Design Exploration

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

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

Outline
- Values in design
- Reviewing tasks
- Sketching to explore user experiences

Values in Design
- The artifacts we design embed values of the creators
- whether we mean to or not…
- Example: Springboard Video (2014)
Values in Design

- The artifacts we design embed values of the creators — whether we mean to or not…
- Example: Springboard Video (2014)
- Chimanda Ngozi Adichie (author) says:
  "The single story creates stereotypes… not that they are untrue, but that they are incomplete. They make one story become the only story."
  "The danger of a single story", TEDGlobal 2009

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)
Questions on Tasks or Concept Videos

Design Process: Exploration
- Discovery
- Design Exploration
- Design Refinement
- Production
- Expand Design Space
  - brainstorming
  - sketching
  - storyboarding
  - prototyping

Iteration
At every stage!
Design
- Prototype
  - Sketch
  - Paper
  - Video
  - Tool
  - Program
- Evaluate
  - Gut
  - Crit
  - Expert Eval
  - Lo-fi Test
  - User Study

Sketching: A Quintessential Activity of Design

[Sketches and diagrams]
From Sketch to Prototype

<table>
<thead>
<tr>
<th>SKETCH</th>
<th>PROTOTYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVOCATIVE</td>
<td>DIDACTIC</td>
</tr>
<tr>
<td>SUGGEST</td>
<td>DESCRIBE</td>
</tr>
</tbody>
</table>

difference in intent rather than in form

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

Elaboration (“Flare”)

Reduction (“Focus”)

Design as Choice: Generative & Reductive

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.
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

2019/10/14

Exploration of Alternatives

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 rationale, 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.

Bill Buxton
Sketching User Experiences
pg. 147-149

2019/10/14

Exploration of Alternatives

design rationale for decisions is key

2019/10/14

Exploration of Alternatives

diverse teams make this work better

2019/10/14

Administrivia

- Concept Videos due Thur/Fri
  - We will watch the top ones in class on Monday
  - Vote on awards
- Project Selection Criteria
  - novelty
  - significant UI component
  - e.g., bad if all smart AI but no UI
  - impact (e.g., frequency, density & pain)
- Workshops coming up (dates & times TBD)
  - Web Site
  - Figma/Sketch
- Each team needs 1 person to fill out this form today

2019/10/14

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

2019/10/14
Experience Design

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

“Experience vs. Interface Design

user experience = UI + situation + environment

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?

http://www.listmeapp.com

Minimal Detail

Include only what is required to render the intended purpose or concept

http://www.smashingmagazine.com/2013/06/sketching-for-better-mobile-experiences/

Scott McCloud’s *Understanding Comics*

People think focusing is about saying “yes.” But…

“Focusing is about saying no.”
– Steve Jobs

http://www.buena.com/47526/
Design Thinking is Iterative

Summary

- Our values are embedded in our artifacts → be aware of the values you’re bringing to your design
- 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 on Wed.