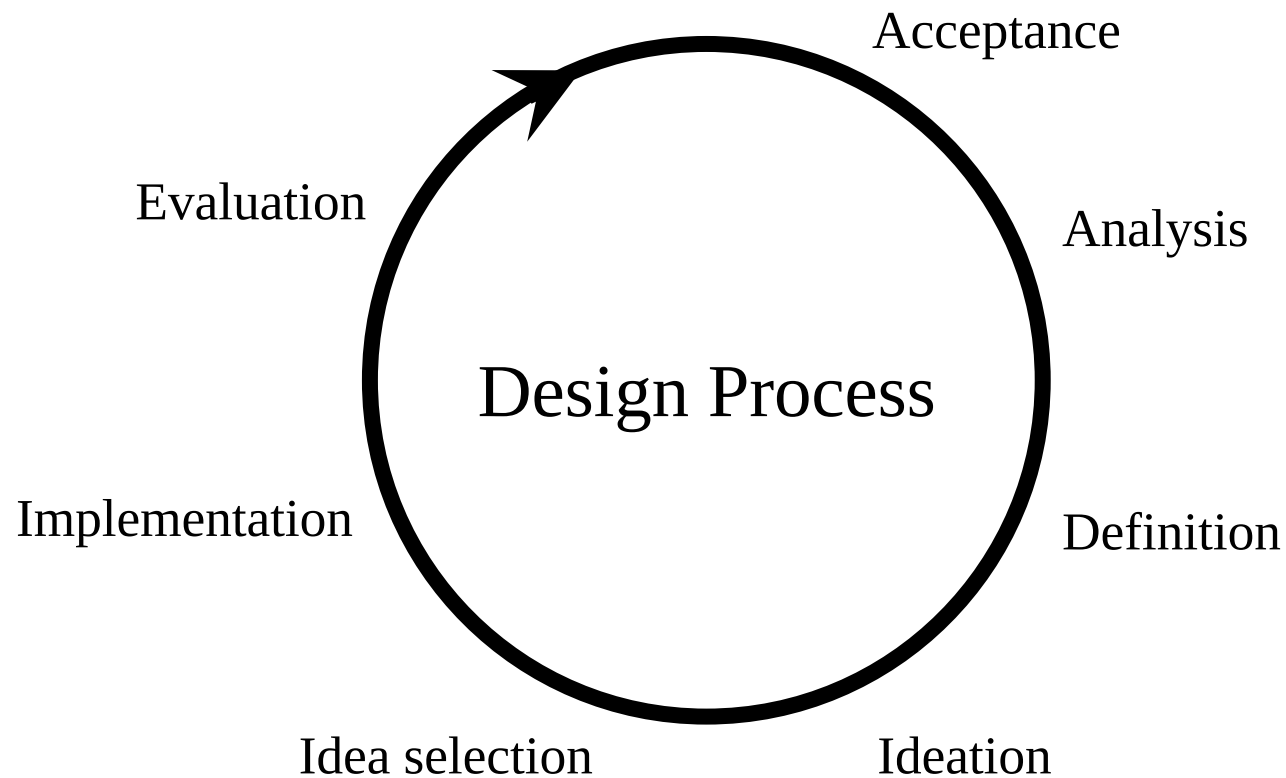


Cycle in the project lifespan



“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

- 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?
 - *In 1850?*
 - *In 2003?*
 - Personas
 - *In 1850?*
 - *In 1930?*
 - *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



PHOTO: JOE WATSON

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*