design process

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Learning Goals.

Define design and its role in HCI research.

What constitutes good design?

Understanding our relationship with design.

Trends in design over time.

design-oriented HCI

?

de·sign

[dih-zahyn]

noun

is this **design**?

CHANGE

Traffic Laws.

Stopping at stop signs |
Following speed limits |
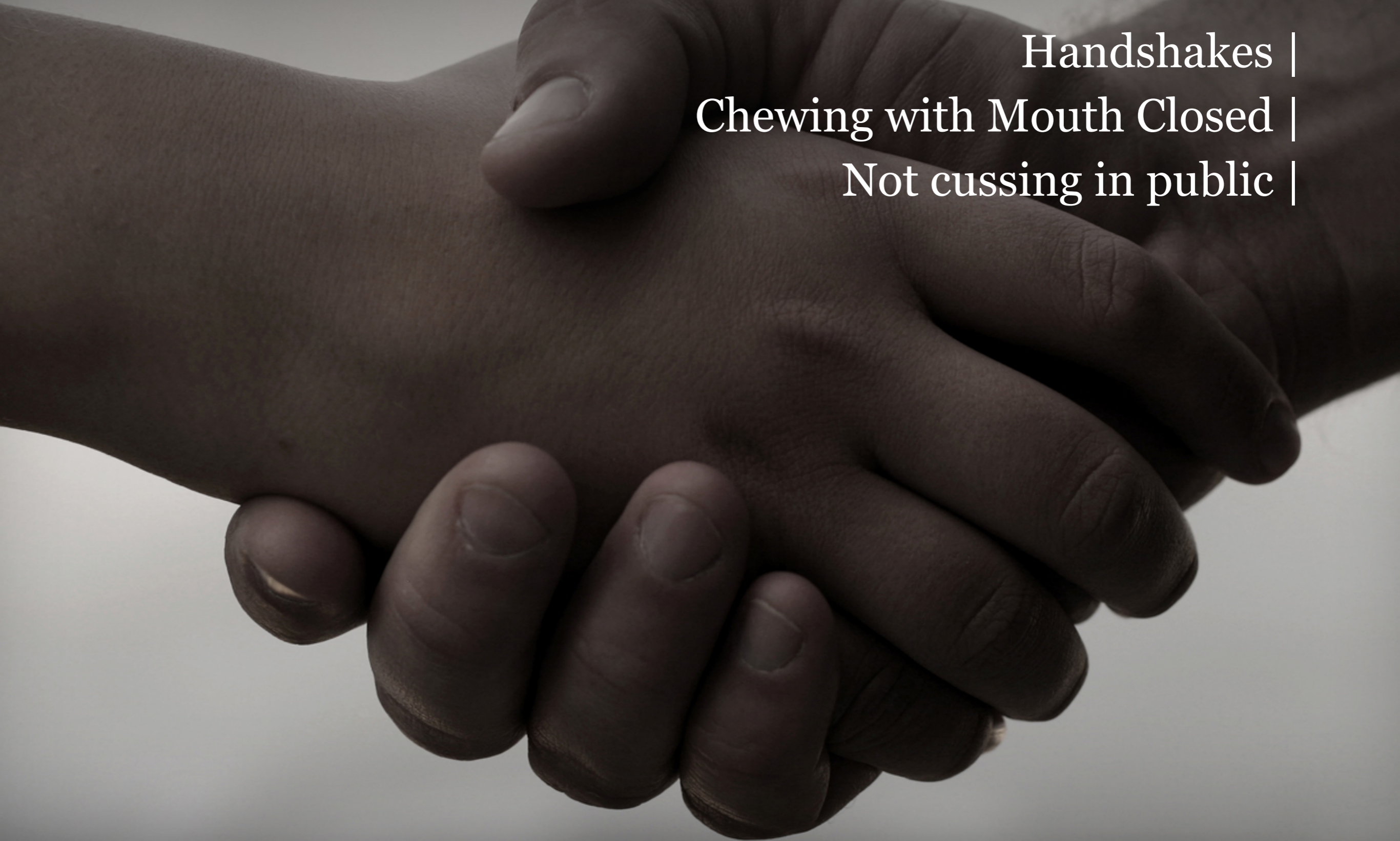Obeying traffic lights |

Conversations.

Negotiating |
Flirting |
Arguing |

Social Norms.

Handshakes |
Chewing with Mouth Closed |
Not cussing in public |

?

de·sign

[dih-**zahyn]**

noun

"

I think that everyone is a designer—every man and woman designs multiple things everyday. A student wakes up and designs their day to figure out how they will complete their studies, and a truck driver designs the best route to his destination through the use of maps, GPS navigation, and their familiarity with the roads.

-Aaron Brown

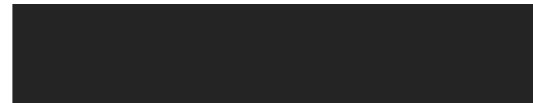# why does it matter that we define design?

quantifying visual preference around the world

Design Taste Profiles

1. Get in teams of two

2. Pull up your favorite or most recent website

3. 2 minutes to discuss what you like and don't like about the site

4. Partner take notes of key terms mentioned

5. Switch and repeat

trends.

What trends do we see?

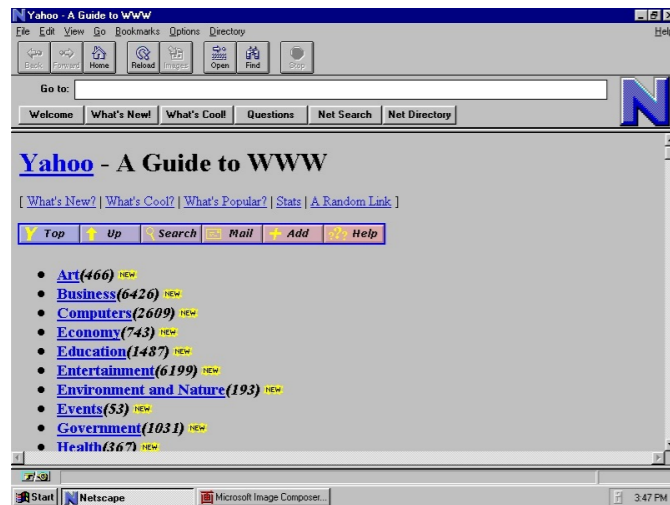*How do design trends arise on the web?*
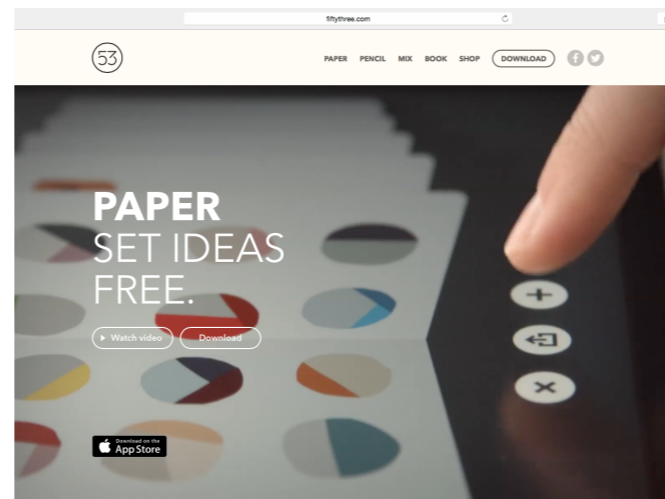
What are the major influences?

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Do demographic and cultural background truly have huge impact on our aesthetic tastes?

Possible questions that could be answered from further investigation include how quickly do aesthetic tastes in the general public shift, and what causes the change?
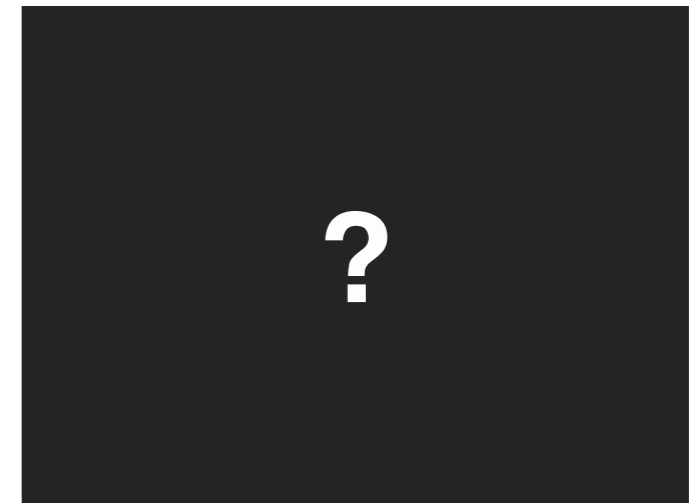
-Pat Boonyarittipong

web 1.0

web 2.0

web 3.0

Have we reached a plateau in web design?

As digital natives, how will our experience transitioning to web 3.0 be different or the same as the experience of the previous generation transitioning to web 2.0

"

It also seems like there's an "optimal" website look. As more people find out about this research, are they going to head towards the optimal look? Eventually, the entire Internet would look homogeneous, which is clearly not preferable.

-Jesse Duan

Females make websites that **females** like, **males** make websites that **males** like

What is the significance of this?

What will applications of this research look like?

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