


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

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Define

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Autumn 2018
October 1, 2018



Slides adapted from d.leadership Define + Ideate slides (https://www.youtube.com/watch?v=111111111111)
Additional resources from bootcamp bootling (https://www.bootcampbootling.com/)

Interface Hall of Shame or Fame?



- Bar of Soap

Interface Hall of Fame!



- Bar of Soap
 - has a hole!
 - where would you find?
 - hotels
- Easier to hold onto?
 - small sizes slip...
- Eco-Friendly
 - doesn't waste (50g)
 - full size is 120g
- Tie a rope to it

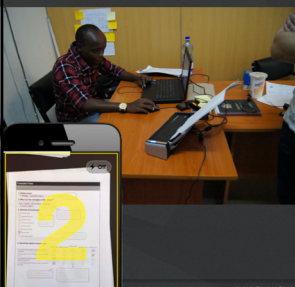

Hall of Shame or Fame?



Captricity
forms used for public health/education data in under resourced regions

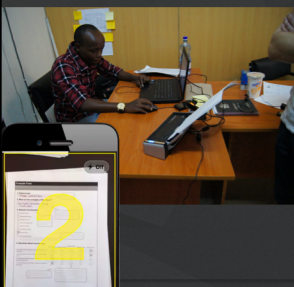

often slow to get data & data entry error prone

Hall of Shame or Fame?



Captricity
scan-in form data
machine learning to parse & humans to verify


Hall of Fame!



Captricity
scan-in form data
machine learning to parse & humans to verify
faster & less error prone than existing methods
UI innovation is in the form layout & using phone camera

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BY NC SA

Define

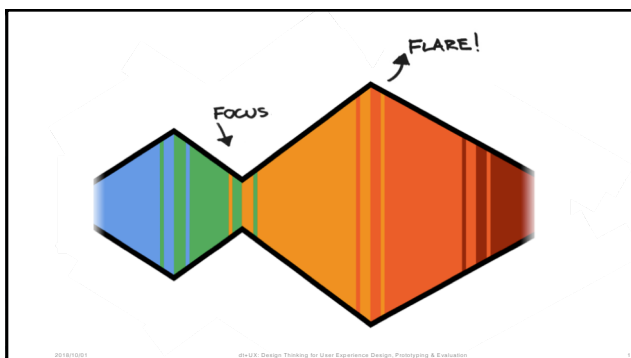
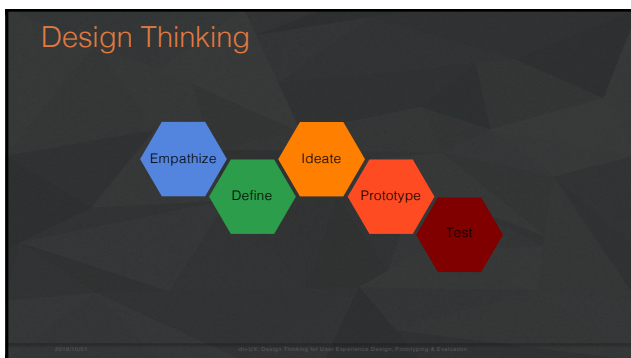
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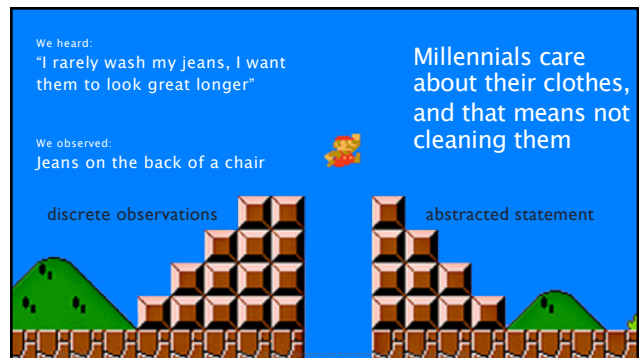
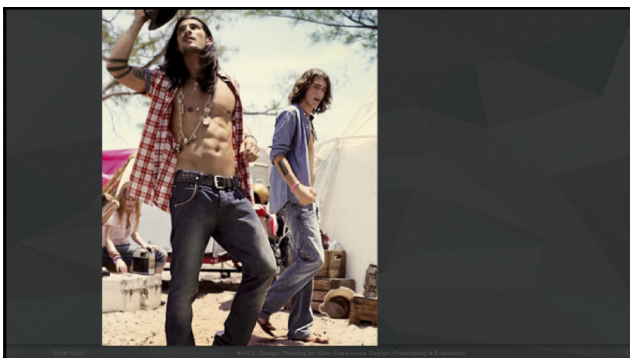
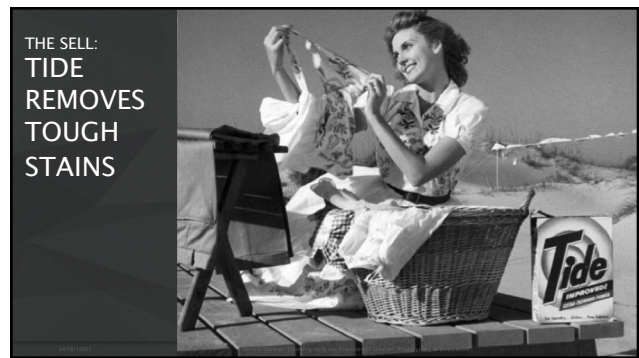
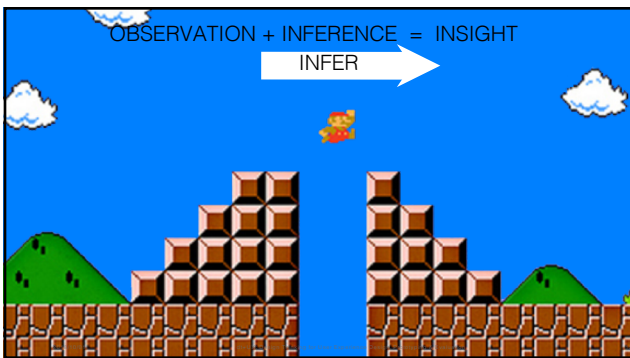
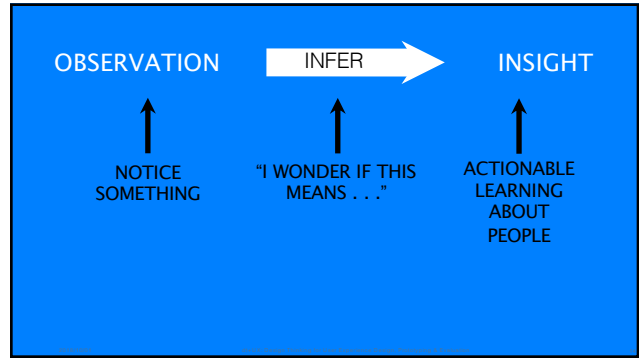
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Outline

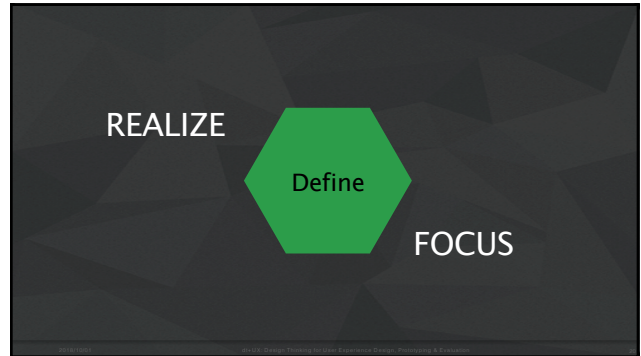
- Design thinking process
- Inferring insights
- Point of views
- Administrivia
- Team break
- Unpacking data
- Unpack your data





The Perennial Objective:
IMPROVE THE STAIN-REMOVING PERFORMANCE OF TIDE

The Realization:
IT'S NOT ABOUT CLEANING. IT'S ABOUT CARING FOR CLOTHES.



FOCUS ON *ONE* MEANINGFUL CHALLENGE

Focus by Writing a “Point of View”

A unique, concise reframing of the problem that is grounded in user needs & insights.

Focus by Writing a “Point of View”

A unique, concise reframing of the **problem** that is grounded in user needs & insights.

Focus by Writing a “Point of View”

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

WE WERE AMAZED TO REALIZE. . .
(insight—verb reflecting user needs)

IT WOULD BE GAME-CHANGING TO. . .
(Synthesized statement to leverage in designing solution. NOT just a reason for the need!)

Focus by Writing a "Point of View"

WE MET . . .

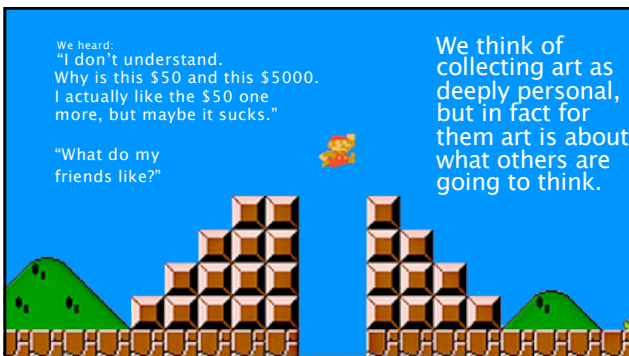
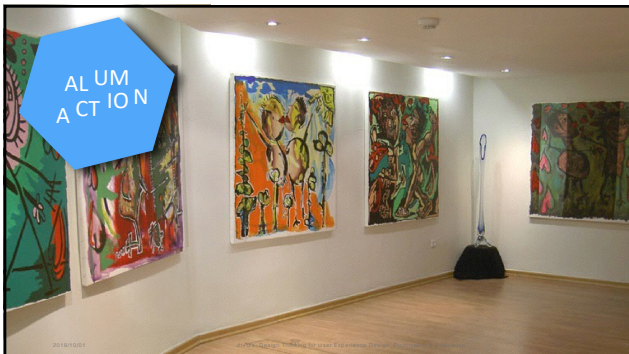
Chuck, a young millennial living in SoCal

WE WERE AMAZED TO REALIZE. . .

he **protects** & **preserves** clothing by not washing them often

IT WOULD BE GAME-CHANGING TO. . .

help him **care for his clothes** while keeping them clean



WE MET . . .

(user – **possibly extreme** – you are inspired by)

WE WERE AMAZED TO REALIZE . . .

(what did you learn that's **new**?)

IT WOULD BE GAME-CHANGING TO . . .

(frame up an **inspired challenge** for your team.)
(don't dictate the solution.)

WE MET . . .

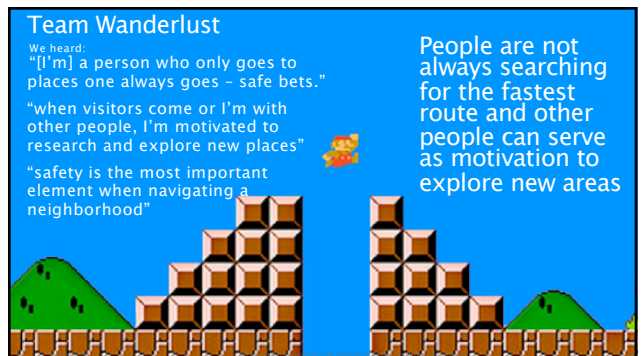
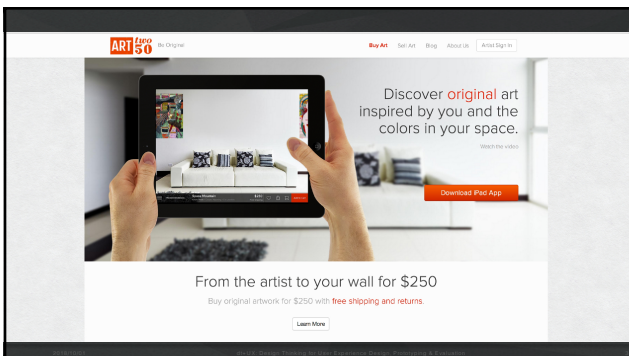
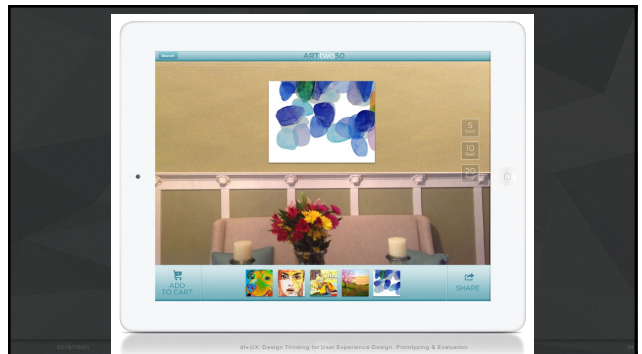
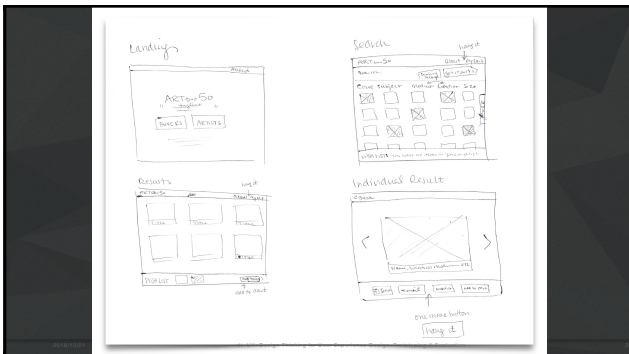
Joel, a guy in his twenties with a good new job and a new apartment

WE WERE AMAZED TO REALIZE . . .

art is fashion on the wall: it's about what other people are going to **think of you**

IT WOULD BE GAME-CHANGING TO . . .

help buyers **cut** through the **paralysis of doubt**



WE MET . . .

(user – **possibly extreme** – you are inspired by)

WE WERE AMAZED TO REALIZE . . .

(what did you learn that's **new**?)

IT WOULD BE GAME-CHANGING TO . . .

(frame up an **inspired challenge** for your team.)
(don't dictate the solution.)

WE MET . . .

Lena, a newcomer to Seattle, who is **afraid to stray** from her routine path

WE WERE AMAZED TO REALIZE . . .

she **enjoyed diverging** from her usual route to find a restaurant **for her friend**

IT WOULD BE GAME-CHANGING TO . . .

motivate people to **explore unfamiliar places**

Team Wanderlust

We heard:
"there was a time that I only had a final destination to visit. Since I wasn't in a rush, as long as I arrived to my final destination, routes did not matter."



The fastest route is not always the preferable route. People need a way to customize their routes depending on context/purpose.

WE MET . . .

(user – **possibly extreme** – you are inspired by)

WE WERE AMAZED TO REALIZE . . .

(what did you learn that's **new**?)

IT WOULD BE GAME-CHANGING TO . . .

(frame up an **inspired challenge** for your team.)
(don't dictate the solution.)

WE MET . . .

JunGu, a short-time visitor from Korea, **exploring the area on his way to a destination**

WE WERE AMAZED TO REALIZE . . .

people are **not always searching for the fastest route**

IT WOULD BE GAME-CHANGING TO . . .

customize routes based on one's travel goals.

Discussion Guide Resources

- [Creating an Effective Discussion Guide for User Research](#), Medium
- [5 Steps to Create Good User Interview Questions](#), Medium
- [Asking the right questions during user research, interviews, and testing](#), uxdesign.cc, Medium
- [Sample UX Research Plan \(discussion guide + context\)](#), Smashing Magazine
- [Just Enough Research](#), by Erika Hall of Mule Design, Talk at UX Salon 2016 (30 min.)

Administrivia

- Studio assignment stats

1 st choice	2 nd choice	3 rd choice	other
124	26	15	3

- Open mindedness in design
– follow the needfinding!

Team Meeting Agenda

- Schedule weekly meeting times (2-3)
- Make a plan for how you will get the rest of your interviews & presentation slides done for Thur/Fri
- Folks who have days where they know they won't be at studio, schedule your presentations now & make sure the team is covered & work is made up
- Go over the homework assignment carefully & ask clarifications of your TA or of me after the break

TEAM MEETING

Point of View: How?

- **Unpack** your empathy work
- Leap from observations to identifying **users, needs, & insights**
- **Reframe** the problem as a Point of View (POV)

UNPACK

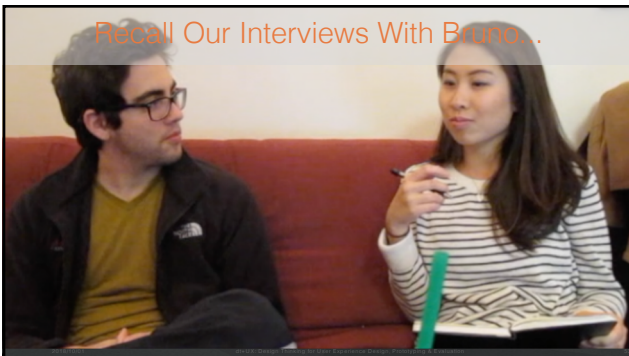
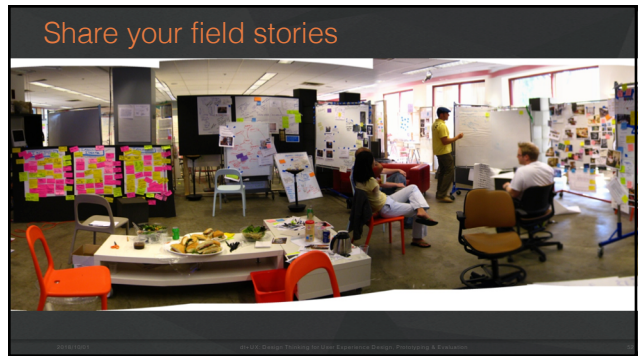
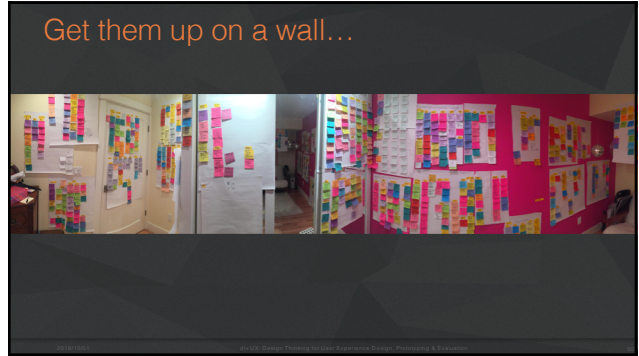
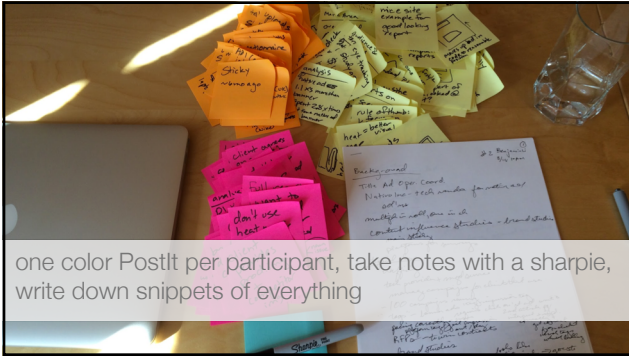
INSIGHTS

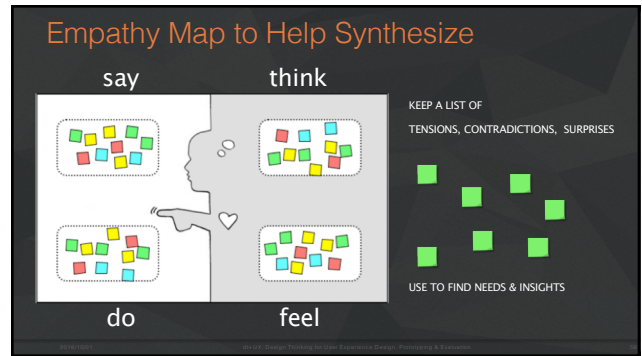
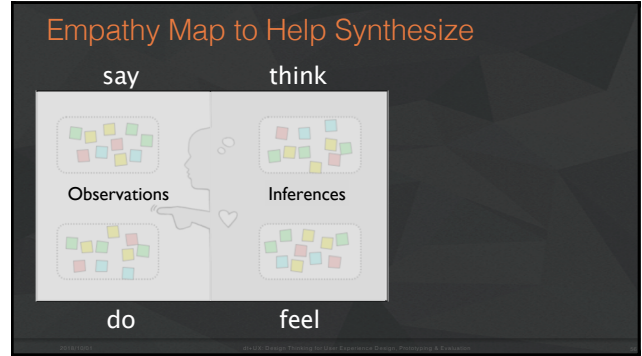
POINT OF VIEW

Using the Data Collected in the Field

- Figure out what is important
- Affinity diagramming
 - group info & find relations between groups
 - Post-Its on large surfaces



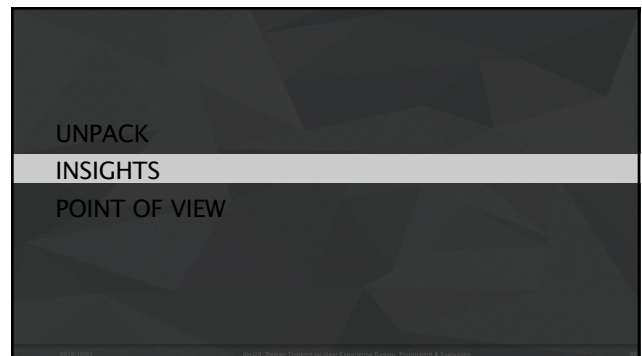


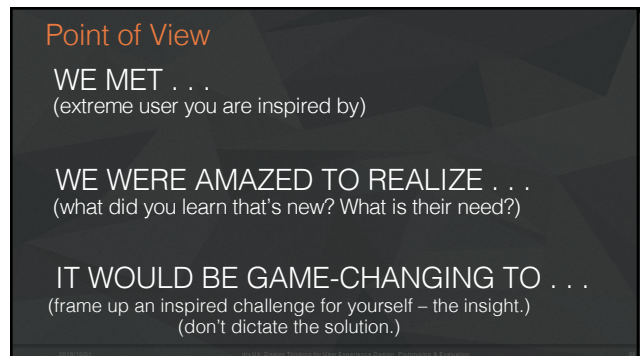
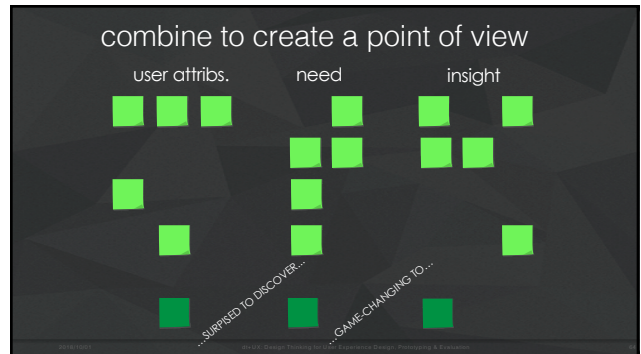
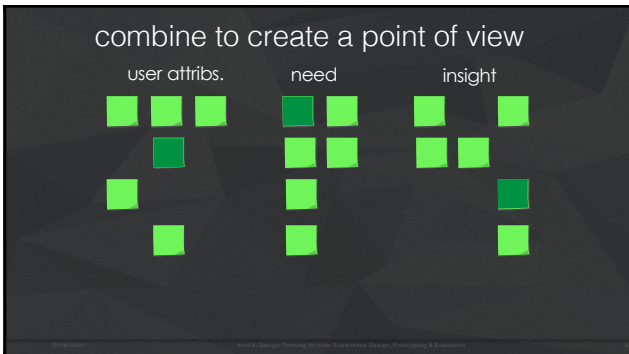
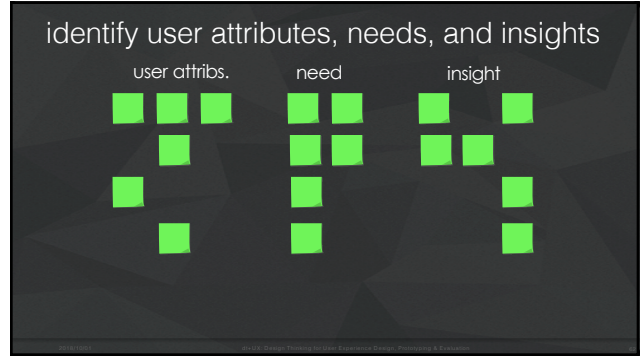
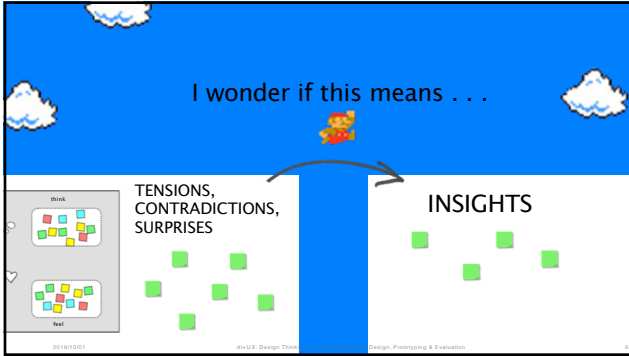


Identifying Needs

WHAT DOES SHE NEED?

- A ladder, more books, ...
– NO, these are solutions
- Acknowledgement from her peers that she is a hard worker?
- A strong voice driven by knowledge & education?
- More social time with her father through reading together?
- These needs are more **powerful & inspiring** for design





Characteristics of A Good Point of View

- Provides focus and frames the problem
- Inspires your team
- Provides a reference for evaluating competing ideas
- Fuels brainstorms by suggesting “how might we” statements
- Saves you from the impossible task of developing concepts that are all things to all people
- Is something you revisit & reformulate as you learn

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...

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...

bit.ly/cs147-18au-pov

POVs for the truck owner

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

Next Time

- Wed Lecture
 - **Work** as team on needfinding (use this time wisely)
- Studio
 - Present your initial needfinding results & work in studio on Point of Views
- Mon Lecture
 - Ideate
- Read by Wed.
 - [The Discipline of Teams](#), by Katzenbach and Smith, Harvard Business Review
 - [How to Survive a Critique: A Guide to Giving and Receiving Feedback](#) by Karen Cheng
- Watch the following videos (20 minutes) by Monday
 - Keys to Creating Awesome Teams (5:21), Cyriac Roeding, Shopkick
 - Working in Teams (0:56), Tina Seelig, Stanford Technology Ventures Program
 - Team Composition (2:33), Kathleen M. Eisenhardt, STVP
 - Ways to Create Ecosystems (really characteristics of group intelligence, performance, & innovation) (5:43), Sharon Vosmek, Astia
 - Ways of Working (5:50), Sue Siegel, GE