More on the UI Design Process

Framing the problem
- Context
- User research

Exploring the solution space
- Brainstorming
- Ideation through sketches

Finding a «good» solution
- Take into account constraints
- Scenarios, personas
- Design rationale

Refining the solution
- Wireframes, low-fidelity mockups
- Early user evaluations
- mid-fidelity mockups
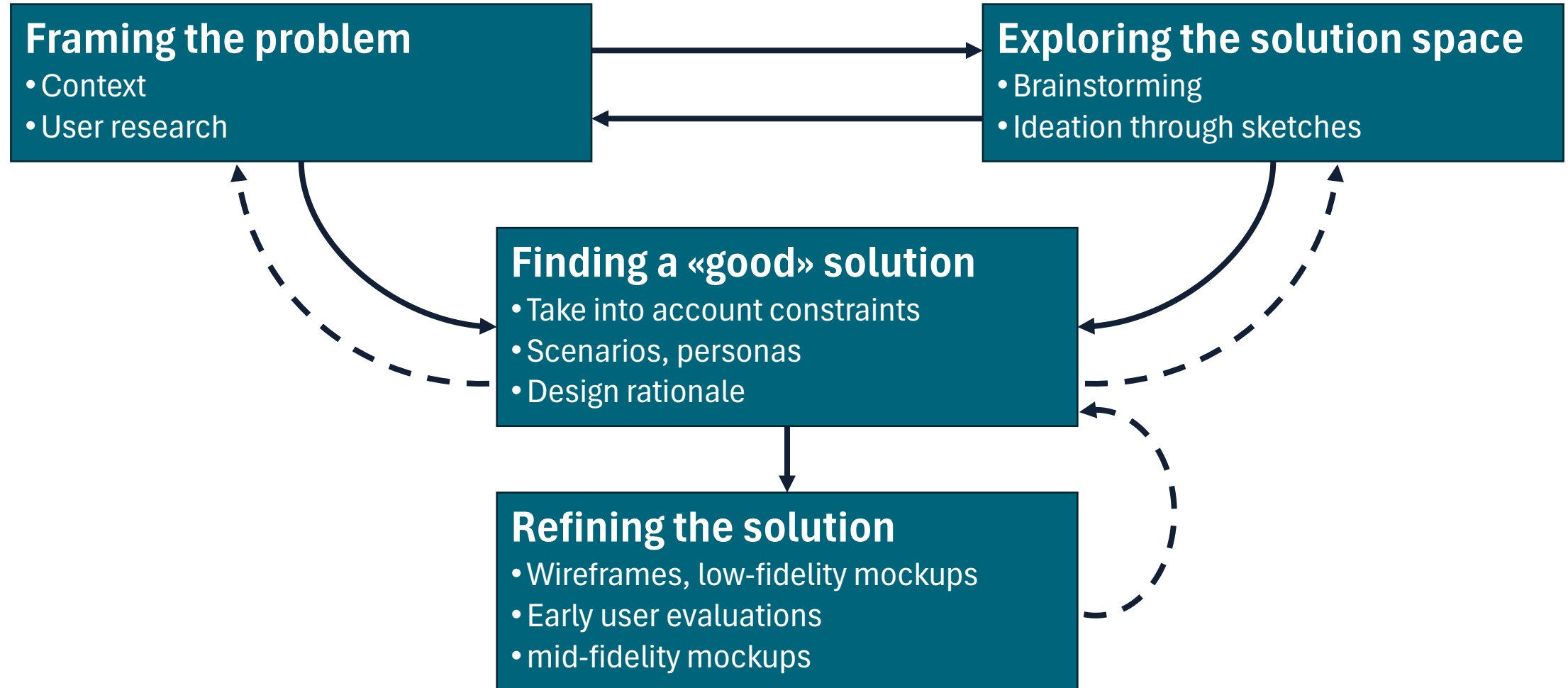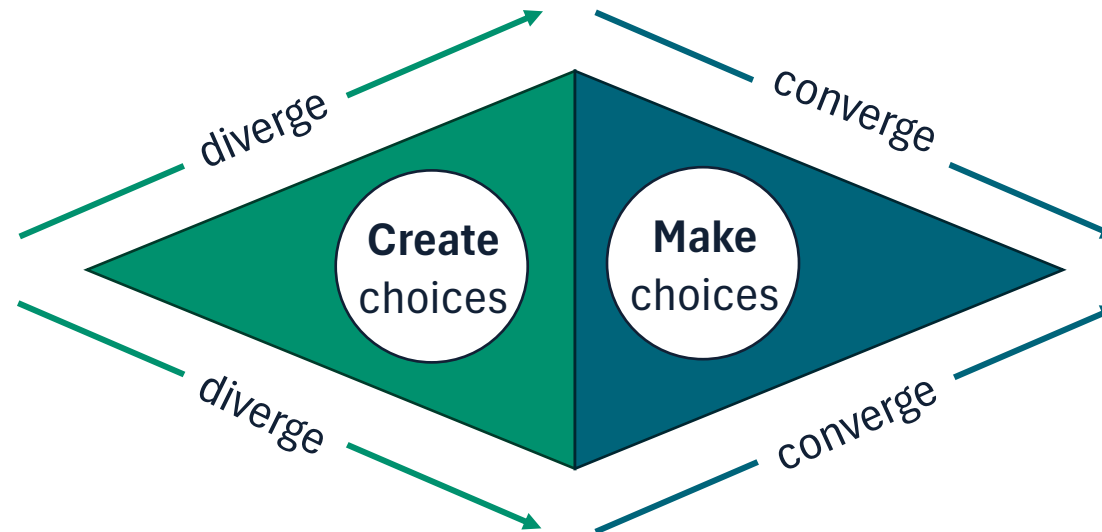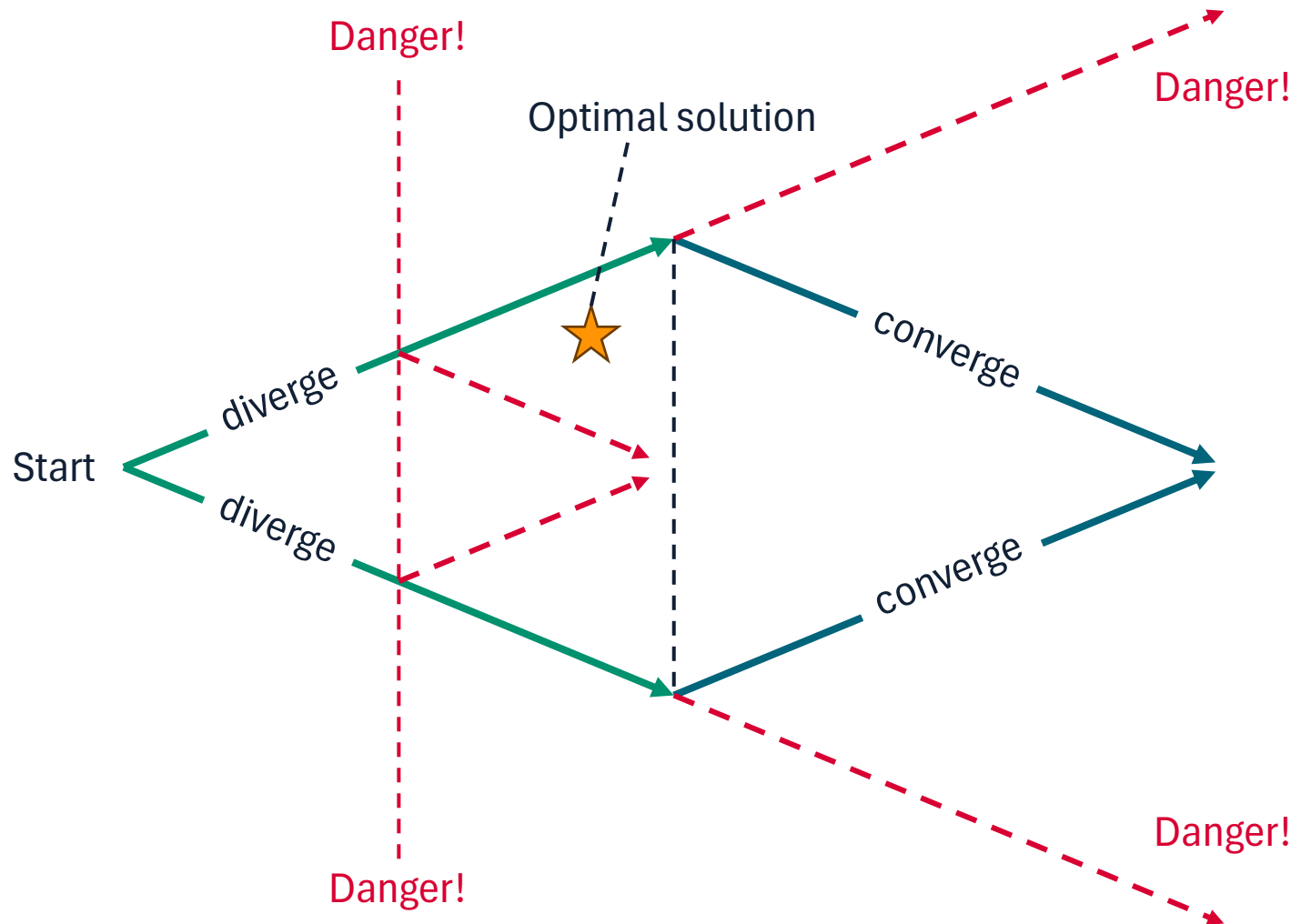
Design as Choices

The design process is an alternance of two phases:

- **Divergence** phase (elaboration)
  - Explore different designs
  - Create choices
- **Convergence** phase (reduction)
  - Choose among different designs

The Design Diamond

- Stopping divergence too early might lead to missing good ideas

- Keep in mind that we are operating within budget and organizational constraints: we need to actually converge!

Importance of Critique and Feedback

Ideas can be **good** or **bad**

- Both kind of ideas are **useful** in design

- By making clear what is a bad design, we can avoid implementing it

- Bad ideas can also help us justify our good ideas

- Feedback can further improve a good idea!

Tips for Giving Effective Critiques

Hamburger Method

- **Bun**
  - Fluffy and nice
- **Meat**
  - How to improve
- **Bun**
  - Fluffy and nice

I like, I wish, What if?

- **I like...**
  - Lead with something nice
- **I wish...**
  - Something you would improve
- **What if...?**
  - An idea to spark further discussion

Socratic Method

- **Identify one aspect of design and ask «why?»**
  - Forces presenter to give, or develop, motivations for design decisions
  - Not inherently negative, hard to get defensive

Tips for Giving Effective Critiques

- Limit the use of personal pronouns (e.g.: «you»)
  - Critique is about the artifact, not the designer

- A designer deserves honest feedback
  - Be honest, give both positive and negative feedback
  - Be clear and motivate your critiques

- Help with actionable suggestions