CS 147 Overview
Design Thinking for User Experience Design, Prototyping & Evaluation

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Stanford University
Winter 2021
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Outline
Course overview 6:30-6:45
Project presentations 6:45-7:20
Posters/demos/judging 7:20-9:15
Awards 9:15-9:30

Goal of CS 147
Learn to design, prototype, & evaluate UIs

- Tasks, activities & practices of prospective users
- Cognitive/perceptual constraints affecting design
- Techniques for brainstorming, ideation & prototyping
- Methods for evaluating UI designs
- Importance of iterative design for usability
- Technology used to prototype UIs
- How to work together as a team
- Communicating results to a group

Project Based Course
- Iterative design of a real UI
- Theme: mobile
- Quarter long projects
- Students
  - 189 across CS, Symbolic Systems ...
- 50 Teams
  - 3-4 members
- 10 major group assignments
  - group work is ~60% of course grade
- Four presentations
  - every team member presents
Design Studios

- Teams attend small weekly studio (8-16 students)
  - critique/feedback in more intimate environment

Project Process Timeline

- Needfinding
- Experience Prototyping & Testing
- Low-fi Prototype
- Heuristic Evaluation
- Project Fair

User-centered Design: Needfinding

- Observe existing practices for inspiration
- Make sure key questions answered
- Ethical questions in design with underserved communities

Unpacking the Needfinding

Develop Point of Views
(Person + Insight + Challenge)
Brainstorm on How Might We Solve

Sketching & Storyboarding

Selecting an Interface

How do we motivate users to complete goals?

“Gamification” vs. “Social Media”
Concept Videos: Planning Storyboards

ALTogether
https://youtu.be/1Os8VLGGnIA

Low-fi Prototyping & Testing

Interactive Prototypes
Medium Fidelity

Interaction Prototypes

Evaluation
- Test with real users (participants)
- Low-cost techniques
  - Expert evaluation (HE)
CS147: dt+UX – Design Thinking for User Experience Design, Prototyping & Evaluation
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http://cs147.stanford.edu

- Project web sites w/ all materials
- Lecture topics, slides, & video
- Homework assignments

The Projects

- 12-15 Judges will be picking the best projects (announced at 9:15 PM)
- Students will have a say by voting for The Students Choice Award

The Judges

- Siamak (Ash) Ashrafi
- Frank Bentley
- Jorge Cueto
- Shinya Fujimoto
- Piyush Gupta
- Ruogu Kang
- Vince Kohli
- Chok Fung Lai
- Edmond Macaluso
- Michael Murphy
- Renee Reid
- Arianti Silvia
- Mirjana Spasojevic
- Sandeep Shrivasan
- John Tang
- Jamilah Welch
- Cheng Xu

Thanks! Get Involved!

- Team mentors in CS 194H (Winter Quarter next year)
- Hire students and interns
- Support this project fair financially & HCI+Design research at Stanford

The Projects

- The Students Choice Award

We are checking your attendance based on this and on Bingo!
FALL 2021
CS 147 – dt+UX
AWARDS

The Judges
- Siamak (Ash) Ashrafi
- Frank Bentley
- Jorge Cueto
- Shinya Fujimoto
- Piyush Gupta
- Ruogu Kang
- Vince Kohli
- Chok Fung Lai
- Edmond Macaluso
- Michael Murphy
- Renee Reid
- Arianti Silvia
- Mirjana Spasojevic
- Sandeep Srinivasan
- John Tang
- Jamilah Welch
- Cheng Xu

Student Choice / Best Pitch (3)
- WageBase
- Tango
- ALTogether

Best Poster (3)
- Sprout Out Loud
- BudgBuds
- Coalease

Greatest Societal Impact (3)
- ALTogether
- WageBase
- College Companion

Greatest Personal Impact (3)
- memo
- fishbowl
- memento
Most Novel Product (3)
Immerse
audiYO
Croissant

Best Website (3)
Coalease
Tango
Sprout

Best Concept (3)
Patch
ven
College Companion

Best Demo (3)
ALTogether
Sprout
CoCode

Best Visual Design (3)
Immerse
Croissant
Tango

Bingo Raffle Winner
Alanna Sun
Best Overall Project

The Grand Prize Winner (TIE)

CoCode
Tango
Voices