

## Brief for Lecture #6

### Title: Interpreting research data and Modeling users.

#### Literature:

**[Cooper]**: Allan Cooper, About Face, 4<sup>th</sup> edition, 2014. Read: *Modeling users: Personas and goals*, pages 61 – 106 (Ca. 3 hours of reading).

**[Buchanan]** Richard Buchanan: Wicked Problems in Design Thinkign, 2009 – Only page 14 - 21 (Ca. 2 hours of reading. For more detail on wicked problems read Rittel and Webber).

#### Further reading:

**[Nardi]** Bonnie A. Nardi: The use of scenarios in design, 1992:

[campus.fsu.edu/bbcswebdav/users/bstvilia/lis5916metadata/week3/p13-nardi.pdf](http://campus.fsu.edu/bbcswebdav/users/bstvilia/lis5916metadata/week3/p13-nardi.pdf)

**[Rittel]** Horst W.J Rittel and Melvin M. Webber, 1973: Dilemmas in a General Theory of Planning. Read from page 160 and the rest (Ca. 4 hours of reading - very difficult text).

[http://www.uctc.net/mwebber/Rittel+Webber+Dilemmas+General\\_Theory\\_of\\_Planning.pdf](http://www.uctc.net/mwebber/Rittel+Webber+Dilemmas+General_Theory_of_Planning.pdf)

#### Purpose of the day:

To get experience with interpreting data and using this interpretation to inform your design choices. To use design tools, such as personas and scenarios, you will need to practices how to analyse the current needs in the design process and know which methods ensure a steady progress.

Get to know common development methods for ideation and evaluation of design during a design process. Later in the semester we will also work with communication strategy based on knowledge about users and user context.

#### Control questions – (before coming to class, be able to answer the following):

- Question for the Alan Coopers text:
  - Why are personas useful, according to Cooper?
  - What is the difference between an archetype and a stereotype?
  - What is a scenario and why is it useful?
  - What kind of scenarios can we build?
- Question for Rittel and Webers text:
  - What is a wicked problem?
  - Why is it important to know when you are working with a wicked problem?
  - What is the relationship between two wicked problems? How are they connected?

#### Wrap up – (Will be updated after class with corrections or added points):