dt+UX DESIGN THINKING FOR USER EXPERIENCE DESIGN + PROTOTYPING + EVALUATION

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Ideate

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Autumn 2016
2016/10/06

Slides adapted from d.leadership Define + Ideate slides (https://dschool.stanford.edu/groups/dleadership/wiki/5f908/dleadership_2015.html)
Additional resources from bootcamp bootleg (http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf)

Hall of Fame or Shame?

Sony Google TV Remote

Hall of Shame!

Sony Google TV Remote

- Very complex
- So large that it requires two hands
- So many controls that you can't use in the dark (watching movie?)
- Two navigation pads. When to use which?
- But, it does have typing input…

Hall of Fame or Shame?

Apple TV Remote

Hall of Shame!

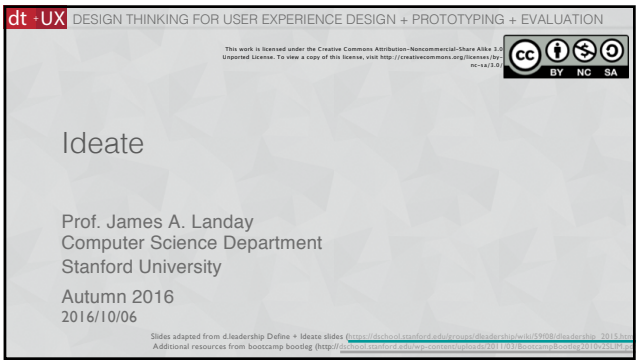
Apple TV Remote

- Overly simple
- Many things require navigating menus
- Text entry is almost impossible
- So small that it is easily lost
- But, common tasks easy

Hall of Fame or Shame?

New Apple TV Remote

- Still limited number of buttons, but adds
  - Voice Input
  - Touch pad w/ navigation, swipes & clicks
  - Slightly larger ⇒ no longer lost in the cushions?
- Anyone have experience with this?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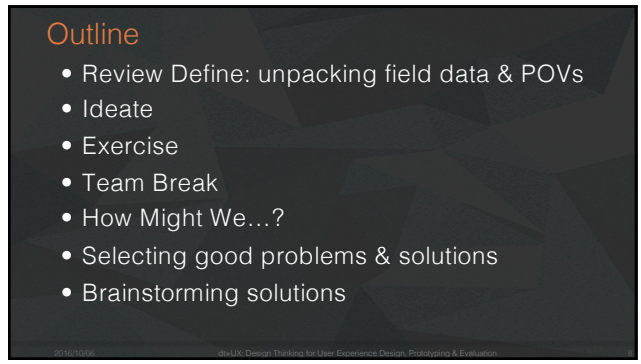
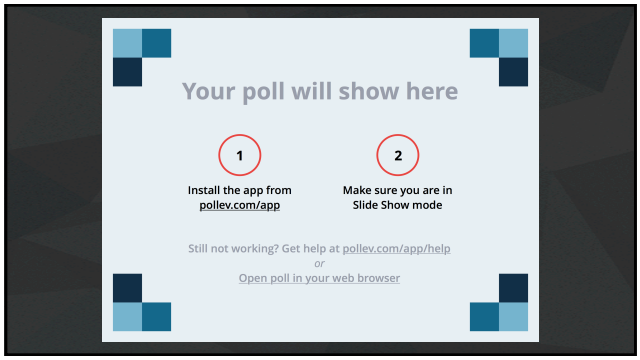
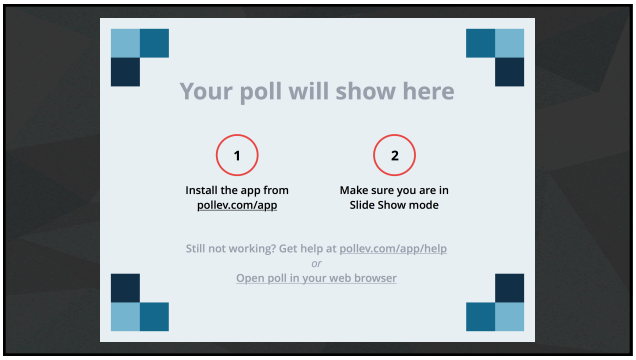

Outline
Review Define: unpacking field data & POVs
Ideate
Exercise
Team Break
How Might We…?
Selecting good problems & solutions
Brainstorming solutions


Your poll will show here
1
Install the app from pollev.com/app
2
Make sure you are in Slide Show mode
Still not working? Get help at pollev.com/app/help
or
Open poll in your web browser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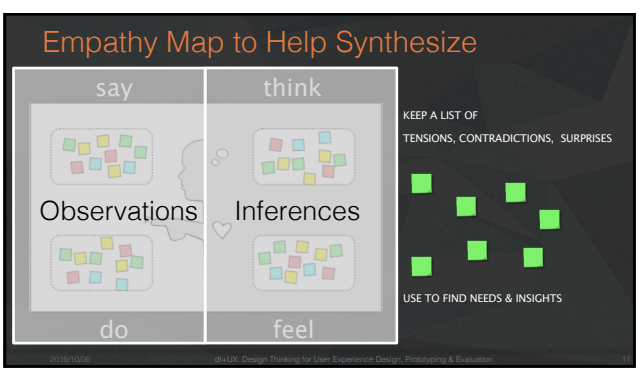
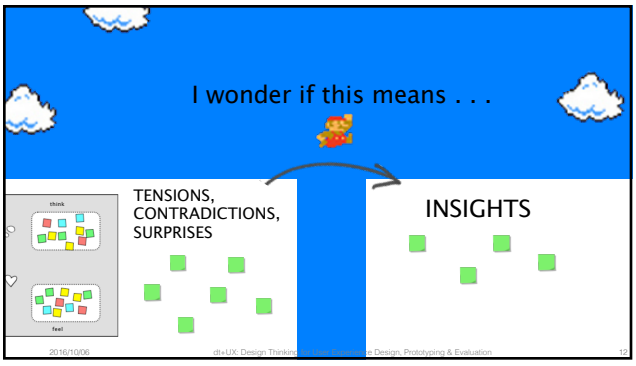

Empathy Map to Help Synthesize
say
think
Observations
Inferences
do
feel
KEEP A LIST OF
TENSIONS, CONTRADICTIONS, SURPRISES
USE TO FIND NEEDS & INSIGHTS


I wonder if this means . . .
TENSIONS, CONTRADICTIONS, SURPRISES
INSIGHTS

Characteristics of A Good Point of View

- Provides focus & frames the problem
- Inspires your team & people you meet
- Fuels brainstorms
- Gives a reference to evaluate competing ideas
- Saves you from the impossible task of creating concepts that are all things to all people
- *Revisit/reformulate as you learn by doing*

Point of View

WE MET . . .
(extreme user you are inspired by)

WE WERE AMAZED TO REALIZE . . .
(what did you learn that's new? What is their need?)

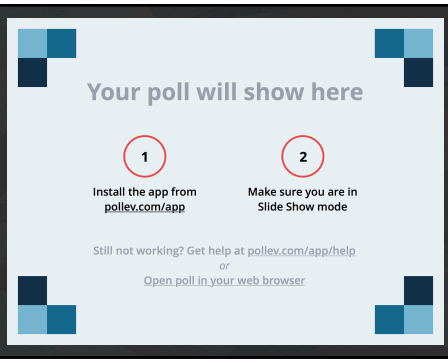
IT WOULD BE GAME-CHANGING TO . . .
(frame up an inspired challenge for yourself – the insight.)
(don't dictate the solution.)

the truck owner

DO IT NOW:

UNPACK: note the say, do, think, & feel
INSIGHTS: infer from observations
POINT OF VIEW: 1 written sentence

We met X
We were amazed to realize…
It would be game-changing to…

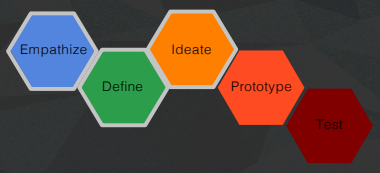


5 Top Suggested Team Break Activities

① Schedule some (more) interviews
② Unpack some more interviews
③ Work on your empathy map(s)
④ Start outlining/writing your presentation
⑤ Practice your presentation

TEAM BREAK

Design Thinking



Design Thinking

How do we start?

How do we start?

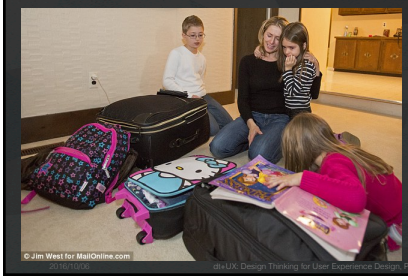
"Might" lets you defer judgment

helps people to create options freely

opens up more possibilities

Seeds for brainstorming!

POV: Harried mother of 3, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because "annoying little brats" only irritate already frustrated fellow passengers.



POV: Harried mother of 3, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because "annoying little brats" only irritate already frustrated fellow passengers.

Break POV into pieces
HMW entertain kids? HMW slow a mom down?

Amp up the good/Remove the bad
HMW separate kids from fellow passengers?

Explore the opposite
HMW make the wait the most exciting part of the trip?

Question an assumption
HMW entirely remove the wait time at the airport?

http://dschool.stanford.edu/wp-content/uploads/2012/05/HMW-METHODCARD.pdf

POV: Harried mother of 3, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because "annoying little brats" only irritate already frustrated fellow passengers.

Go after adjectives
HMW we make the rush refreshing instead of harrying?

Identify unexpected resources
HMW leverage free time of fellow passengers to share the load?

Create an analogy from need or context
HMW make the airport like a spa?

Change a status quo
HMW make playful, loud kids less annoying?

http://dschool.stanford.edu/wp-content/uploads/2012/05/HMW-METHODCARD.pdf

Anatomy of a Strong HMW Question

- Who
- What
- When
- Where
- Why

- Best to have at least 3 W's in a good HMW question

DO IT NOW:

Generate some HMW statements!

POV: Harried mother of 3, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because "annoying little brats" only irritate already frustrated fellow passengers.

Break POV into pieces
Amp up the good/Remove the bad
Explore the opposite
Question an assumption
Go after adjectives
ID unexpected resources
Create an analogy from need or context
Change a status quo

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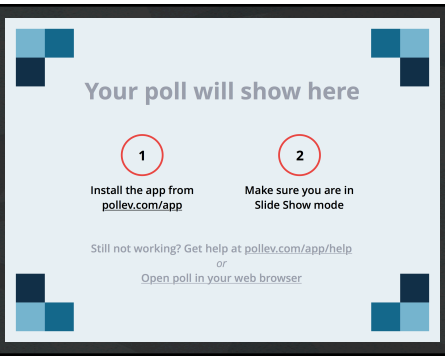


POV: Harried Mother at Airport

- HMW …

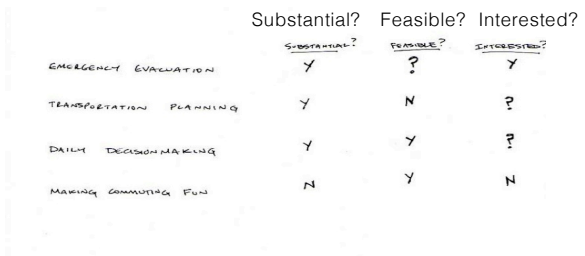
Selecting a Good Problem

3 Favorites!

OR

Rational, Delightful, Long shot

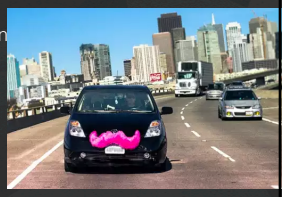
http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf



Prioritizing Problems

Selecting a Good Problem

- Frequency
  - want something that occurs often
- Density
  - lots of people experience it
- Pain
  - more than a small annoyance
- Interested
  - your team is motivated to work on this problem



* see Manu Kumar's blog post on this topic: http://www.k9ventures.com/blog/2015/03/10/finding-problem-worth-solving/

Research/Analysis

How big a problem is it? (market)

Whose problem is it? (stakeholders)

What's already out there? (competition)

How are things done currently? (status quo)

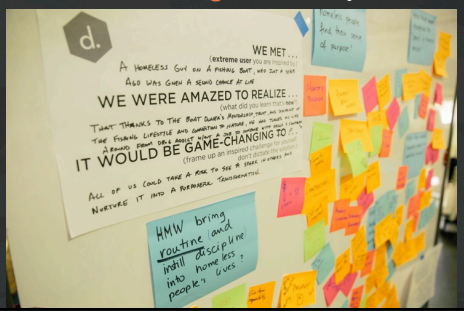
How can they be improved? (innovation)

Dark Horse Idea

Dark Horse Idea

1. Dark: explores a space that is risky, radical or orthogonal
2. Brainstormed after more traditional HMW/ideas
3. Possible to prototype & test (can't be infeasible)

Brainstorm "How Might We"s → Solutions



Constraints Can Energize

"How would you design it with the technology of 100 years ago?"

"What if we had to spend at least a million dollars?"

"Only ideas that would get you fired"

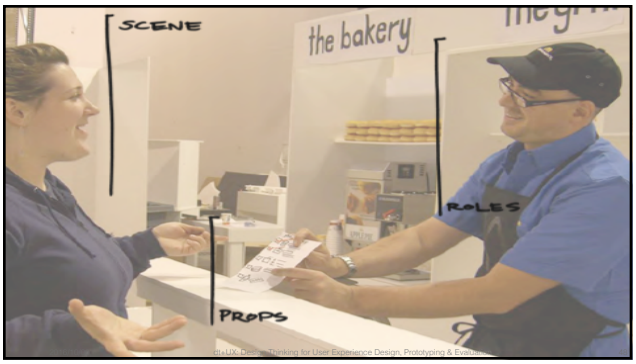
"All ideas must use magic."

http://dschool.stanford.edu/wp-content/themes/dschool/method-cards/facilitate-a-brainstorm.pdf

Brainstorming Demo: two brainstorms

Downselecting Ideas

- Celebrate the success of the brainstorm, take a break, vote!
- Option 1: Heat map voting
  - Everyone starts with an unlimited number of votes (small dots)
  - Then everyone gets 3 final votes on their absolute favorites (large dots) **and** 1 bonus dark horse vote
- Option 2: Category voting
  - Each person gets a specific number of votes (i.e., 5)
  - Specific categories (Most feasible idea, Craziest idea, Best long shot, my favorite but improbable, short term solution, etc.)



SCENE-PROPS-ROLES TOOL

SCENE
of the experience

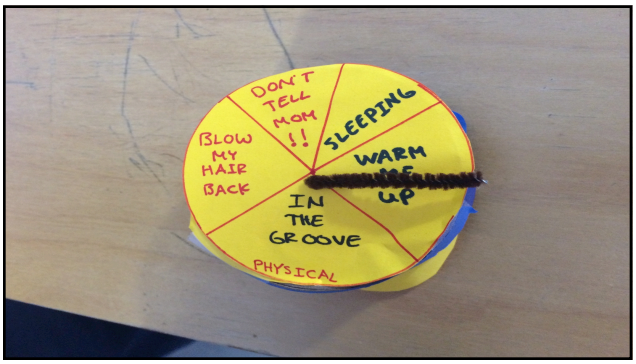
how do you make where you are feel like the "real" setting/context?

PROPS
in the experience

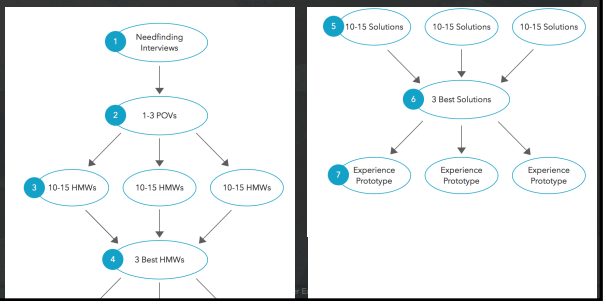
what are the rough versions of the physical things?

ROLES
involved in experience

what are the roles of those "creating" the experience?
who are "receiving" the experience?
(save these roles for testers)



Next Assignment (due at next week's studio)



Next Time

- Studio
  - Present your initial needfinding
  - Read "How to Survive a Critique: A Guide to Giving and Receiving Feedback" by Karen Cheng http://www.aiga.org/how-to-survive-a-critique/
  - Develop some POVs in studio
- Lecture (Tue., 10/11)
  - Design exploration
- Reading
  - Pg. 135-151 from Buxton's *Sketching User Experience*