Design Exploration

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- Videoraster blocker is courtesy of Bill Buxton, from his talk "Why I Love the iPod, iPhone, Wii and Google Y" event at GIS 2010 drill 2008, Brighton.

Hall of Fame or Shame?

Good
- At first glance is fun and unique
- Well polished, aesthetically pleasing

Bad
- What does a tape deck have to do with podcasts?
- Confused metaphor is difficult to understand
- Focus on 'retro' means the user has to wait 5 seconds to watch animation of tape loading before anything plays

Outline
- Reviewing tasks
- Sketching to explore user experiences

Design Process: Discovery
- Assess Needs
  - understand client's expectations
  - determine scope of project
  - characteristics of customers & tasks
  - evaluate existing practices & products
- Task: The structured set of activities or high-level actions required to achieve a high level user goal.
- what a user wants to do
Task-based Design & Evaluation

- Real tasks customers have faced / will face
  - collect any necessary materials
- Do your tasks support the problem you are solving?
- Mixture of simple & complex tasks
  - simple task (common or introductory)
  - moderate task
  - complex task (infrequent or for power customers)

Token (Concept Video)

Token

OUR REPRESENTATIVE TASKS

Questions on Tasks or Concept Videos

Design Process: Exploration

Expand Design Space
- brainstorming
- sketching
- storyboarding
- prototyping

Iteration

At every stage!

Prototype
- Sketch
- Paper
- Video
- Tool
- Program

Evaluate
- Gut
- Crit
- Expert Eval
- Lo-Fi Test
- User Study
Sketching: A Quintessential Activity of Design

Kicker Studio, www.kickerstudio.com

From Sketch to Prototype

Sketch   Prototype
Evocative   Didactic
Support   Describe

Difference in intent rather than in form

Overdue   Minor
Primal   Test
Passive   Resolve
Tentative   Specific
Noncommittal   Depiction

Courtesy Bill Buxton
The Anatomy of “Sketching”

- Quick / Timely
- Inexpensive / Disposable
- Plentiful
- Clear vocabulary. You know that it is a sketch (lines extend through endpoints, …)
- No higher resolution than required to communicate the intended purpose/concept
- Resolution doesn’t suggest a degree of refinement of concept that exceeds actual state
- Ambiguous

If you want to get the most out of a sketch, you need to leave big enough holes.

There has to be enough room for the imagination.

Design as Choice

Elaboration (“Flare”)  
Reduction (“Focus”)

People on a design team must be as happy to be wrong as right. If their ideas hold up under strong (but fair) criticism, then great, they can proceed with confidence. If their ideas are rejected with good rationales, then they have learned something.

There are no dumb questions. There are no ideas too crazy to consider. Get it on the table, even if you are playing around. It may lead to something.

Exploration of Alternatives

... a designer that pitched three ideas would probably be fired. I’d say 5 is an entry point for an early formal review (distilled from 100’s). … If you are pushing one you will be found out, and also fired. … It is about open mindedness, humility, discovery, and learning. If you aren’t authentically dedicated to that approach you are just doing it wrong!

Alistair Hamilton  
VP Design  
Symbol Technologies

Administrivia

- Concept Videos due Thu/Fri
  - We will watch the top ones in class on Monday
  - Vote on awards
- Project Selection Criteria
  - Novelty
  - Significant UI component
    - e.g., truly a new UI but no UI
  - Impact (e.g., frequency, density & pain)
- Workshops coming up (dates & times TBD)
  - Web Stu
  - Figma/ Sketch
- Each team needs 1 person to fill out this form today
- Landay office hours (390 Gates)
  - Open door policy & by email
  - Fixed hours will be posted this week
Team Break

- Reflect on last week’s assignment (5-10 min)
  - what did you like about your team work?
  - what do you wish could be improved?
  - share out

- This weeks assignment (25 min)
  - work on your tasks
  - TA will come around and give feedback

Design

What does the customer want to buy?

Experience Design

*The experience of even simple artifacts does not exist in a vacuum but, rather, in dynamic relationships with other people, places, and objects* – Buchenau & Suri 2000

Experience vs. Interface Design

CitrusMate Plus Mighty OJ Manual Juicer
OrangeX Manual Juicer

Experience Design for a Phone App?

- Draw my phone
- Draw my app’s interface
- Draw the experience of using my app

- Which is the true object of design?

Minimal Detail

Include only what is required to render the intended purpose or concept
People think focusing is about saying “yes.” But…
“Focusing is about saying no.” – Steve Jobs

Scott McCloud’s *Understanding Comics*

Design Thinking is Iterative

Summary

- Sketching allows exploration of many concepts in the very early stages of design
- As investment goes up, need to use more and more formal criteria for evaluation

Next Time

- Lecture
  - Lo-fi Prototyping
- Read
  - “Involving Customers with Iterative Design” (Ch 4) of *The Design of Sites*
  - “Making a Paper Prototype” (Ch 4) from *Paper Prototyping* by Carolyn Snyder
- Project (due Thur/Fri in studio)
  - Concept Video
  - Short (90 seconds ideal)
  - Tell a story more than show an interface
  - Storyboard first!
  - Glad to look at rough cuts