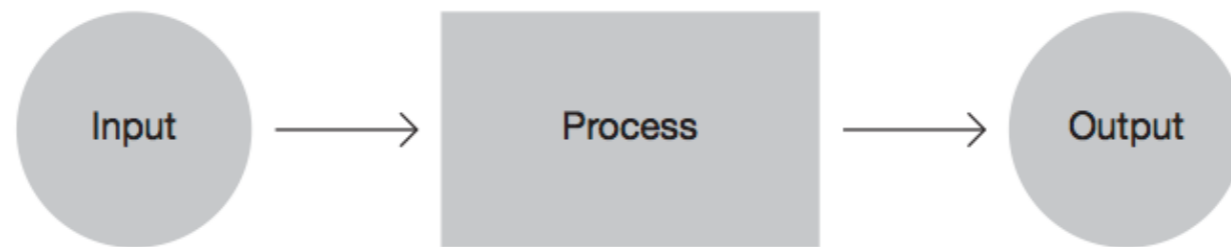


CS247L

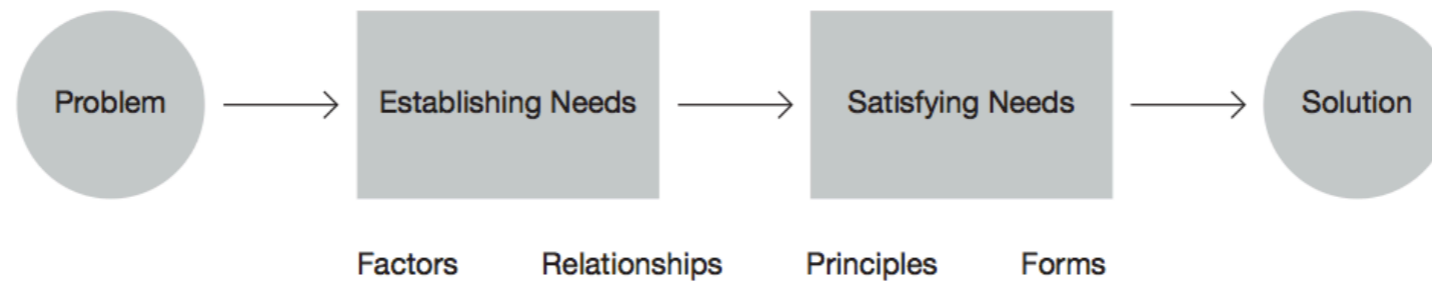
More Brainstorming Techniques
May 14th Wednesday (96 F today..)

- Tired of Design Thinking - some alternative frameworks
- Observation + Brainstorming
- Individual brainstorming VS Group brainstorming
- Cr-apps and apps
- Brainstorm under constraints

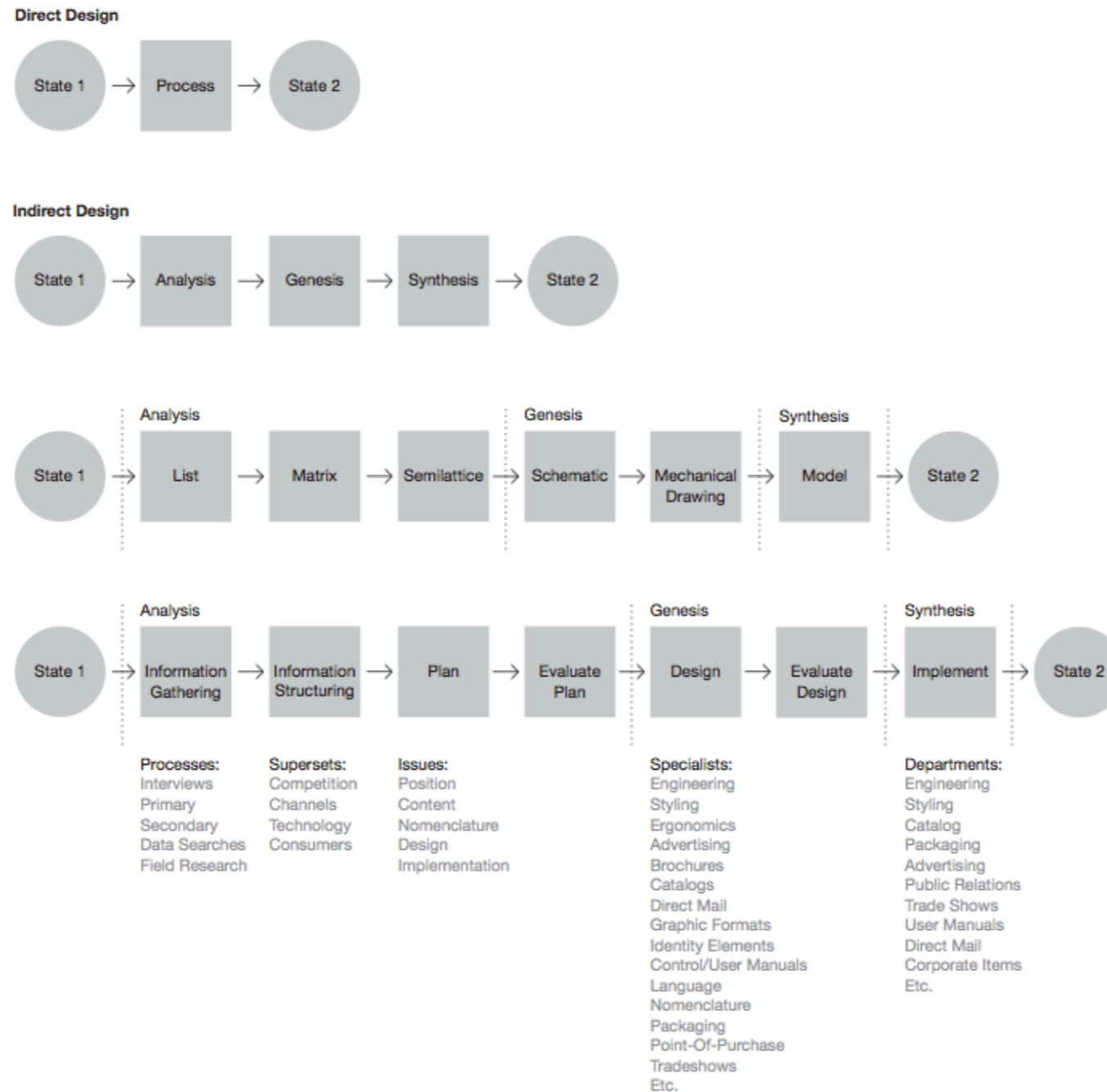


http://www.dubberly.com/wp-content/uploads/2008/06/ddo_designprocess.pdf

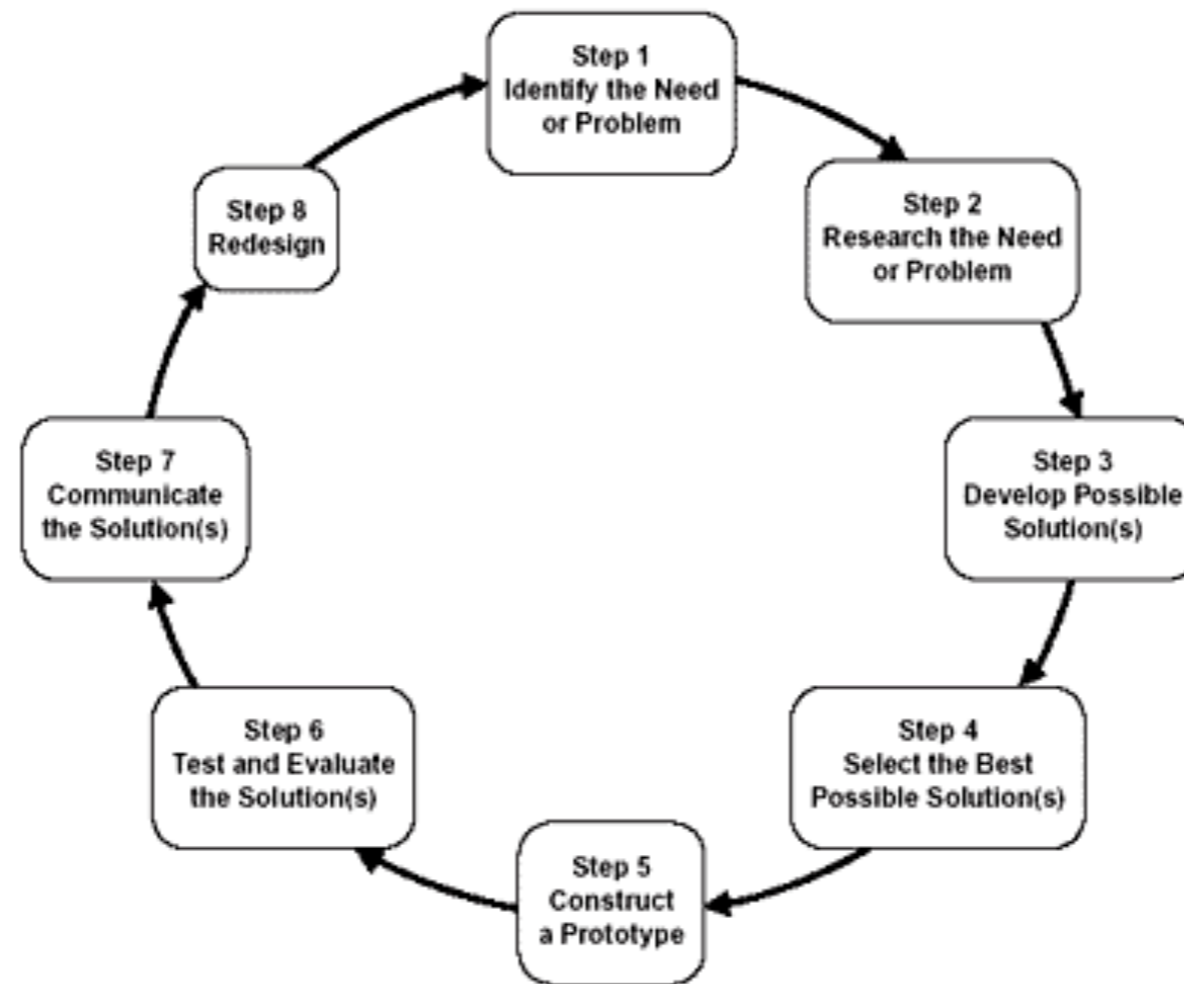
JJ Foreman (1967)



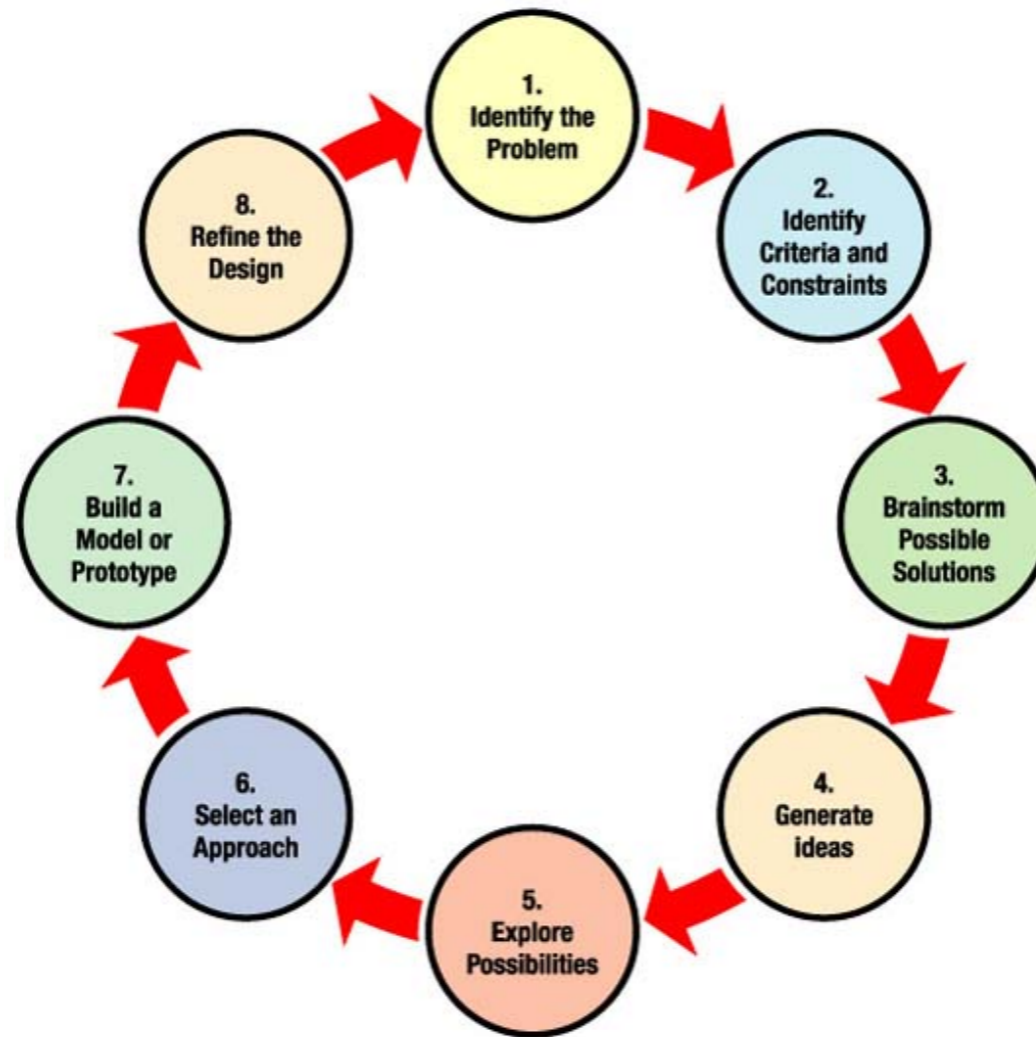
Jay Doblin (1987)



Massachusetts Department of Education



NASA



HP



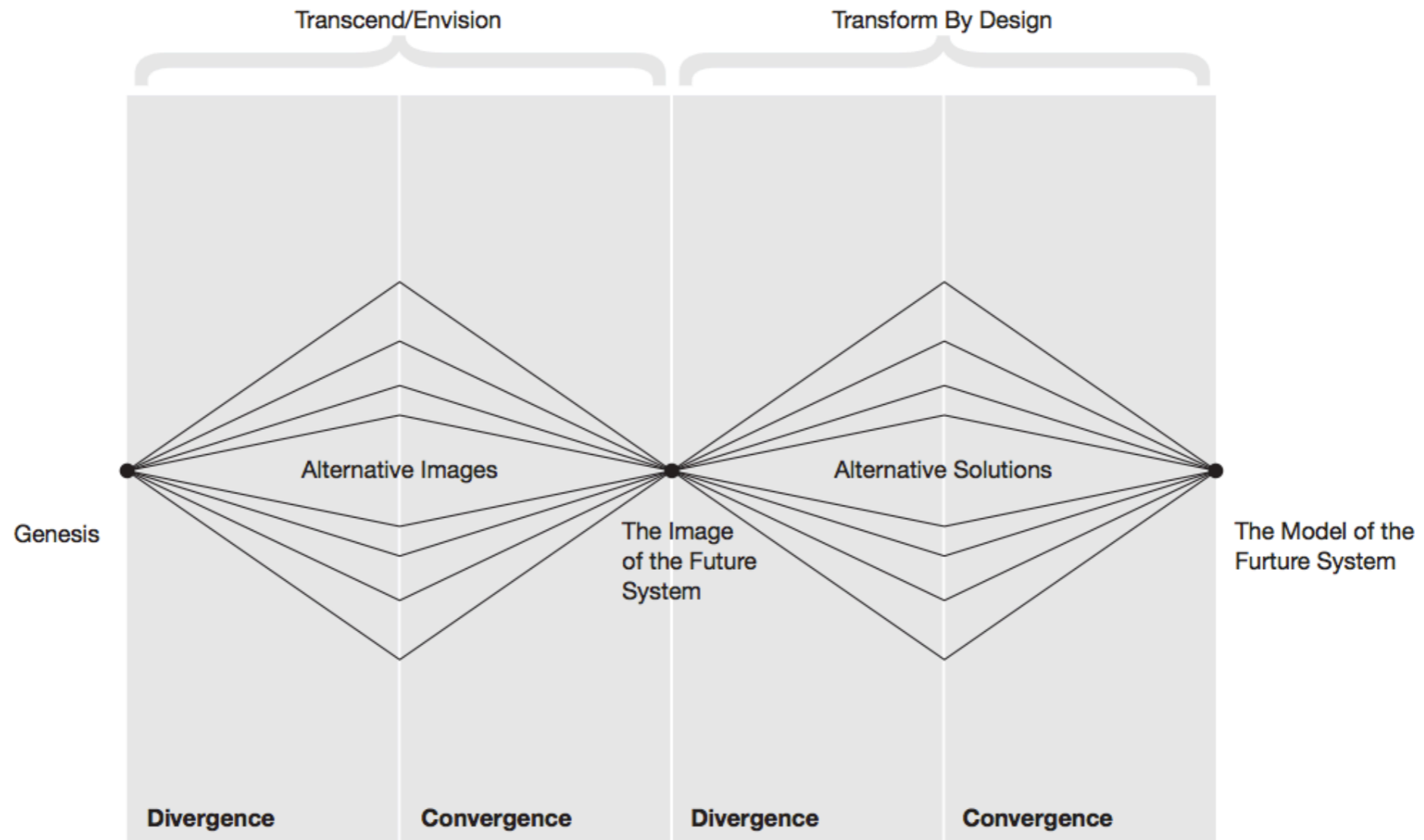
Our Focus:

- User analysis, requirements
- Product definition, design, and development for ease of use and usefulness

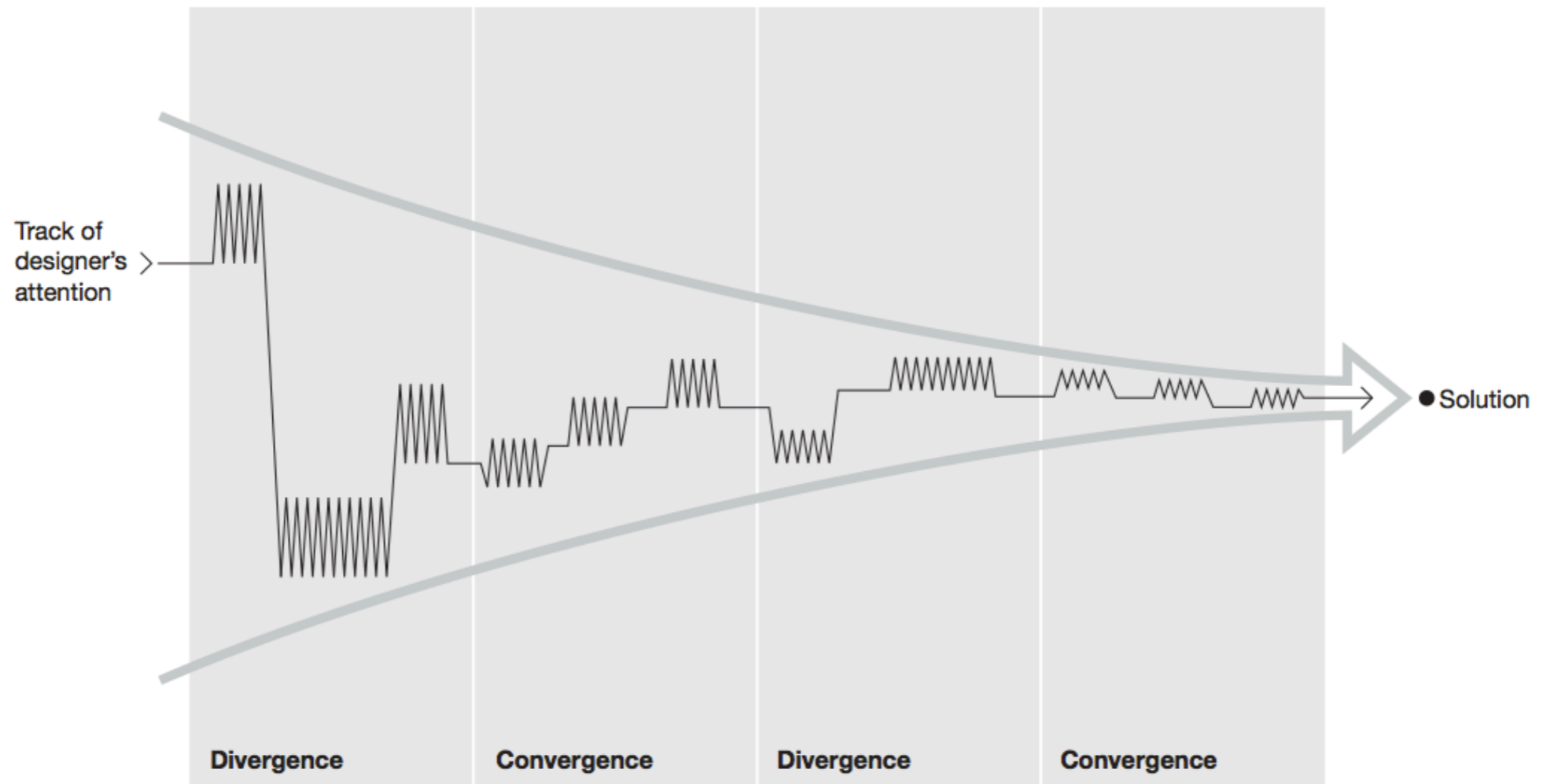
Other Elements of the Customer Experience:

- Ordering, delivery
- Documentation
- Installation
- Integration with 3rd party products
- Customer support

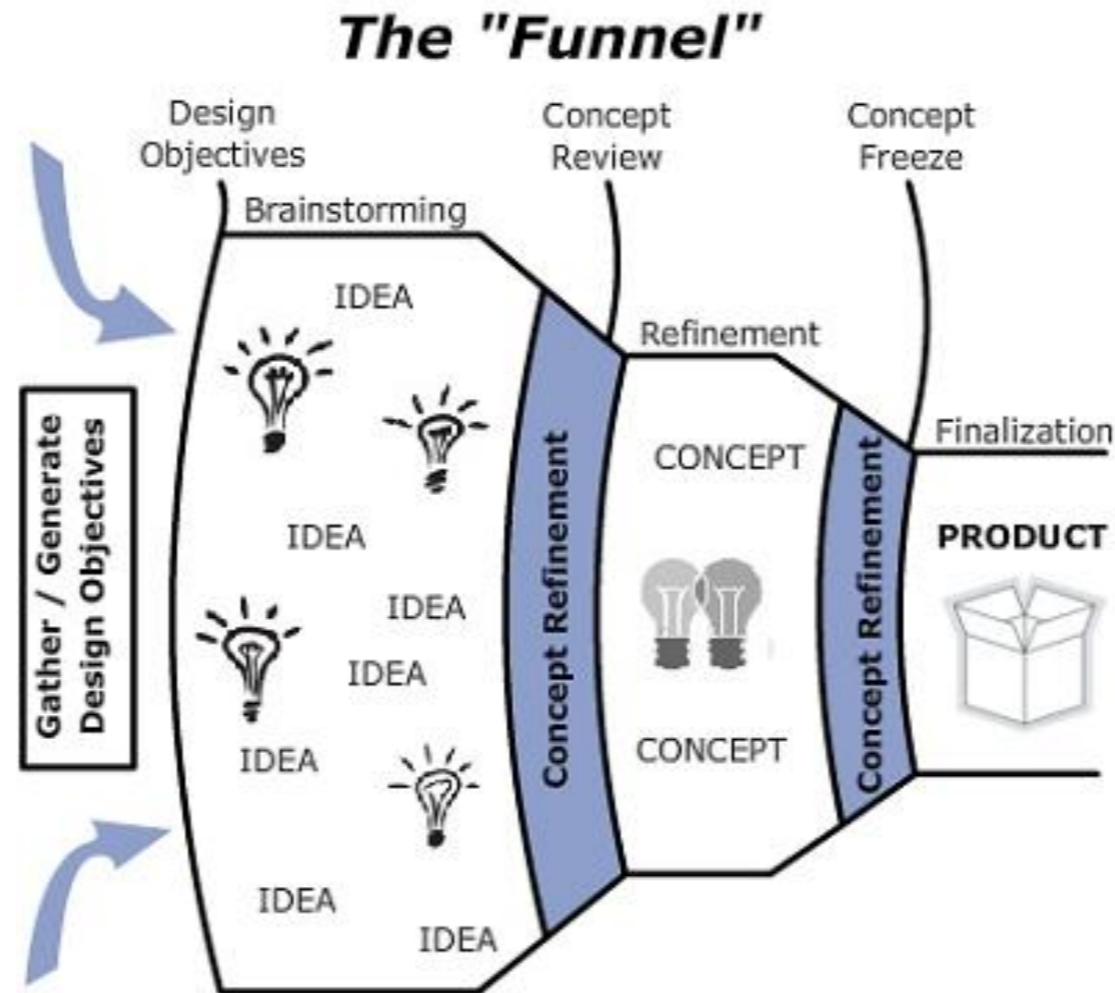
Bela H. Banathy (1996)



Nigel Cross (2000)

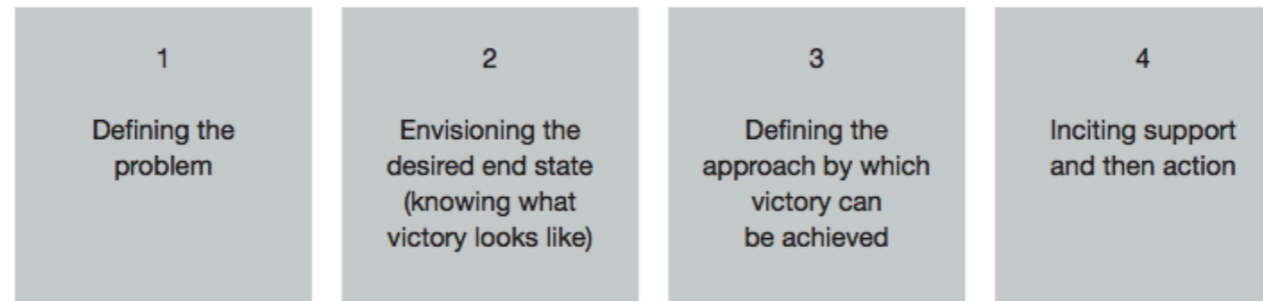


Goddard Technologies



Clement Mok and Keith Yamashita

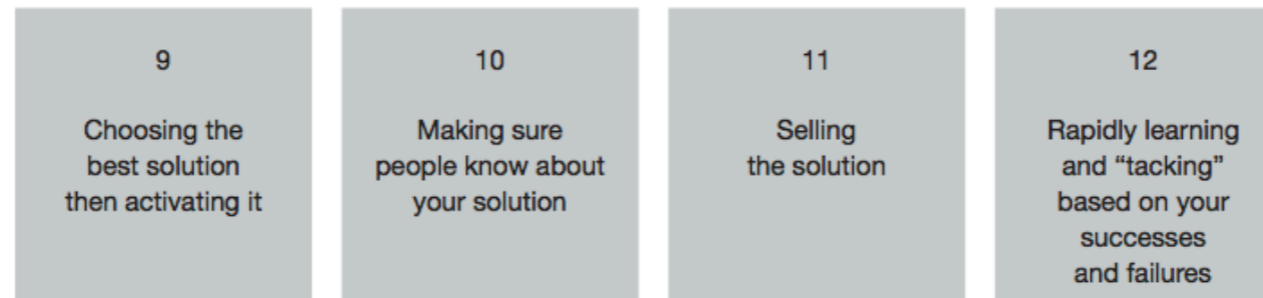
Defining the problem



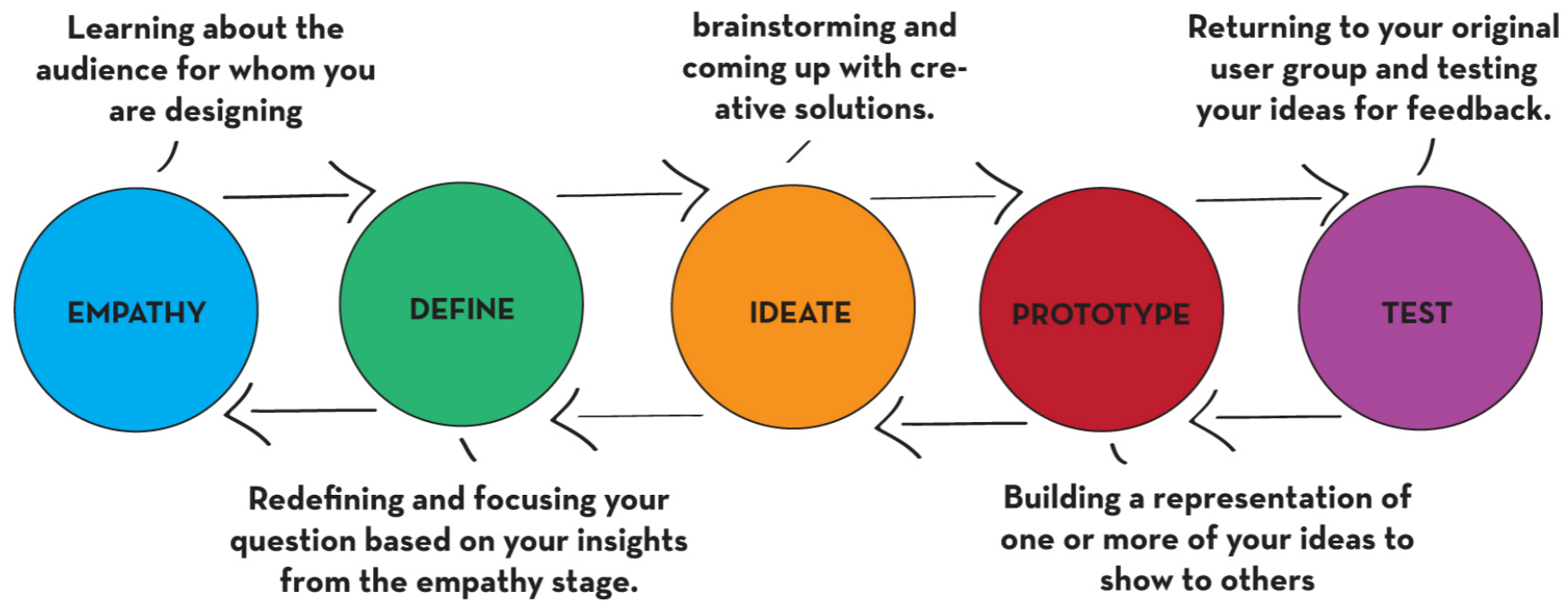
Innovating



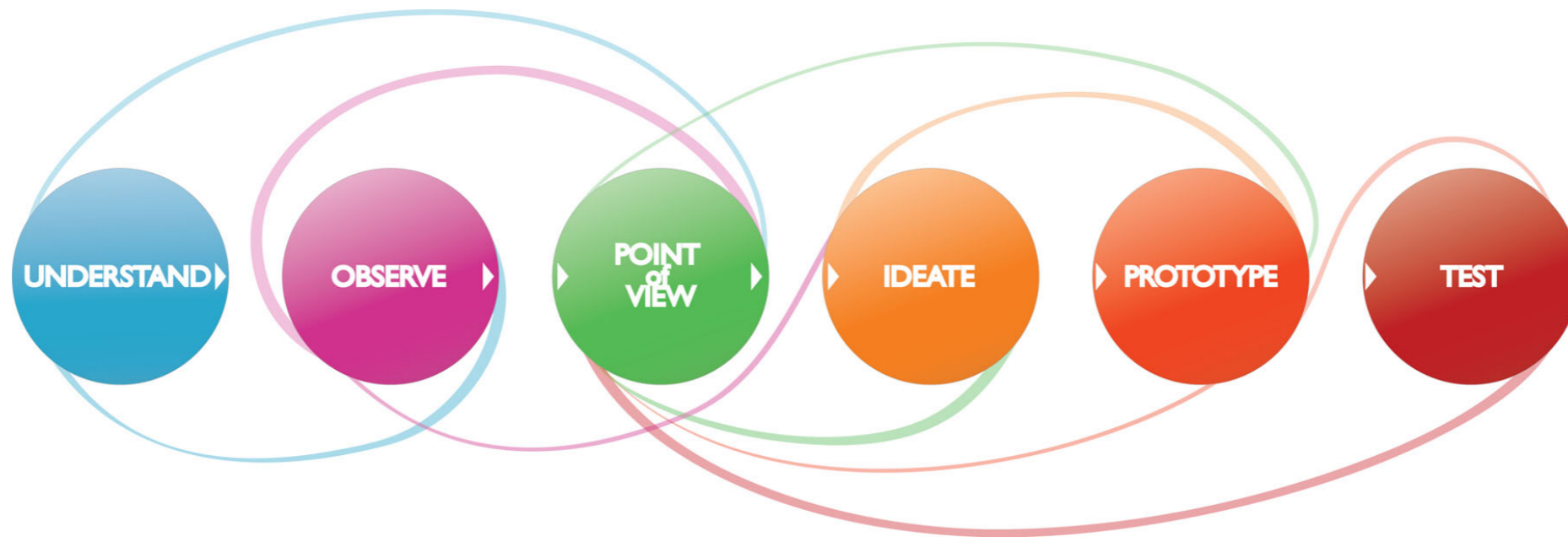
Generating value



Design Thinking 5 ball

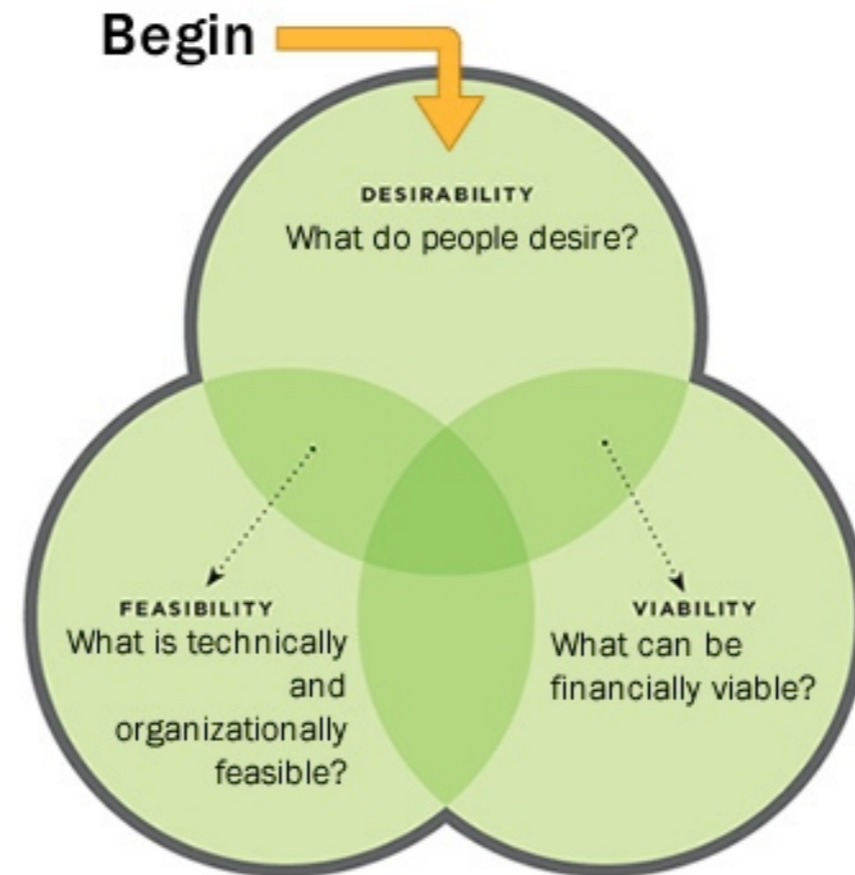


Design Thinking 6 ball

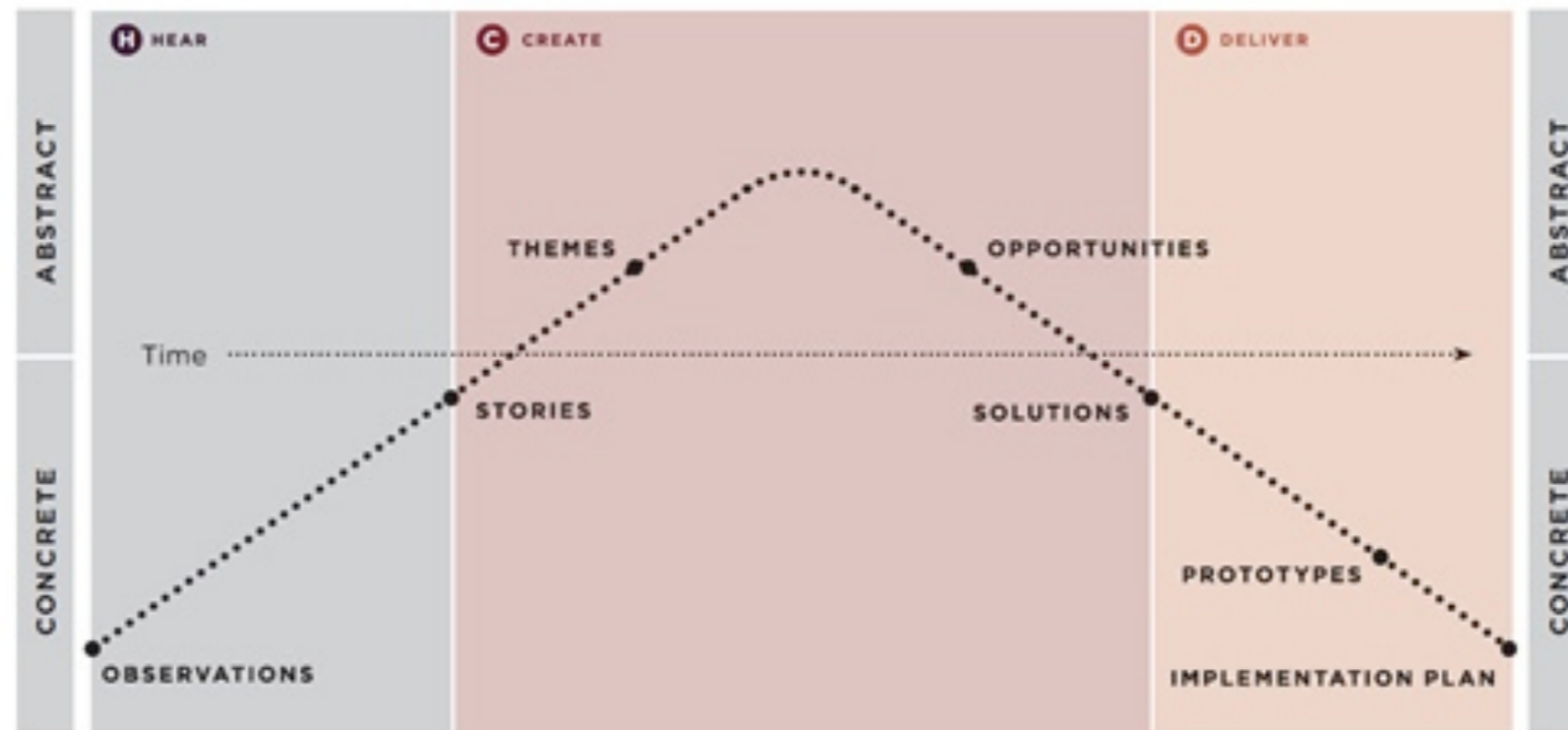


<http://vimeo.com/38870717>

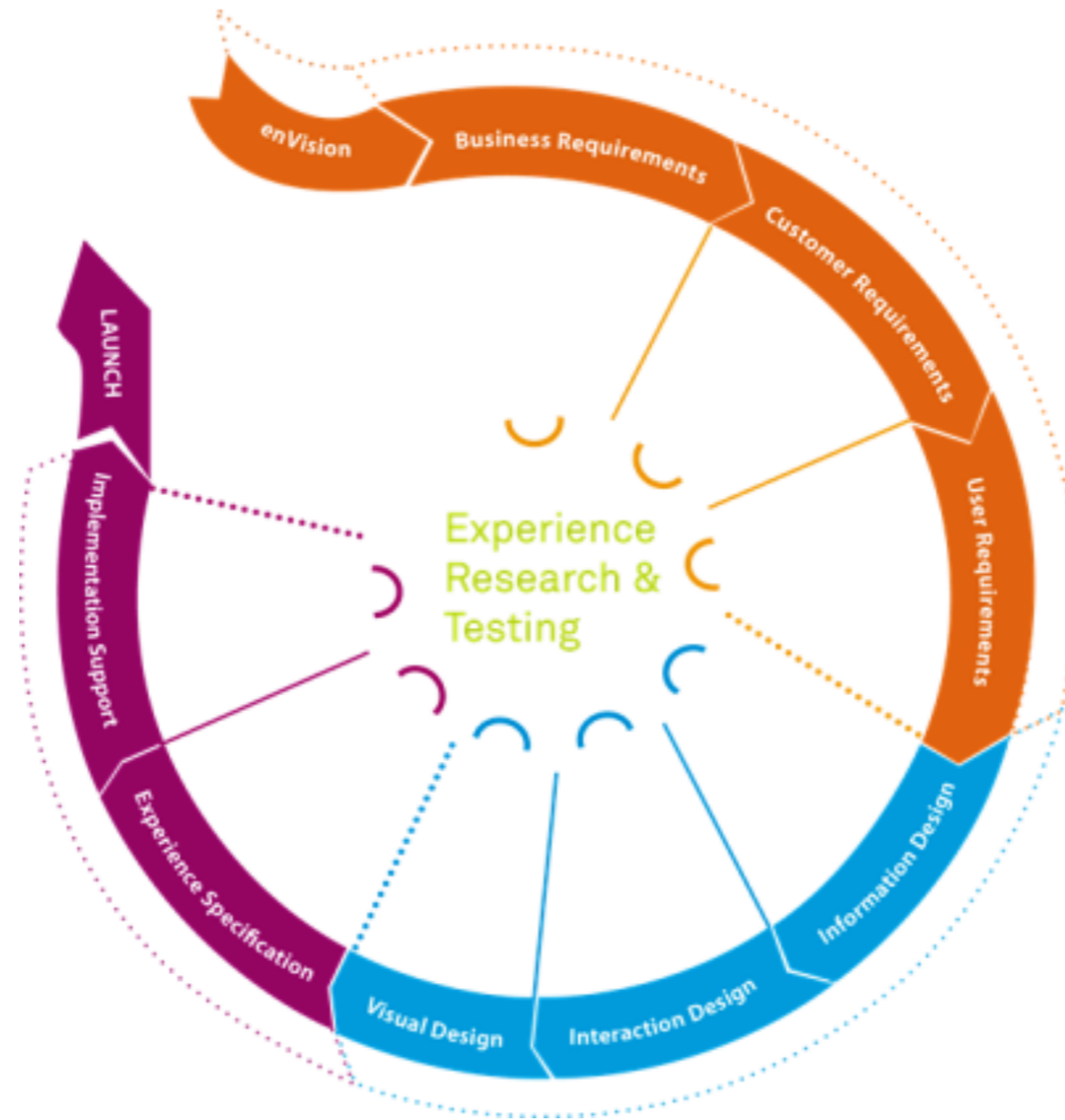
IDEO



IDEO

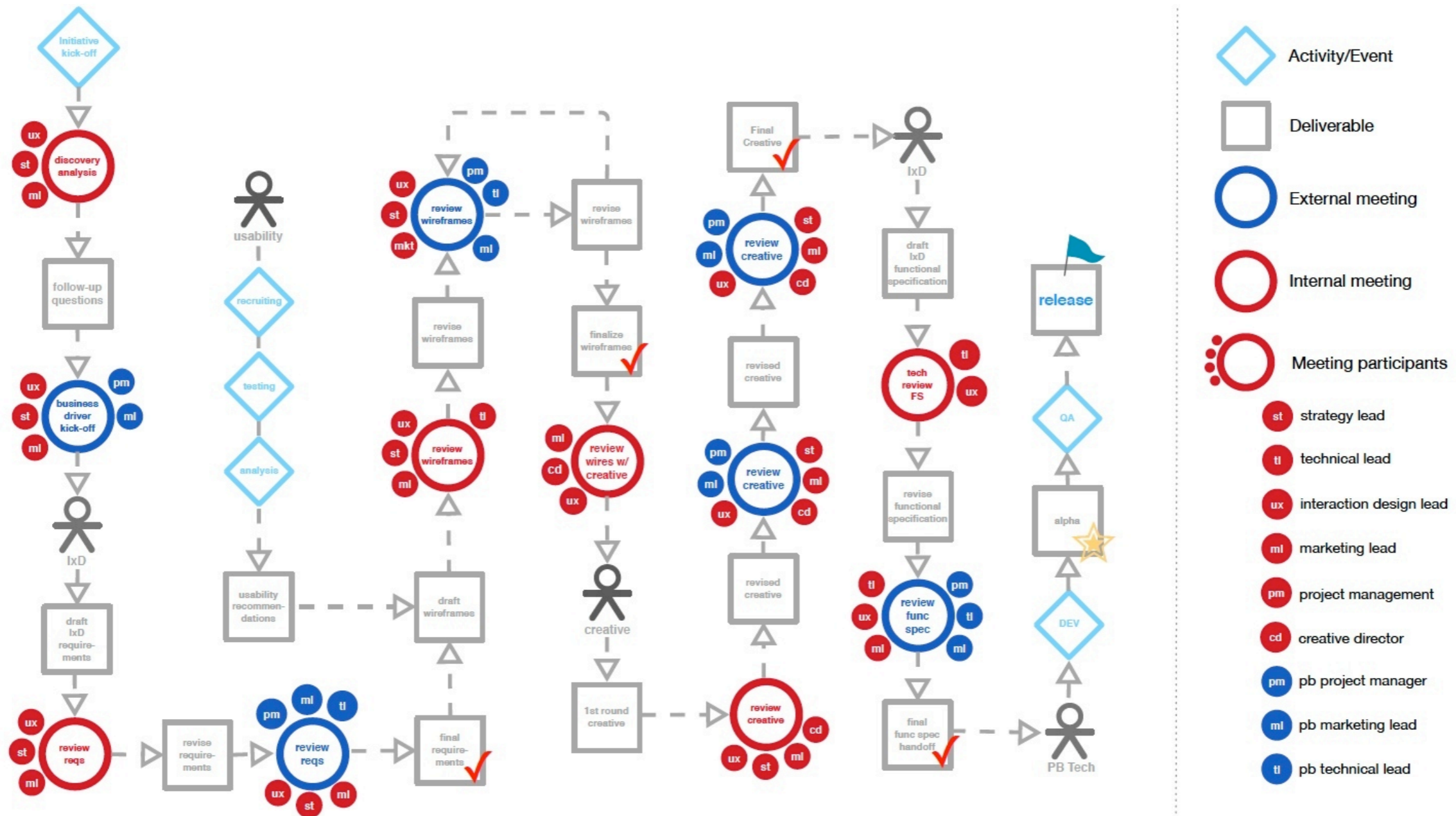


Dubberly

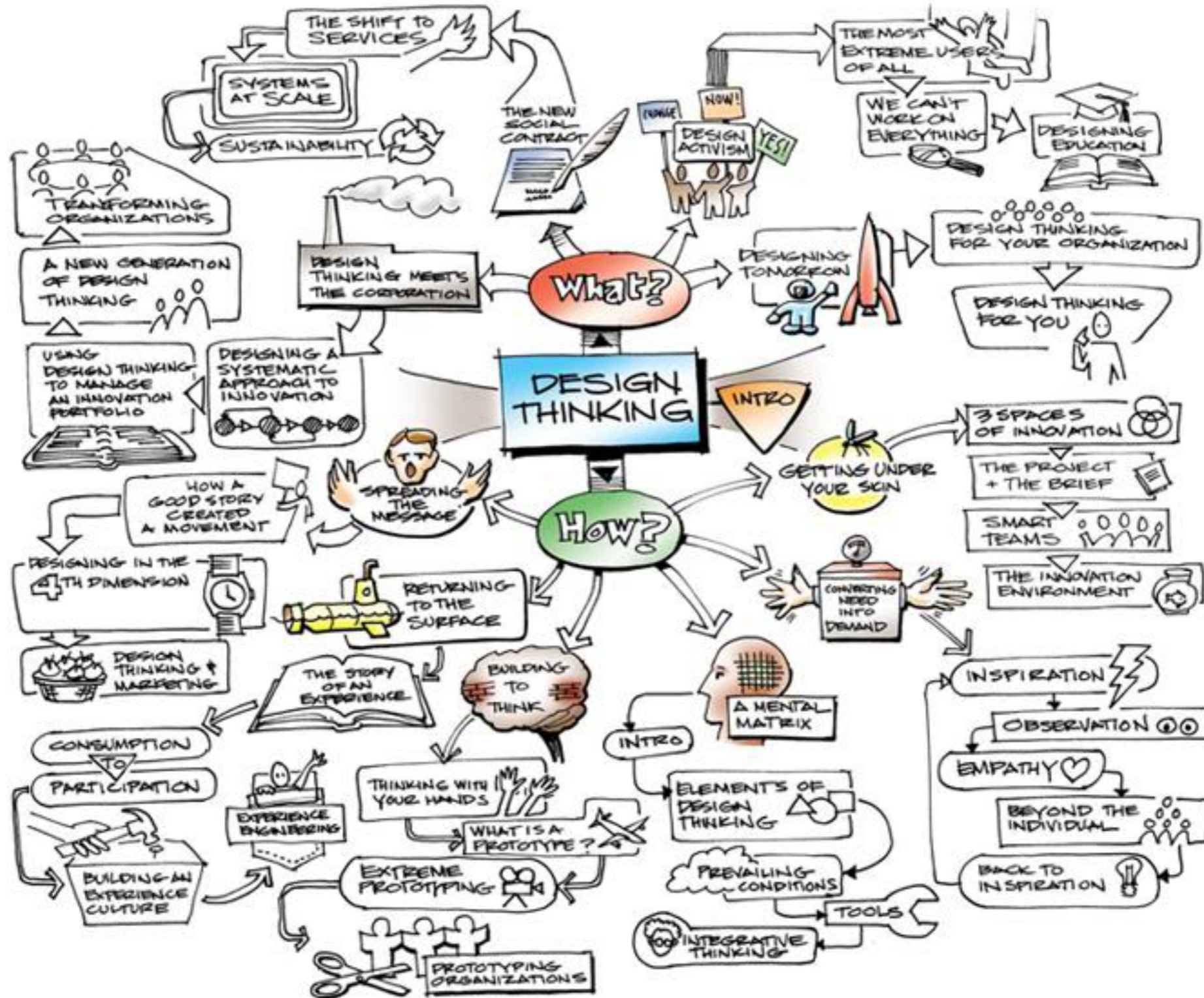


8 Shapes

Experience Design Strategic Process Flow

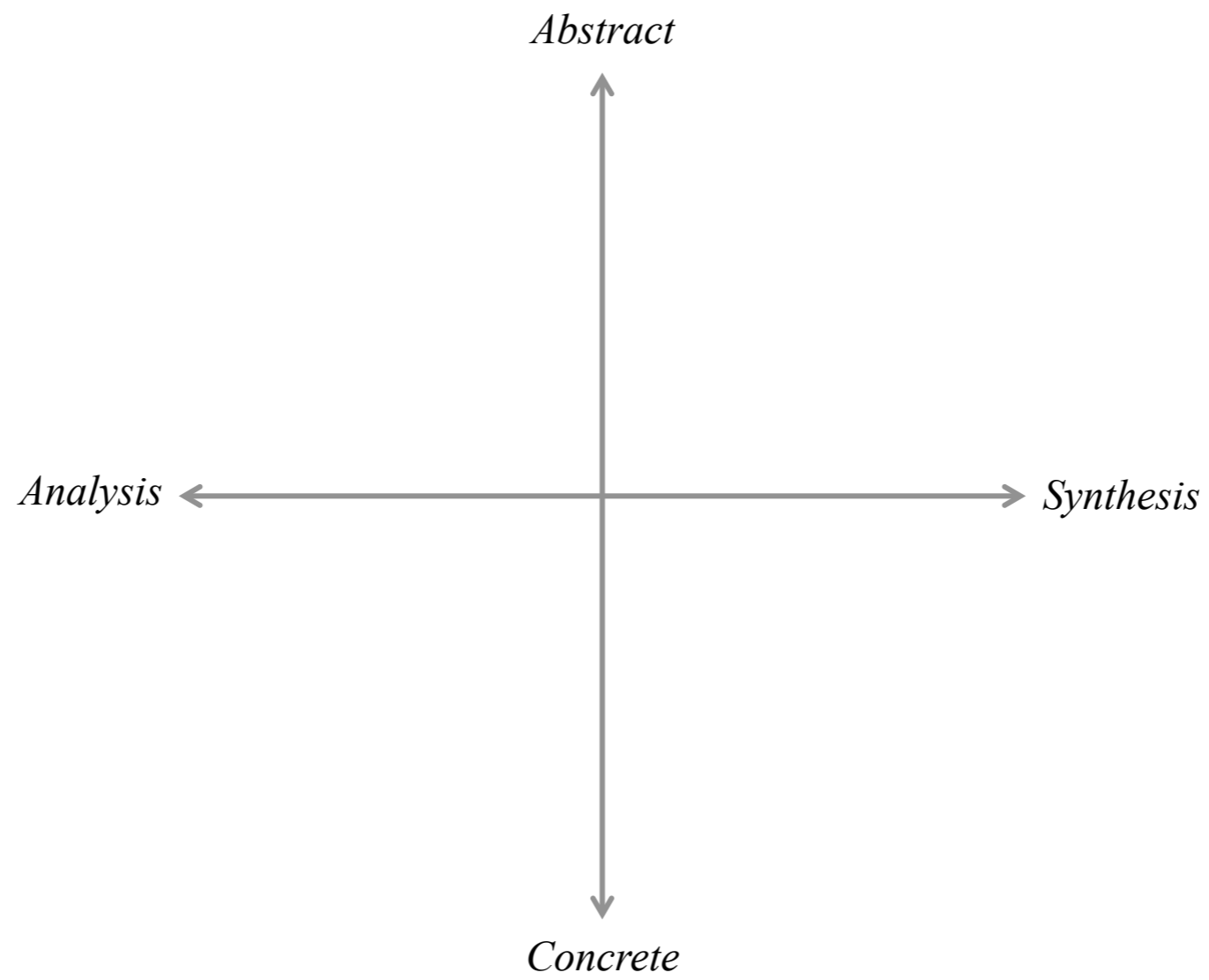


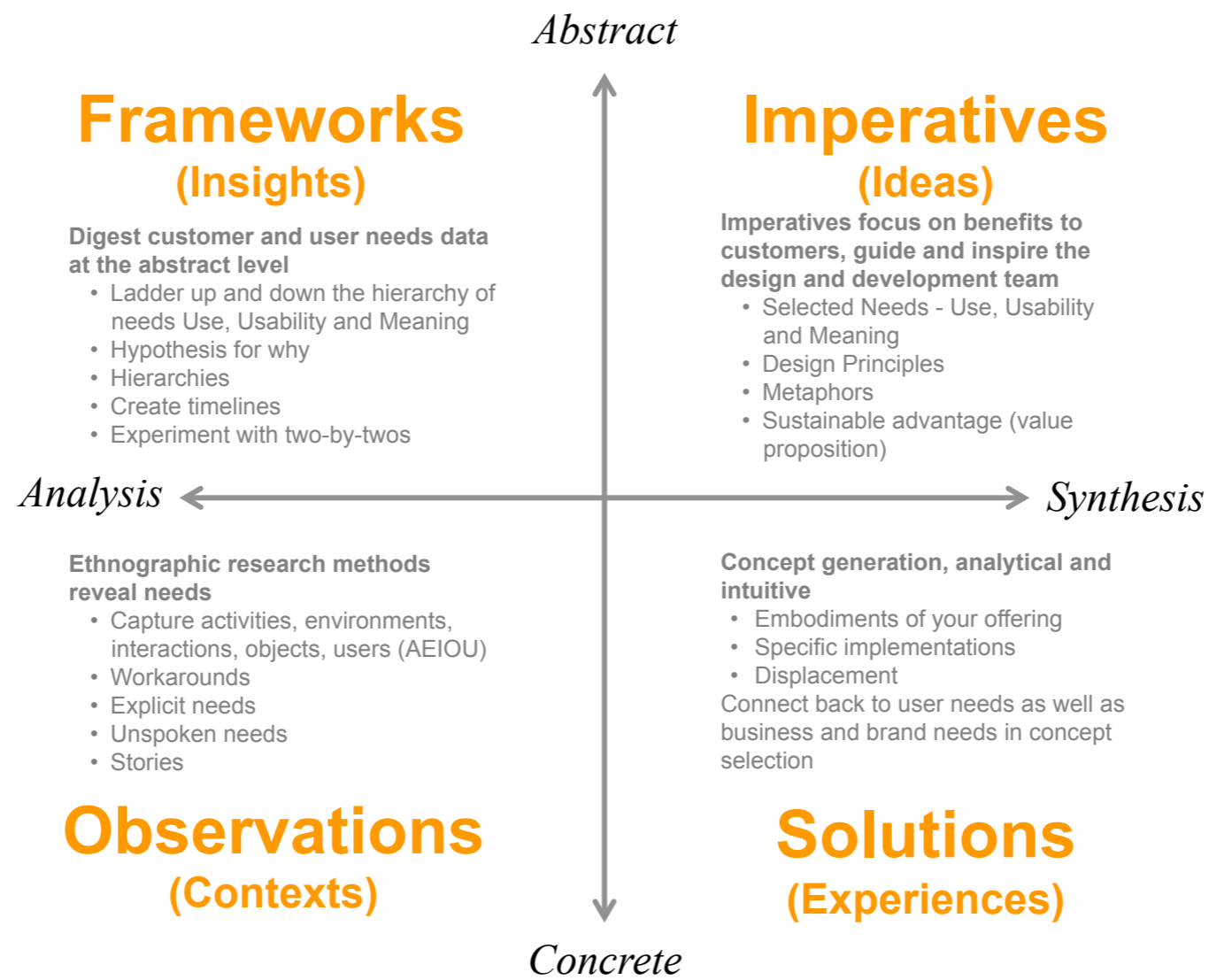
Tim Brown



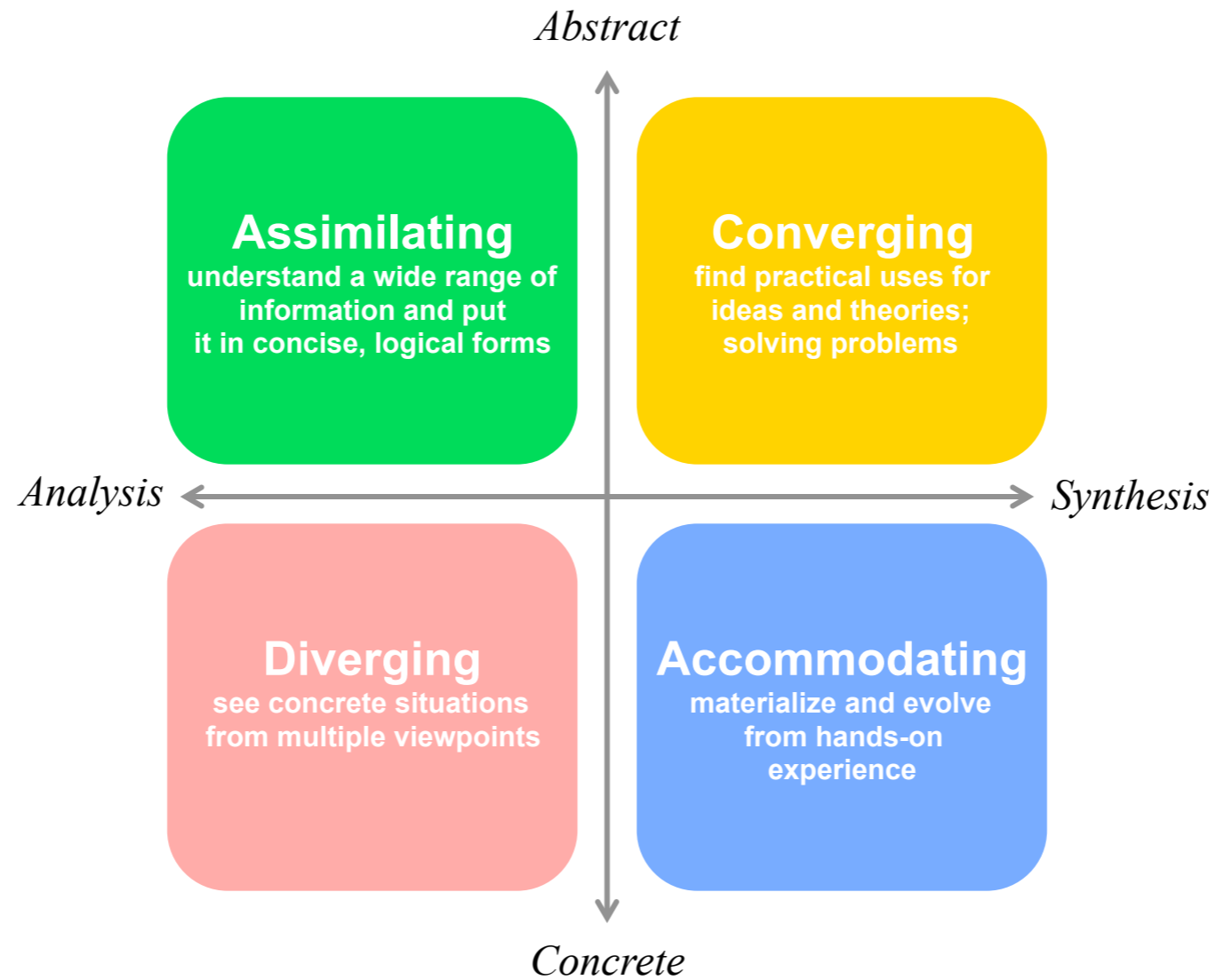
Damien Newman of Central Office



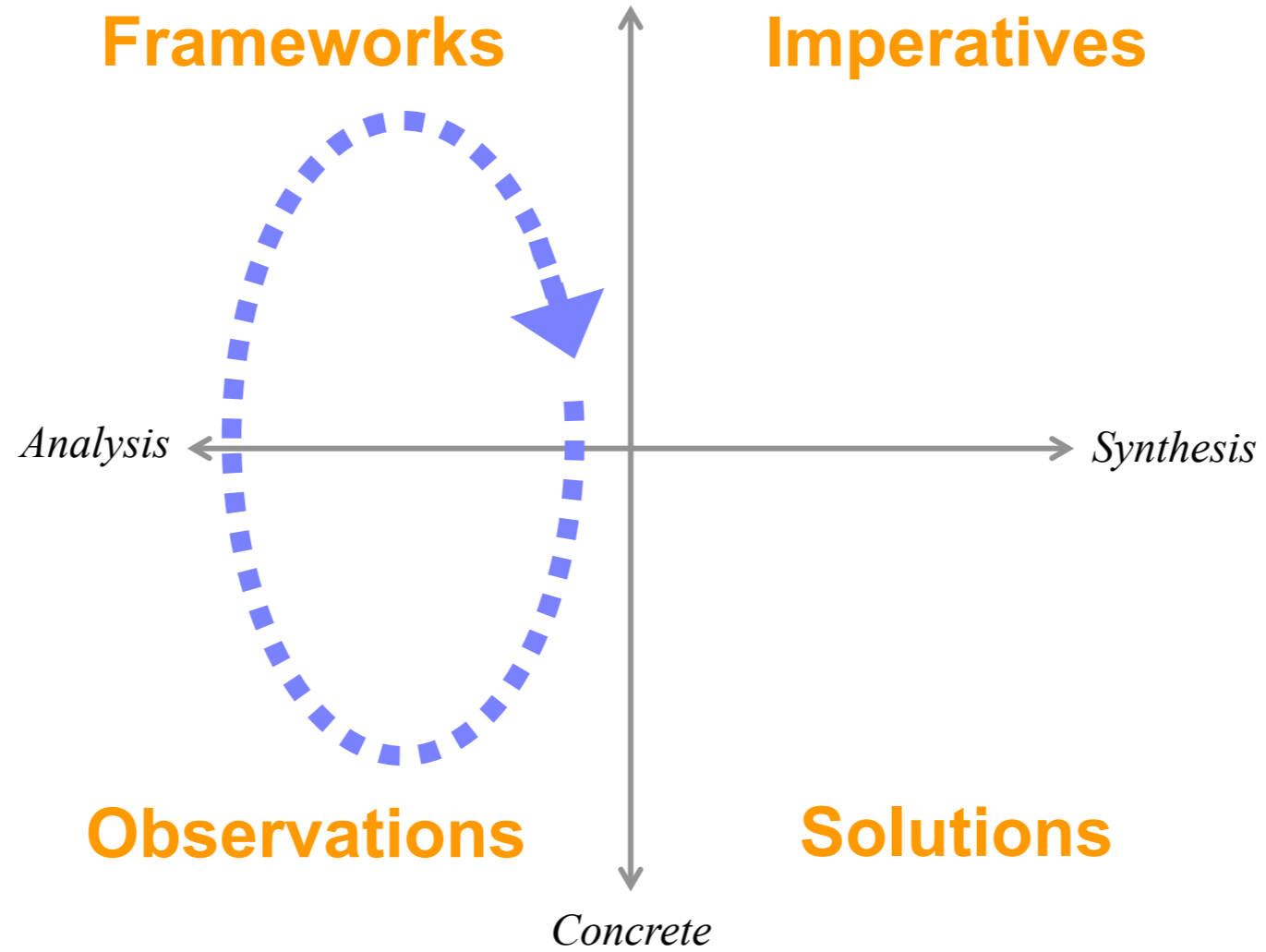




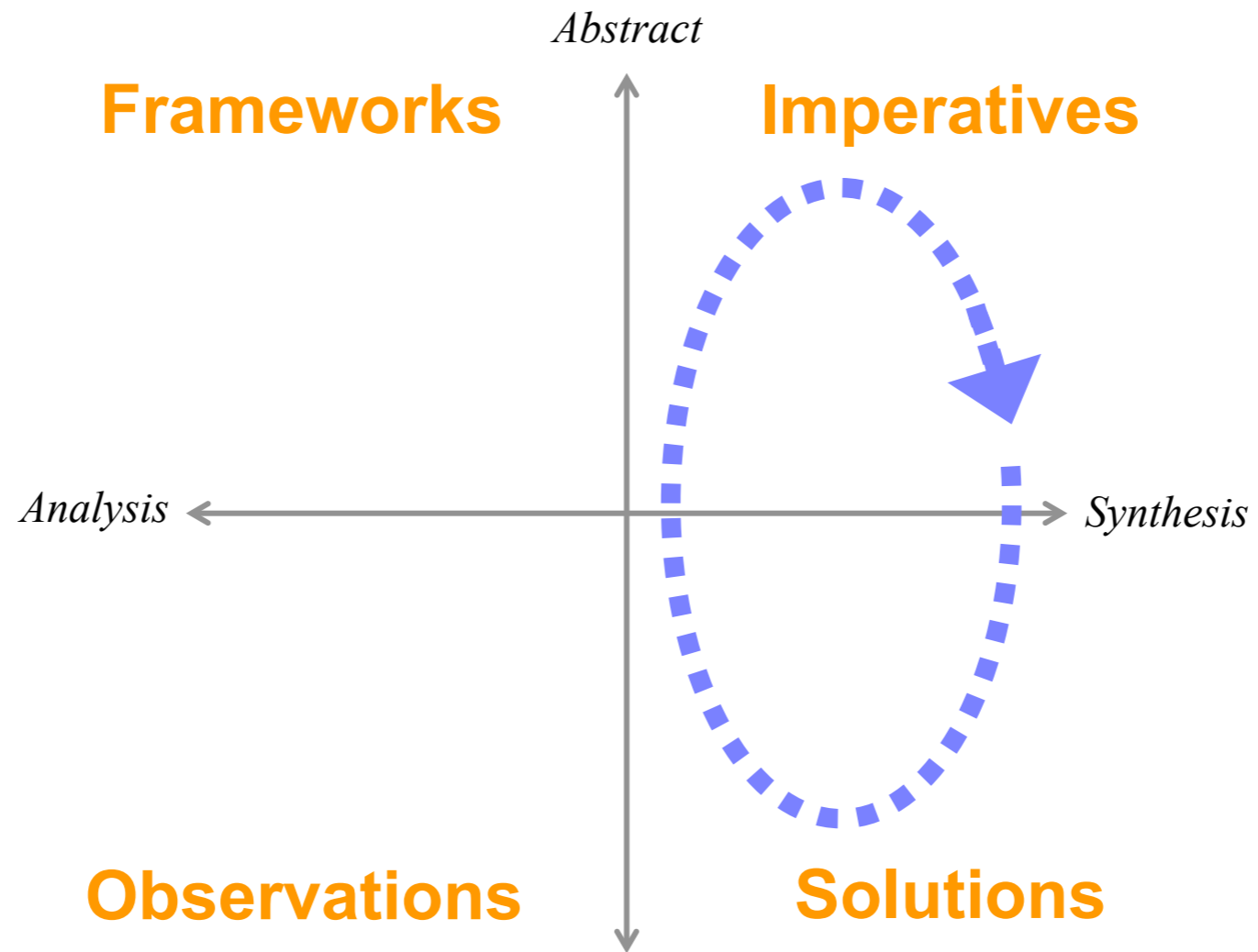
Kolb Learning Model



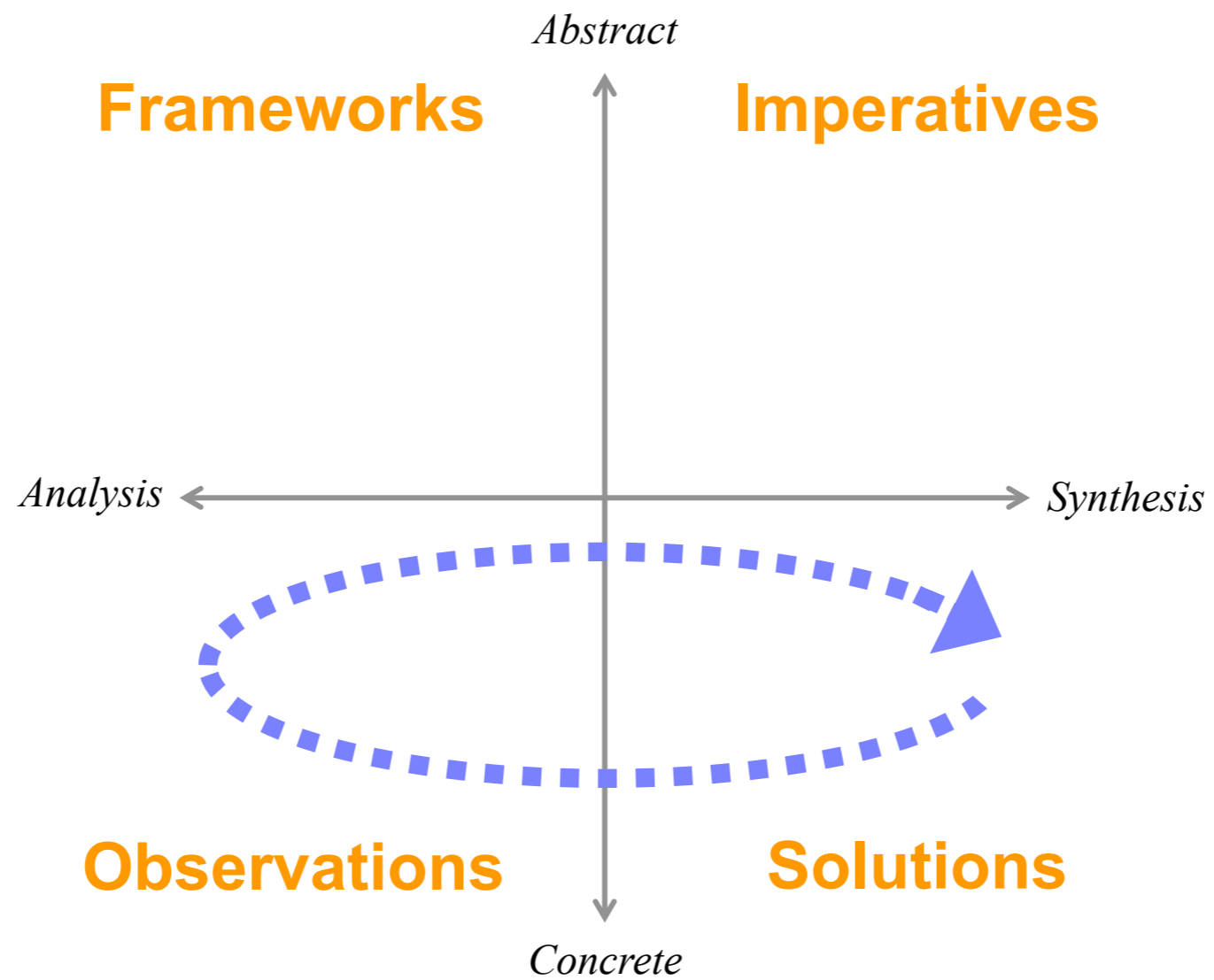
Getting a PhD



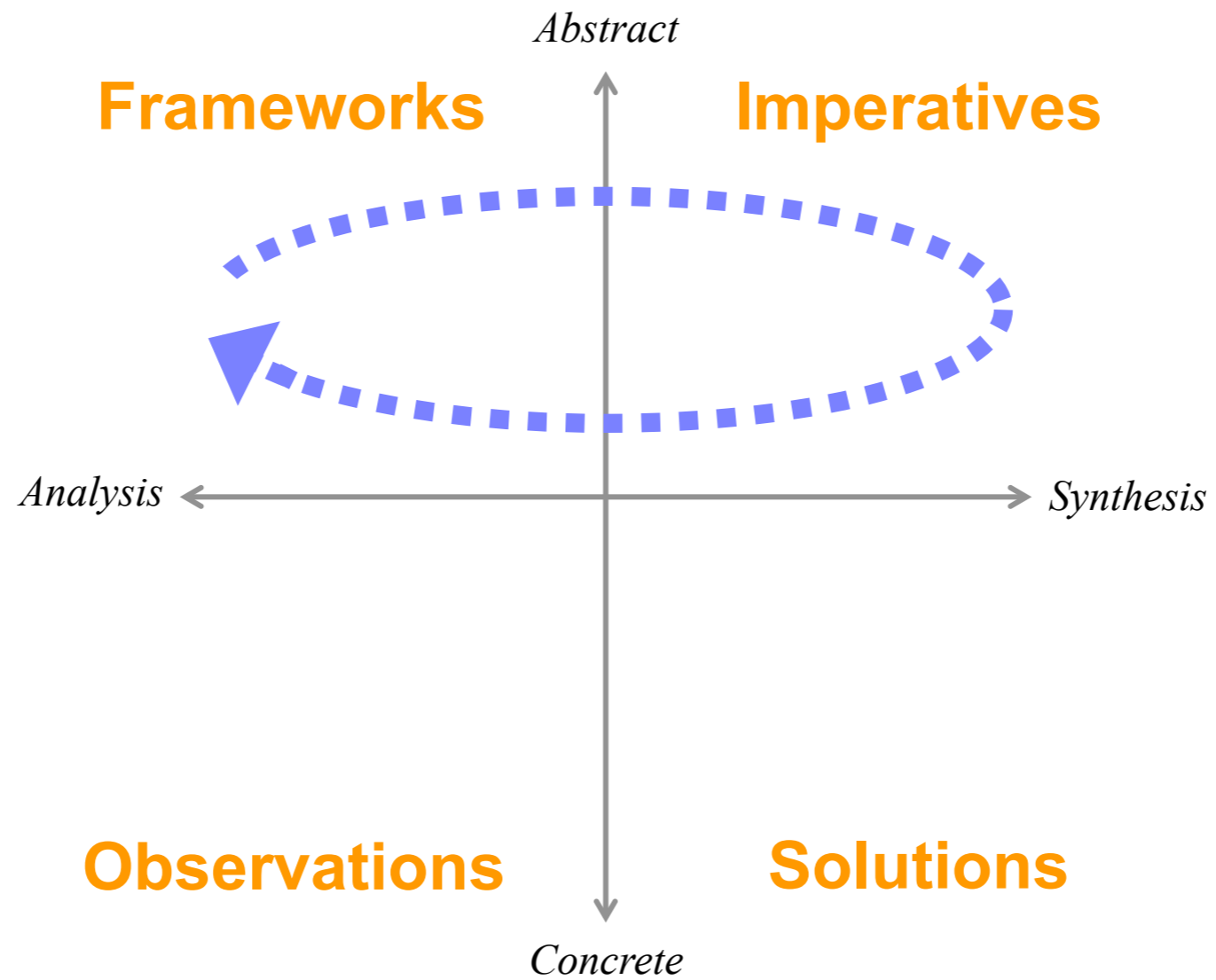
Polishing a turd

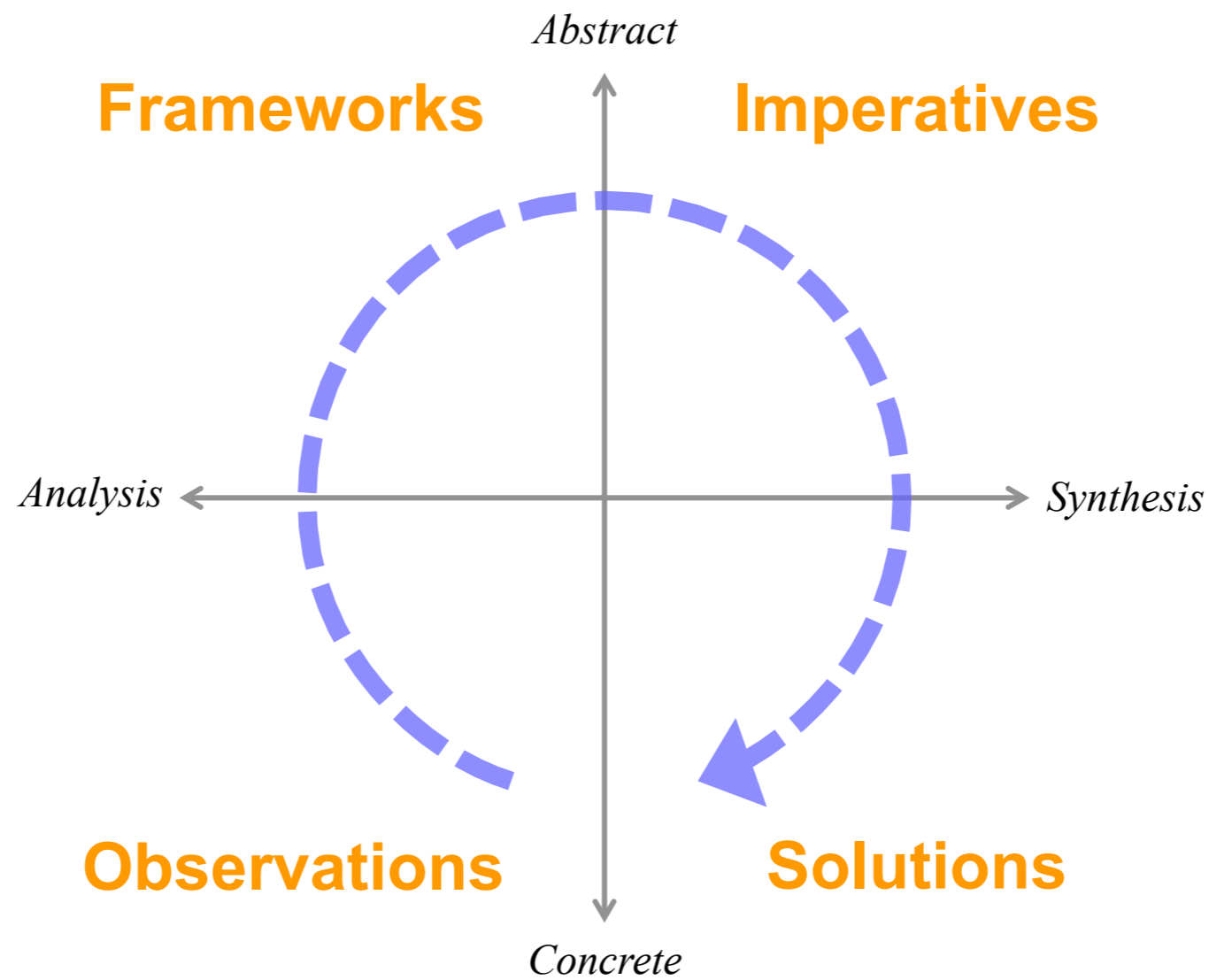


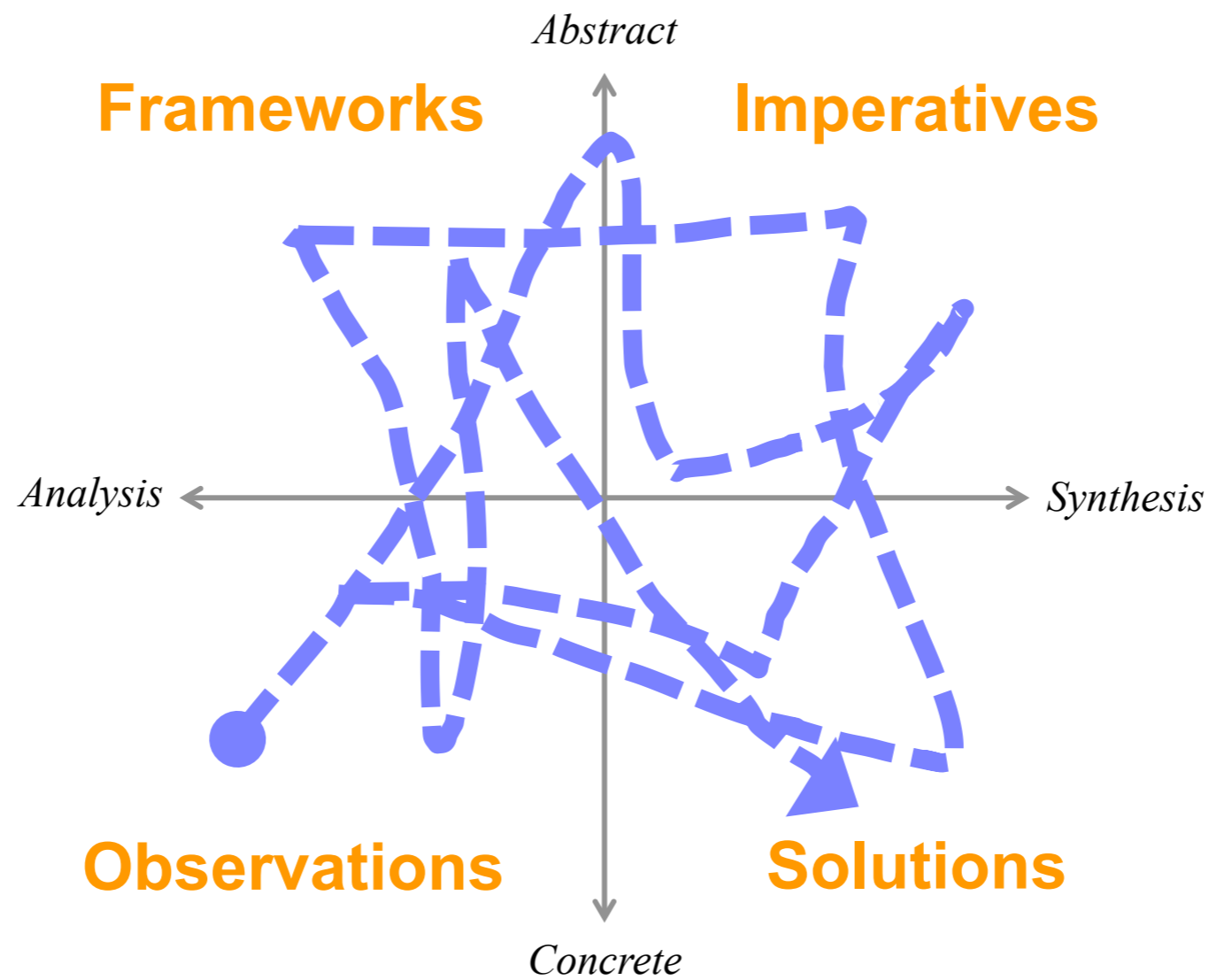
Design doing?



Design thinking?







Observation revisited

People are constantly making sense of the world using their own internal cultural system.

Introducing new ideas -> explaining how it fits into the existing cultural system.

If you don't explain it right -> people will figure out by themselves (which you don't want).

Observing **cultural conflicts** between you as an observer and the subject you're observing.

Observing **Activities, Environment,**
Interactivity, Object, Users

Namibia, Japan, USA, and Mongolia.

<https://www.youtube.com/watch?v=O3NXXai40OY>

Observing **Activities, Environment,
Interactivity, Object, Users**

What are the cultural differences you see?

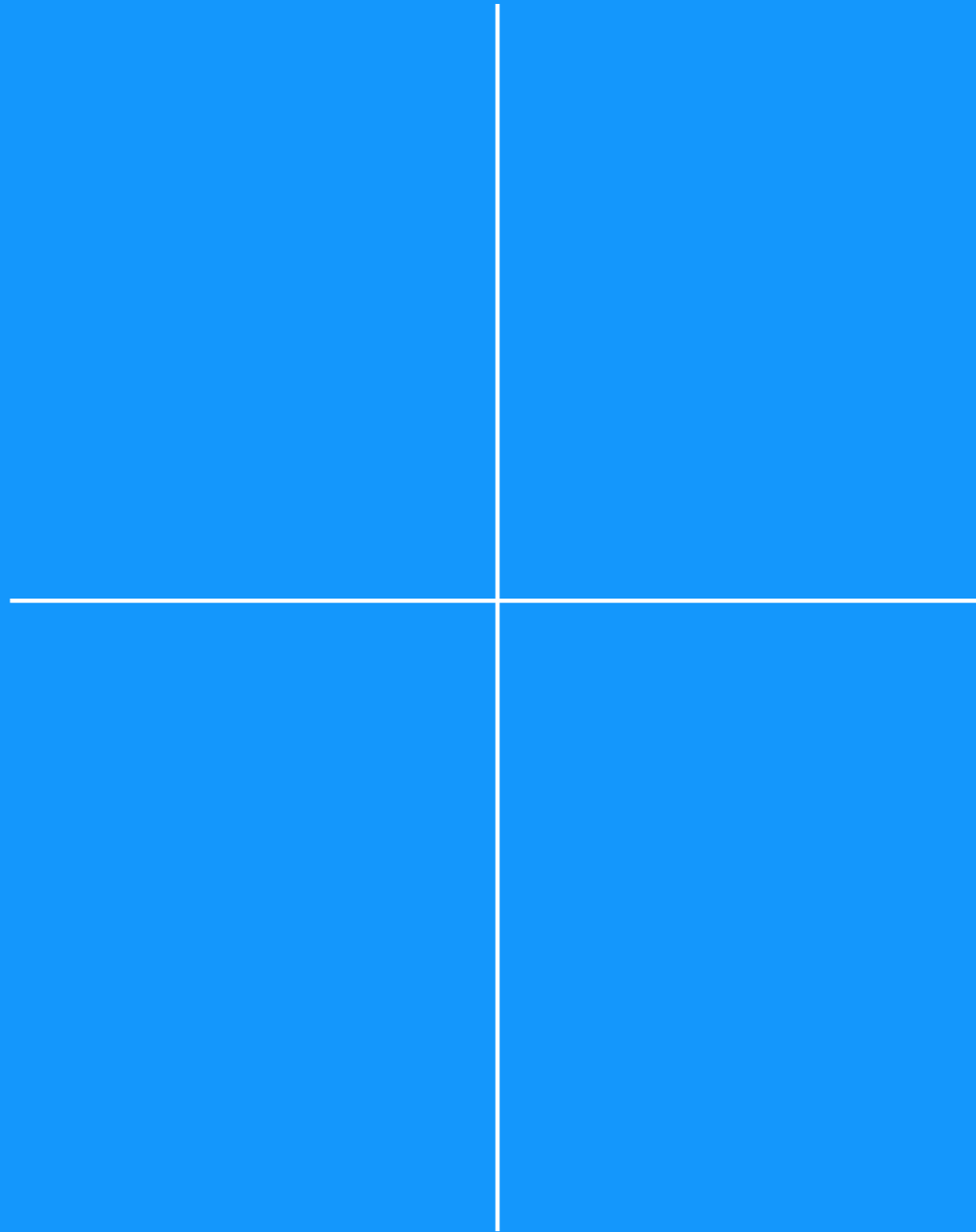
What are the inferences you can make?

More attention

More control

Less control

Less attention



App vs Crap-app

Individual vs Group Brainstorming

<https://www.youtube.com/watch?v=gtLi13Sf2vU>

Design a solution that worsen the communication issues among the two parties.

Group 2. Individual brainstorming 5 minutes +
converging 10 minutes

Group 1. Group brainstorming 5 minutes +
converging 10 minutes

Design a solution that improve the communication issues among the two parties.

Group 1. Individual brainstorming 5 minutes + converging 10 minutes

Group 2. Group brainstorming 5 minutes + converging 10 minutes

Design a solution that improve the communication issues among the two parties under different budget.

Group 1. \$100

Group 2. \$10,000

Group 3. \$1,000,000

Good luck with upcoming milestones