



HUMAN-CENTERED DESIGN DECAL.

Sit with your teams!

Teams, Assemble!

Announcements

Design Field Notes: Alexei Vranich, 3D printing to reconstruct the past

Friday, October 7, 11am - 12pm,
Jacobs Studio 220



1.

Ideation:

**Convergence
&
Concept
Testing**

today

Product Discussion

**Convergent Thinking
Concept Evaluation**

**Project Check Ins
Work Time**

2.

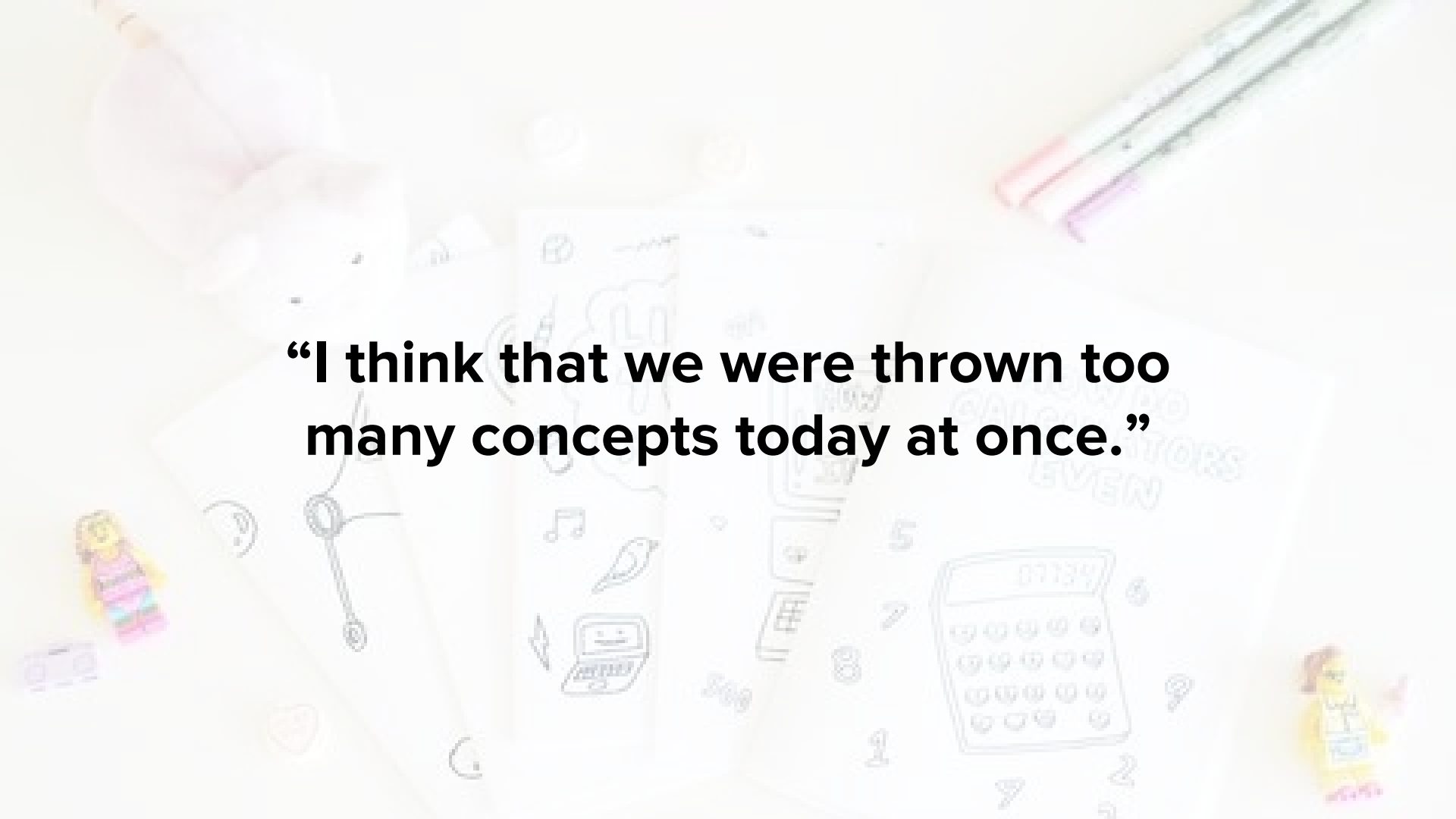
Product Discussion









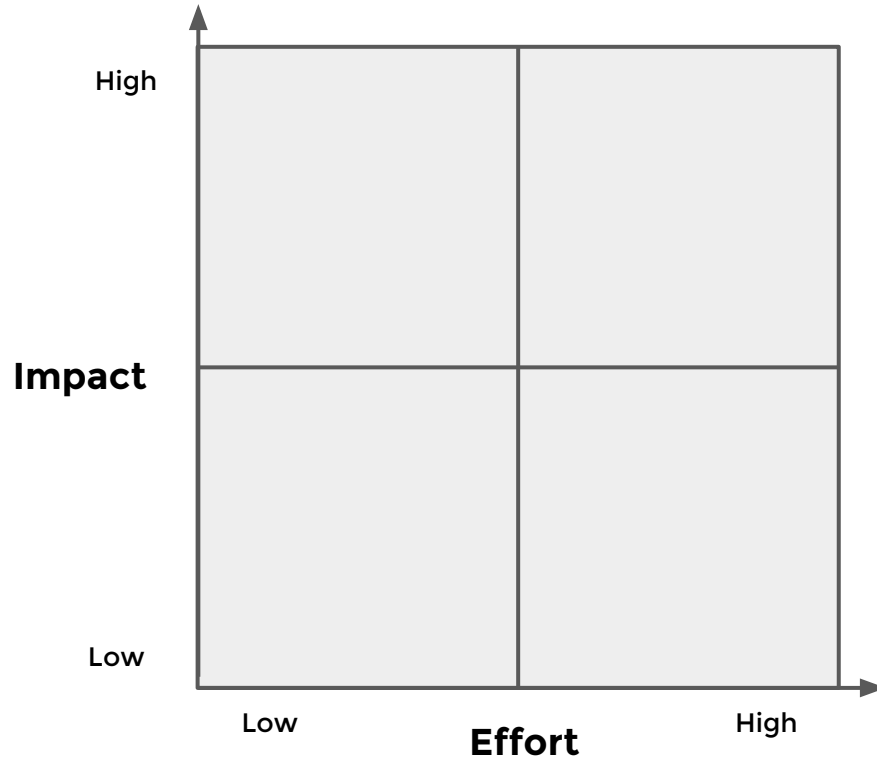
The background is a top-down view of a desk. In the center is a white notebook with a spiral binding on the left. The notebook's pages are filled with faint, hand-drawn sketches in pencil. These sketches include a hand holding a pen, a musical note, a laptop, a calculator, and various numbers and symbols. To the left of the notebook, there is a small, colorful toy figure that looks like a character with a yellow head and a multi-colored body. To the right, another similar toy figure is visible. Above the notebook, two pens are lying horizontally. One is purple and the other is pink. The overall scene is brightly lit, creating a clean and organized workspace.

3.

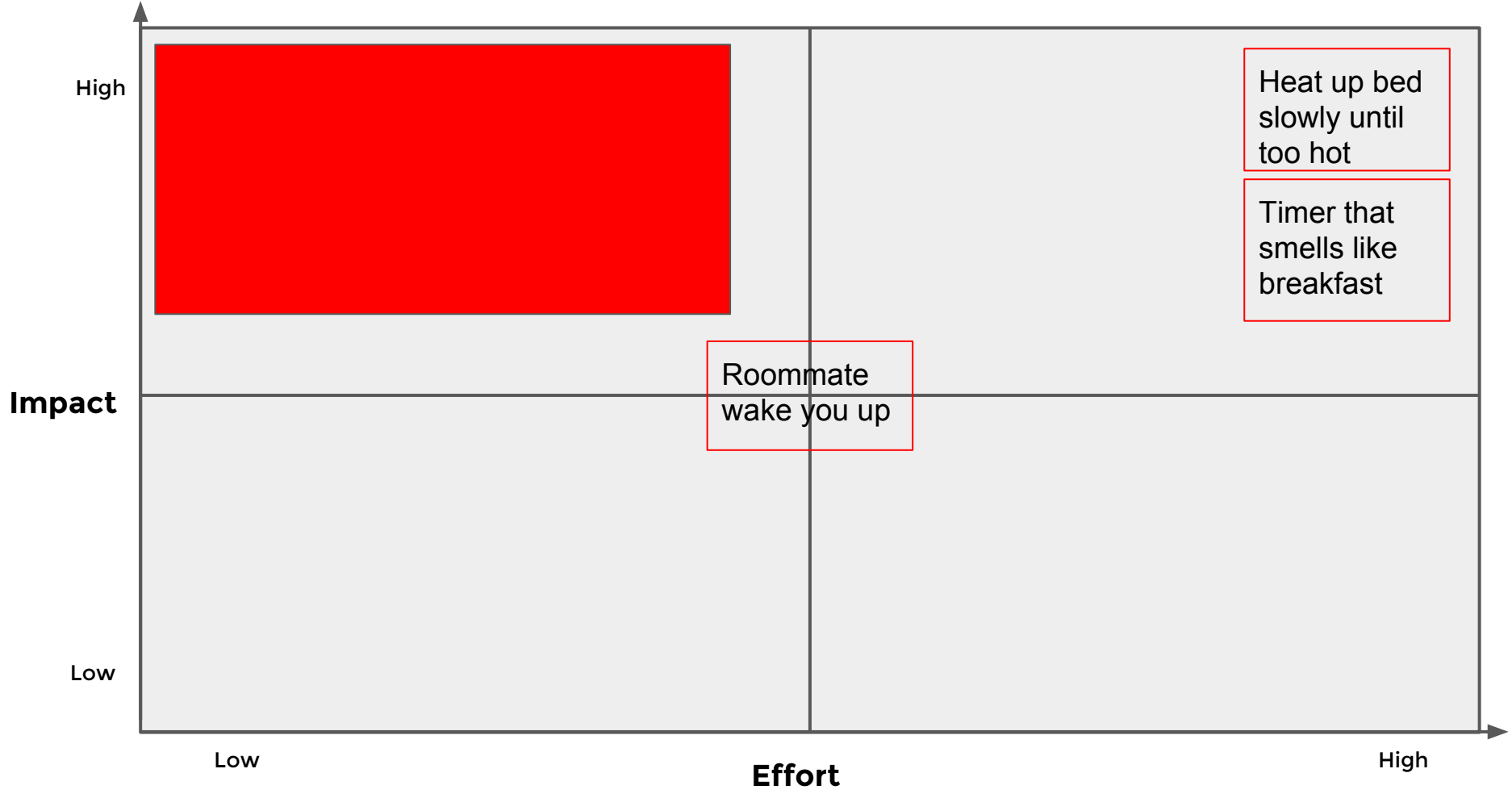
Convergent Thinking, Synthesis, and Concept Evaluation

Convergence and Synthesis

Critical Ideation



I can't wake up in the morning!



High

Impact

Low

Low

Effort

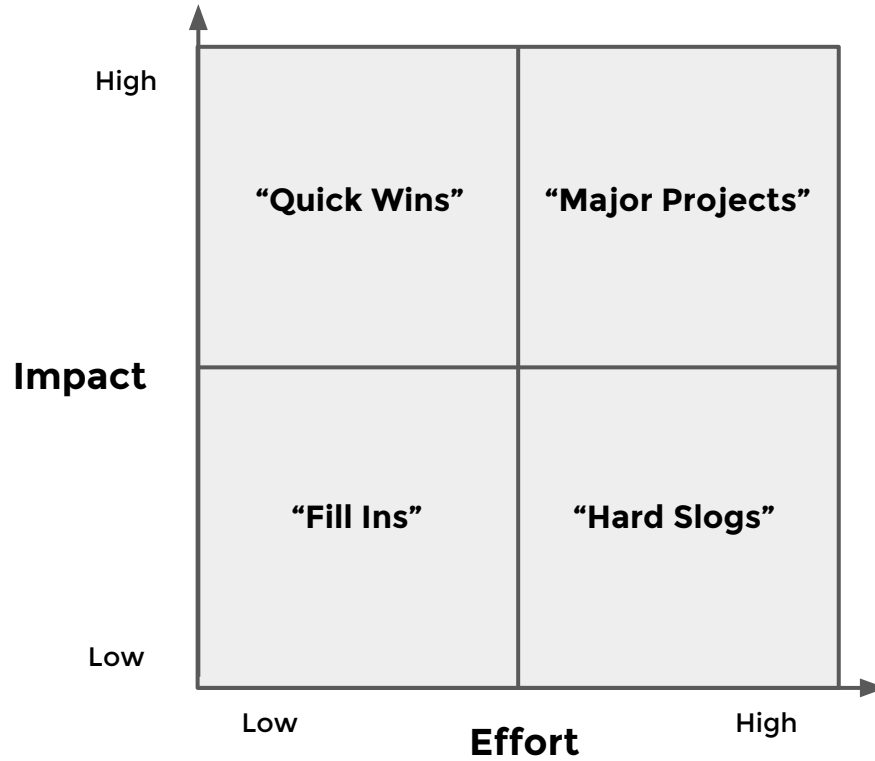
High

Heat up bed slowly until too hot

Timer that smells like breakfast

Roommate wake you up

Critical Ideation



Gut Check



Gut Check

designkit.org/methods/29

3 Criteria

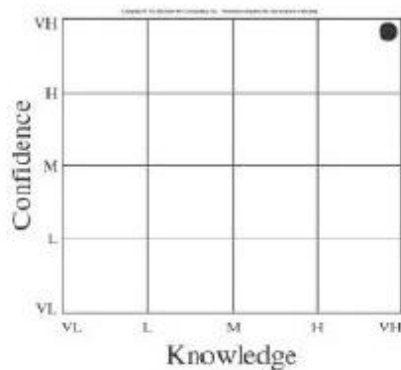
- Feasible
- Desirable
- Viability

Weighted Decision Matrix

	Weight (10 scale)	Concept 1: Rotating Wedge	Concept 2: Auxiliary Plate	Concept 3: Scissor Jack	Concept 4: Retracting Wedge
Accuracy	10	3	8	8	5
Strength	7	7	4	9	9
Ease of build	8	6	9	4	6
Range	5	3	6	9	4
Space Requirements	9	28	8	6	7
Expense	3	9	3	4	4
Totals		241	291	286	255

UXI Matrix SM	Target Personas				Estimating			Tracking			Staffing		
	Persona A	Persona B	Persona C	Persona N	UX Complexity Est.	Story Points (Dev Est.)	Business Impact	Story Verified	Design Complete	Task Completion Rates	IxD Assigned	UR Assigned	VD Assigned
1 List Users													
Acquire Theme													
User Story 1	Y	Y	Y	Y	4	100	H	Y	Y	65%	Track 6a		
User Story 2		Y	Y		2	20	L	Y					
User Story 3	Y			Y	2	13	M	Y	Y		Bob	Sue	Joe
User Story 4	Y	Y			2	20	H	Y	Y	80%	Bob	Sue	Joe
User Story 5		Y			1	8	L						
Activate Theme	3 Groom												
User Story 6			Y		1	5	L		Y	90%		Sue	Joe
User Story 7		Y	Y	Y	3	40						Sue	Joe
User Story 8		Y	Y	Y	3	40	M	Y	Y	95%		Sue	Joe
User Story 9		Y	Y	Y							Jane		
User Story 10		Y											Joe
Overall Persona Weight	3	8	6	5									
Persona Validated	Y	Y	Y	Y									
# participated in usability testing	8	8	8	8									
Task Completion Rates (Score)	73%	81%	87%	78%	Track 6b						Bonus: Add hyperlinks to deliverables		
SUS score for this persona	65%	80%	90%	85%									
Net promoter score for this persona	6.5	8.5	9	7.5									

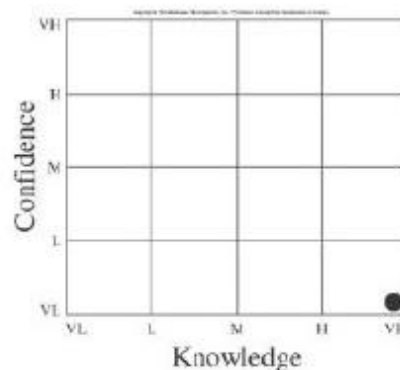
Belief Map



$$p(k) = 1.0$$
$$p(c) = 1.0$$

Certainly work

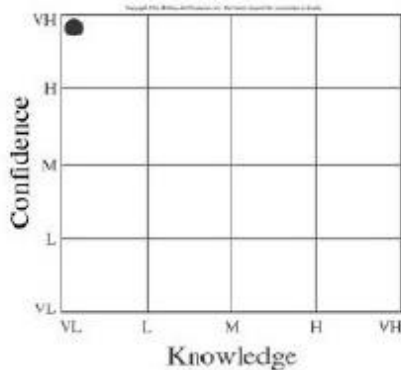
Belief=1



$$p(k) = 1.0$$
$$p(c) = 0.0$$

Certainly not work

Belief=0

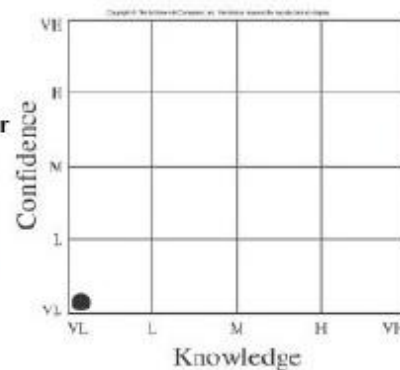


$$p(k) = 0.5$$
$$p(c) = 1.0$$

Optimist corner

Not clear

Belief=.5



$$p(k) = 0.5$$
$$p(c) = 0.0$$

Pessimist corner

No more info. For evaluation

Belief=.5

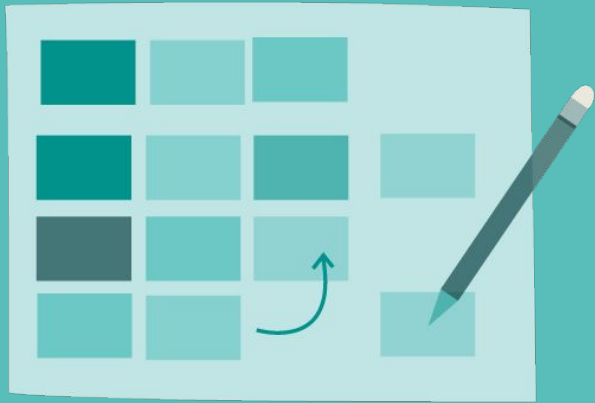


Creative Confidence

David Kelley

https://www.ted.com/talks/david_kelley_how_to_build_your_creative_confidence?language=en#t-661368

Storyboarding



Visually plot elements of needs that a product or service can alleviate in the user's life using comic-book style frames.

“as is”
“to be”

Storyboarding

Mary Jo's Story



On her way to work Mary Jo stops at a gas station to fill up.



The app reminds her to photograph the odometer and...



the gas pump after the tank is full.



The app tells her an oil change is due and..

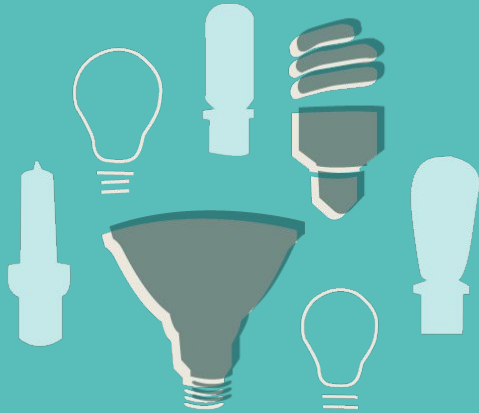


...calls her favorite car place to schedule an appointment.



Mary Jo is happy knowing her car is being taken care of reliably.

Bundle Your Ideas



Combine ideas into robust solutions

<http://www.designkit.org/methods/30>

BREAK



A note on the semester so far

Team Standups

What have you done?

What do you plan to do?



Work Time/Things to Do

1. Need Finding
2. Conducting Research
3. Concept Generation

SEE GUIDELINES

QUESTIONS?



SEE YOU LATER!

Attendance:
bit.ly/light105

