

The Thinking of Design & It In the World of Business

Lecture 10 of *Researching People-Centred Design* with Tim Maciag



University
of Regina

Faculty of
Engineering and
Applied Science



**Attribution-ShareAlike 4.0 International
(CC BY-SA 4.0)**

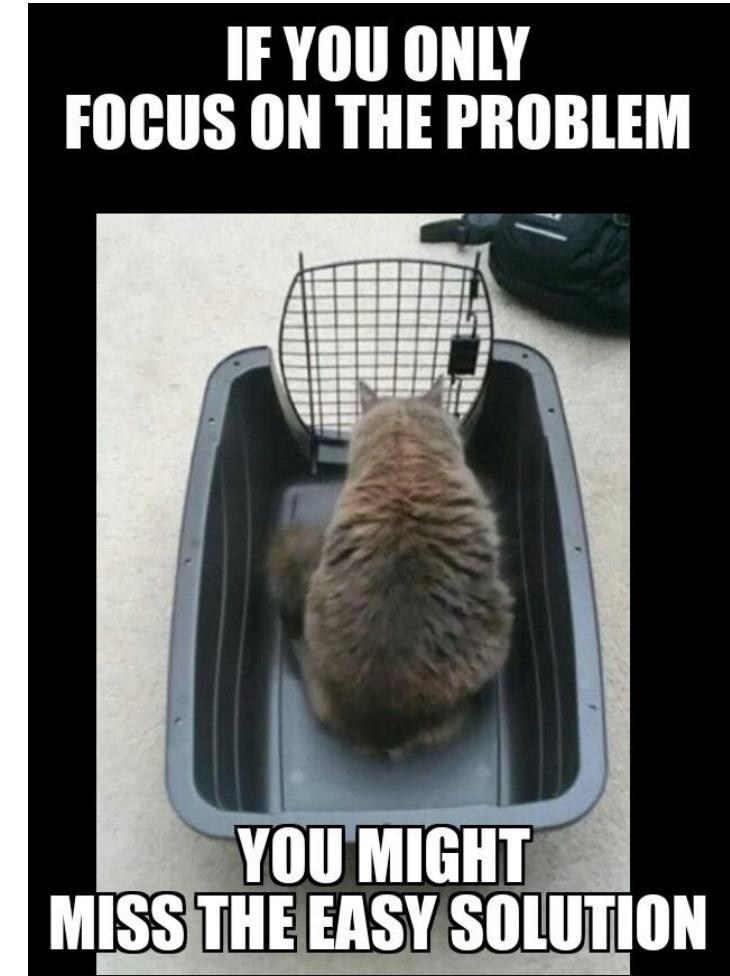
Outline

- Solving the correct problem
- Design advice & challenges
- Complexity and confusion
- Competitive forces
- Featuritis
- New technologies force change

Solving the correct problem

Solving the correct problem

- We are trained to solve problems



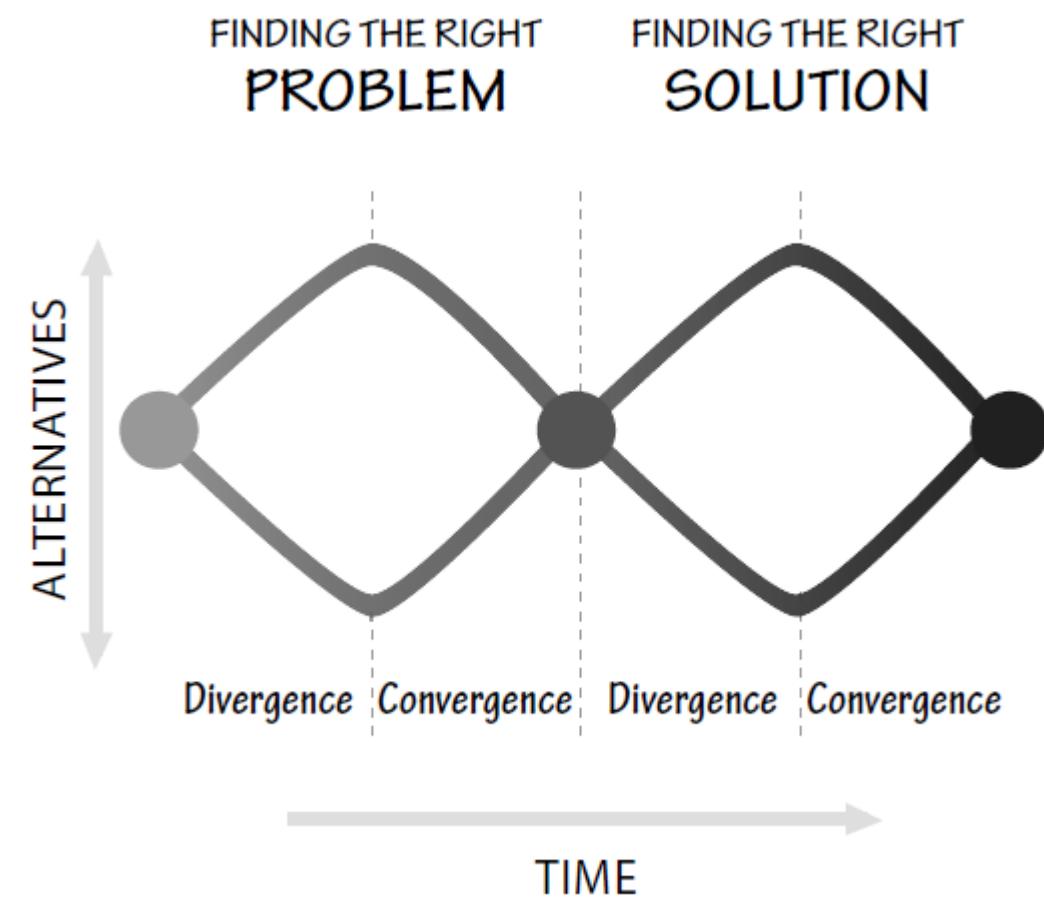
Solving the correct problem

- We are trained to solve problems
- All *good* design starts at the root



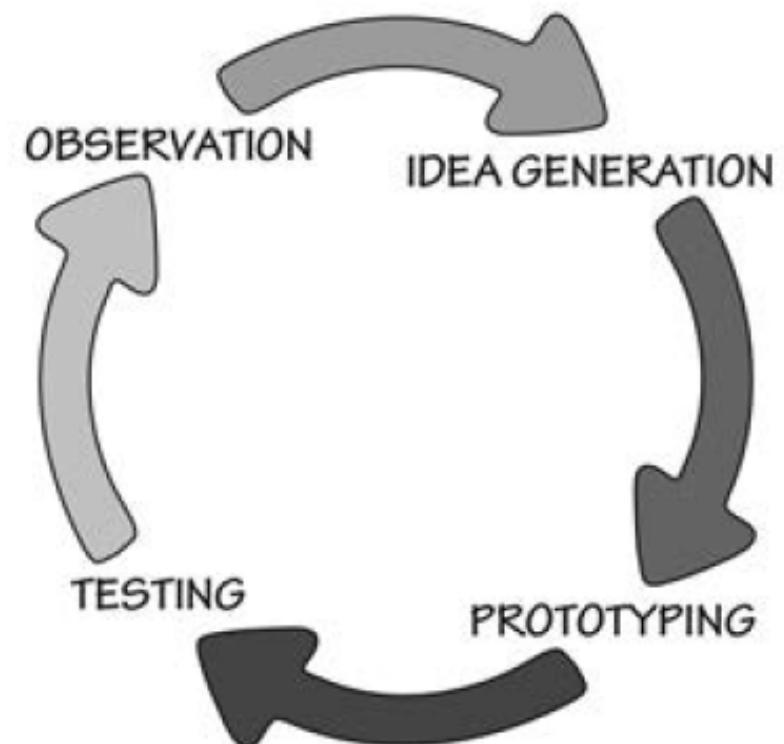
Solving the correct problem

- We are trained to solve problems
- All *good* design starts at the root
- Double Diamond Diverge-Converge model



Solving the correct problem

- We are trained to solve problems
- All *good* design starts at the root
- Double Diamond Diverge-Converge model
- Human-Centred Design (HCD)



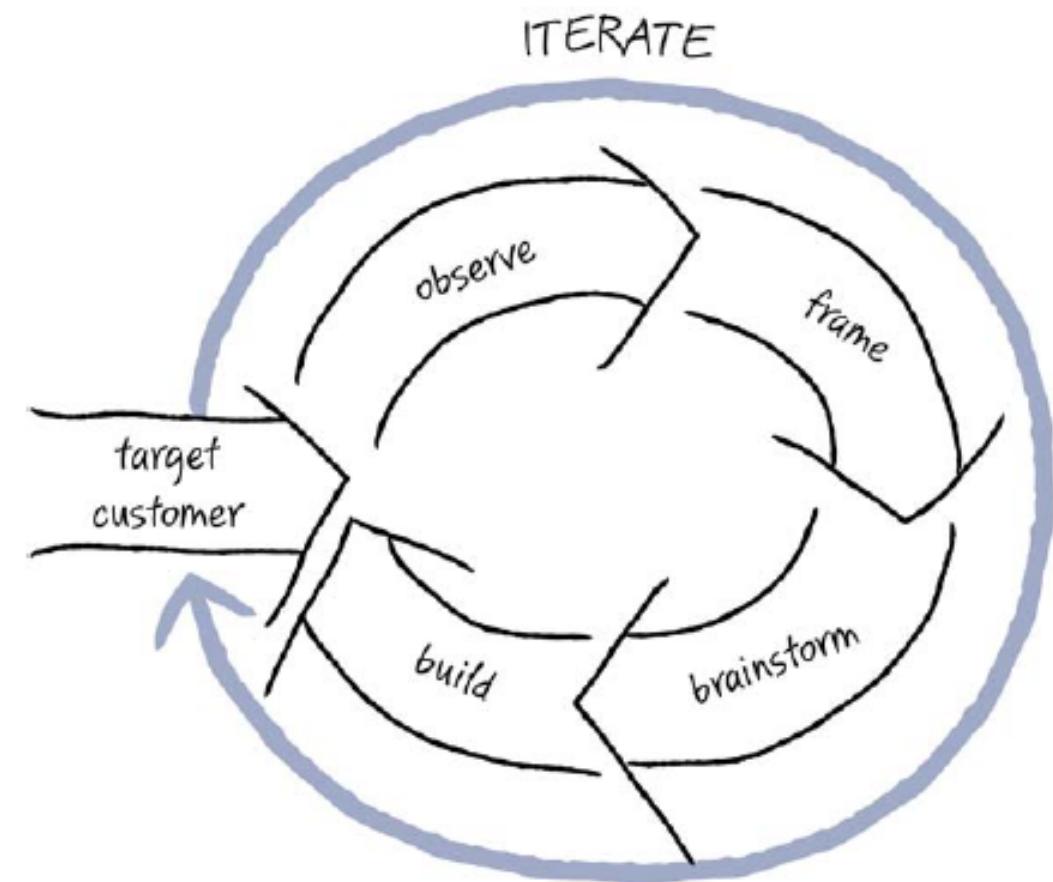
Solving the correct problem

- We are trained to solve problems
- All *good* design starts at the root
- Double Diamond Diverge-Converge model
- Human-Centred Design (HCD)
- Design Thinking
 - & the Fast Feedback Cycle



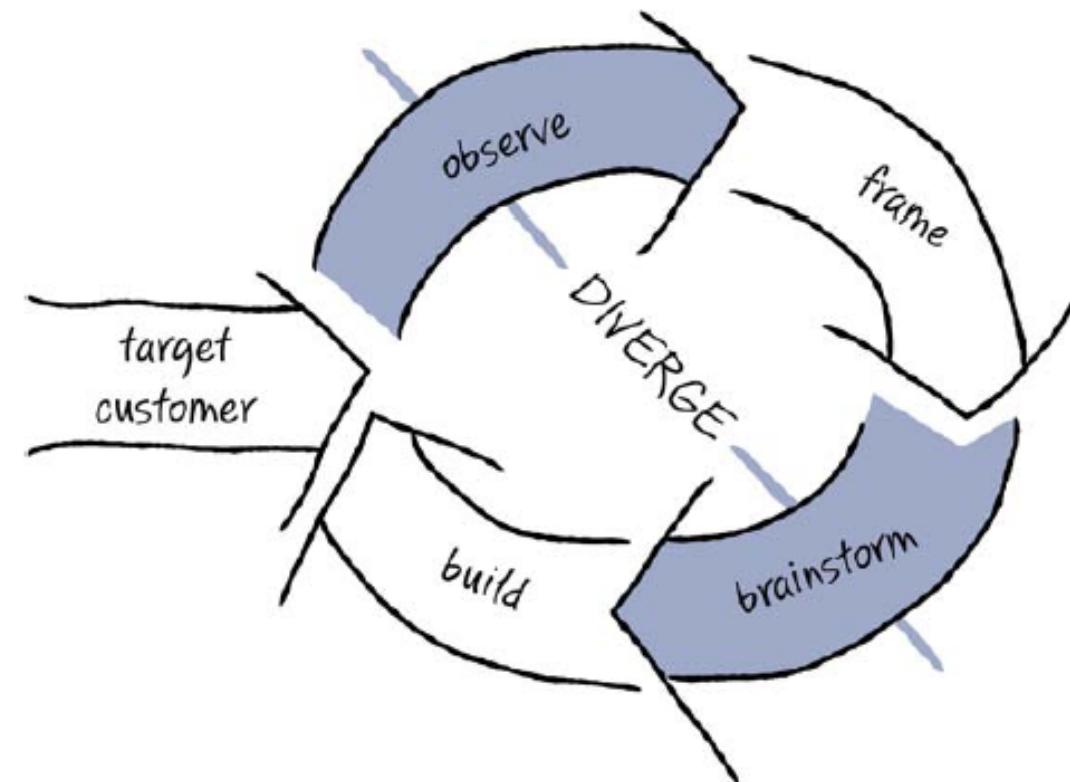
Solving the correct problem

- We are trained to solve problems
- All *good* design starts at the root
- Double Diamond Diverge-Converge model
- Human-Centred Design (HCD)
- Design Thinking
 - & the Fast Feedback Cycle



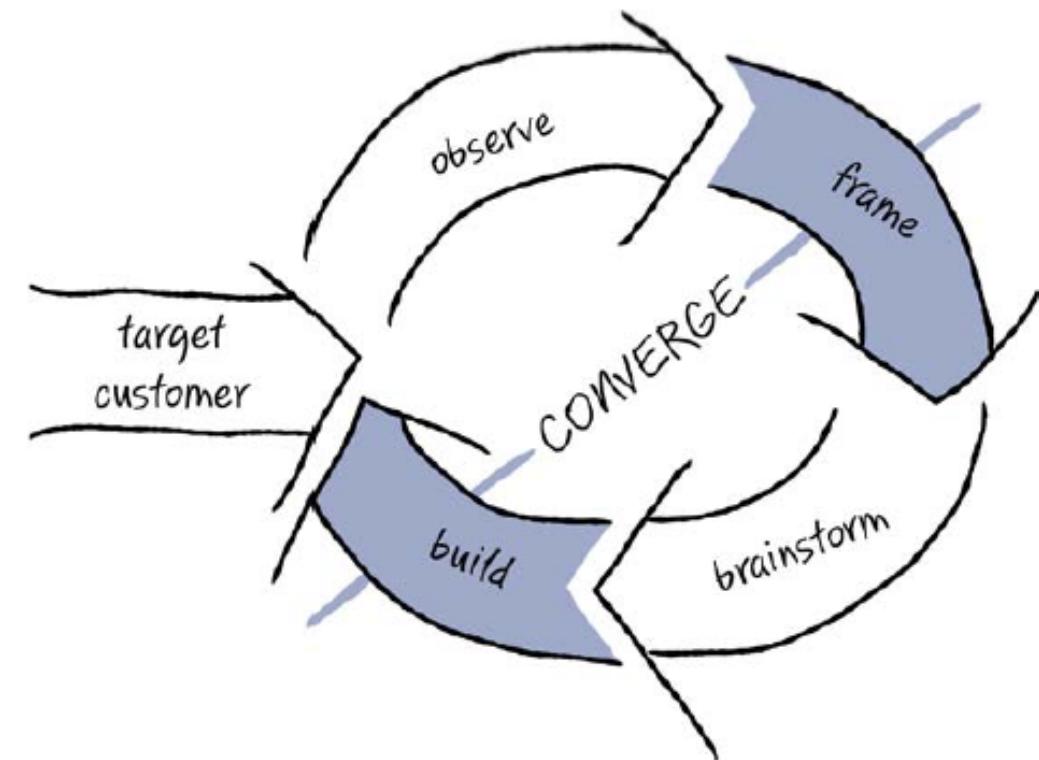
Solving the correct problem

- We are trained to solve problems
- All *good* design starts at the root
- Double Diamond Diverge-Converge model
- Human-Centred Design (HCD)
- Design Thinking
 - & the Fast Feedback Cycle



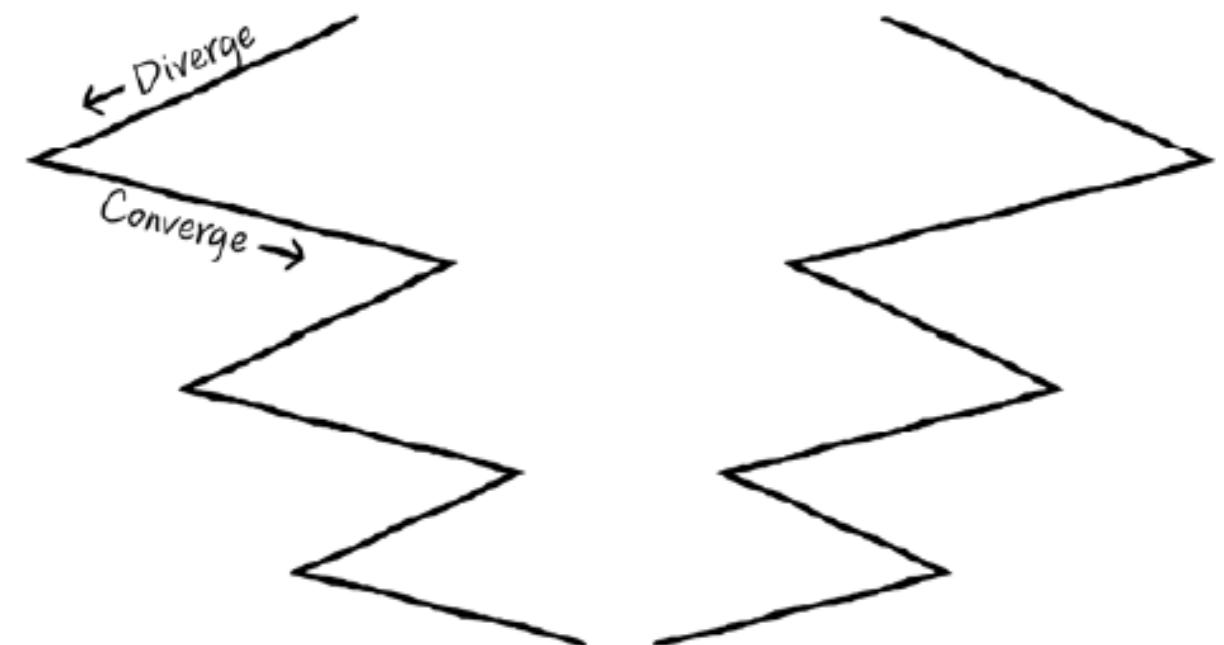
Solving the correct problem

- We are trained to solve problems
- All *good* design starts at the root
- Double Diamond Diverge-Converge model
- Human-Centred Design (HCD)
- Design Thinking
 - & the Fast Feedback Cycle



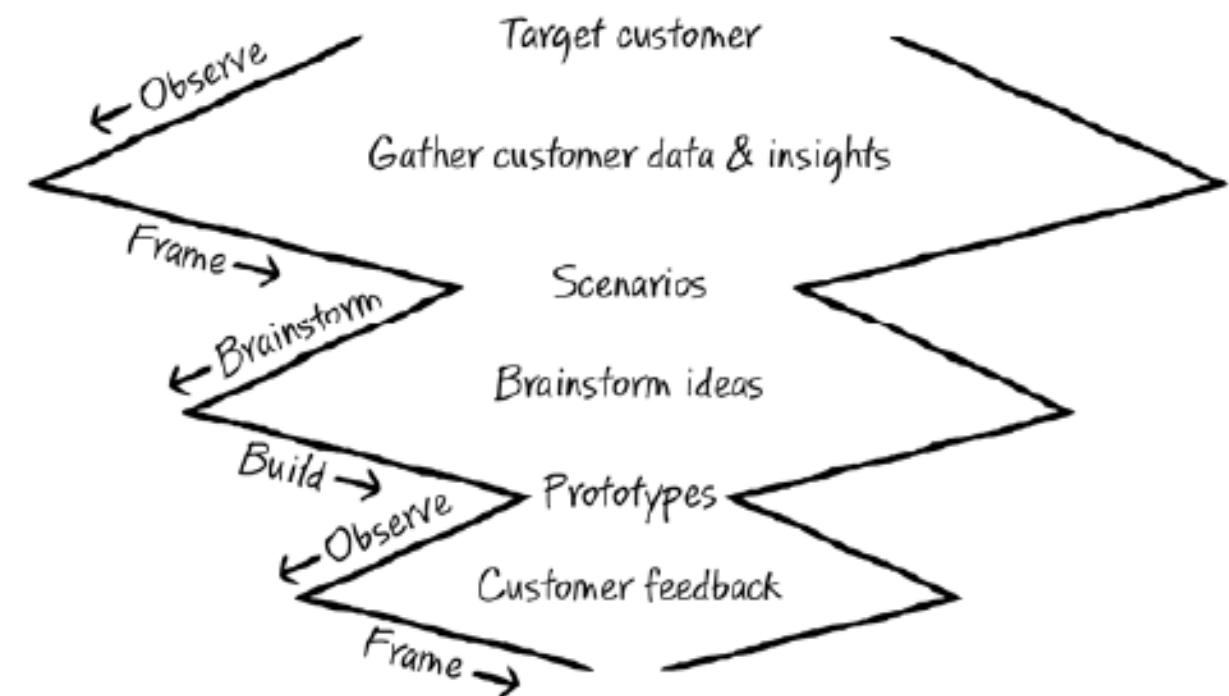
Solving the correct problem

- We are trained to solve problems
- All *good* design starts at the root
- Double Diamond Diverge-Converge model
- Human-Centred Design (HCD)
- Design Thinking
 - & the Fast Feedback Cycle



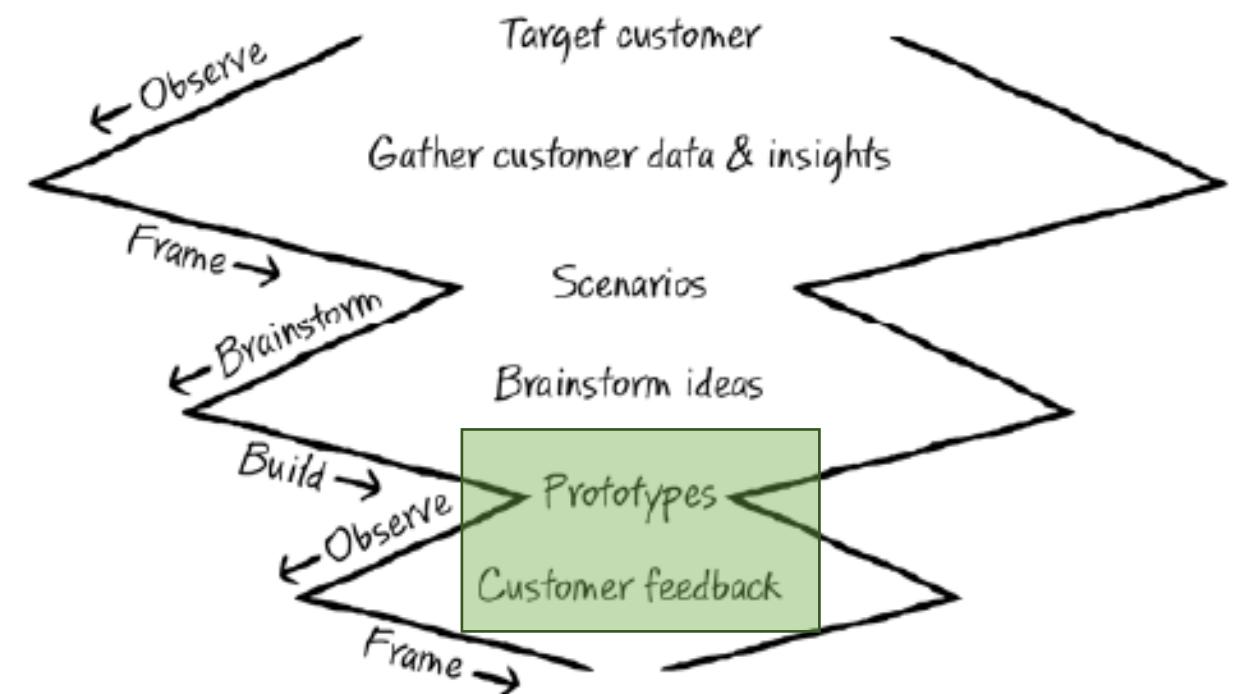
Solving the correct problem

- We are trained to solve problems
- All *good* design starts at the root
- Double Diamond Diverge-Converge model
- Human-Centred Design (HCD)
- Design Thinking
 - & the Fast Feedback Cycle



Solving the correct problem

- We are trained to solve problems
- All *good* design starts at the root
- Double Diamond Diverge-Converge model
- Human-Centred Design (HCD)
- Design Thinking
 - & the Fast Feedback Cycle



Turning the corner & design advice

Turning the corner & design advice

- Deadlines & budgets



Turning the corner & design advice

- Deadlines & budgets
- Law of product development



TEAMWORK

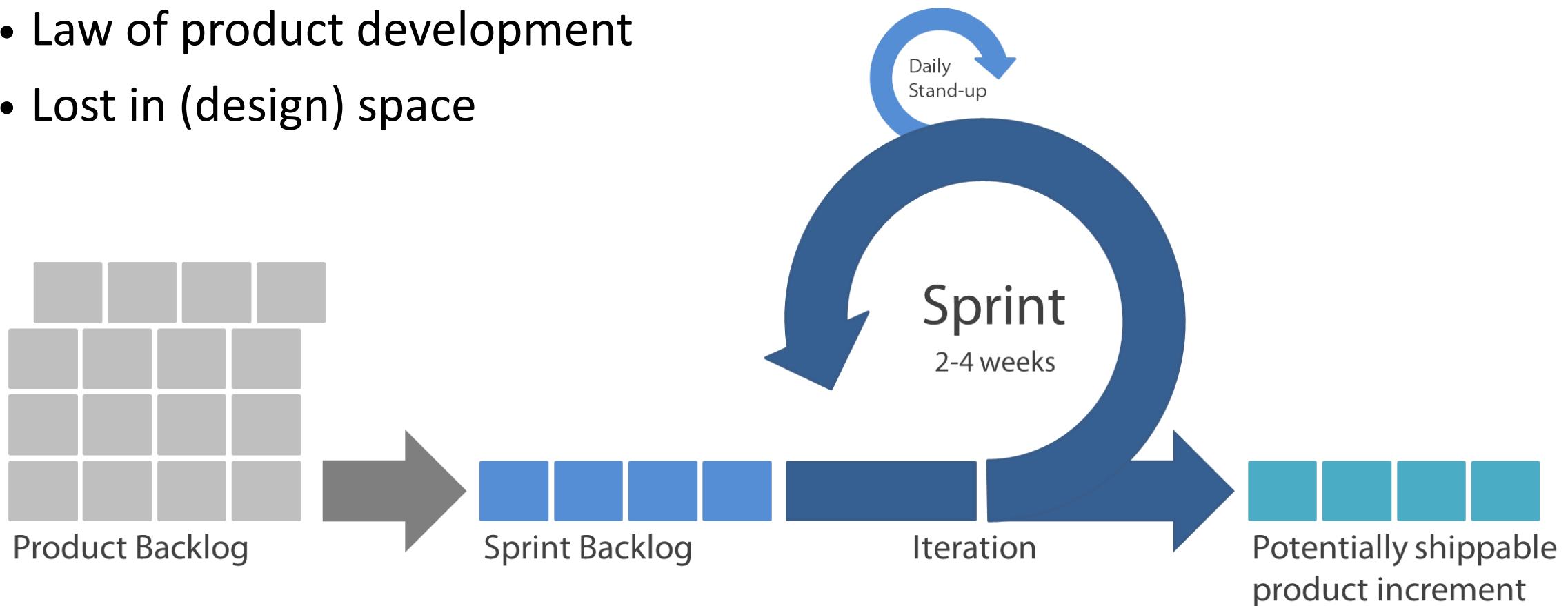
Turning the corner & design advice

- Deadlines & budgets
- Law of product development
- Lost in (design) space



Turning the corner & design advice

- Deadlines & budgets
- Law of product development
- Lost in (design) space

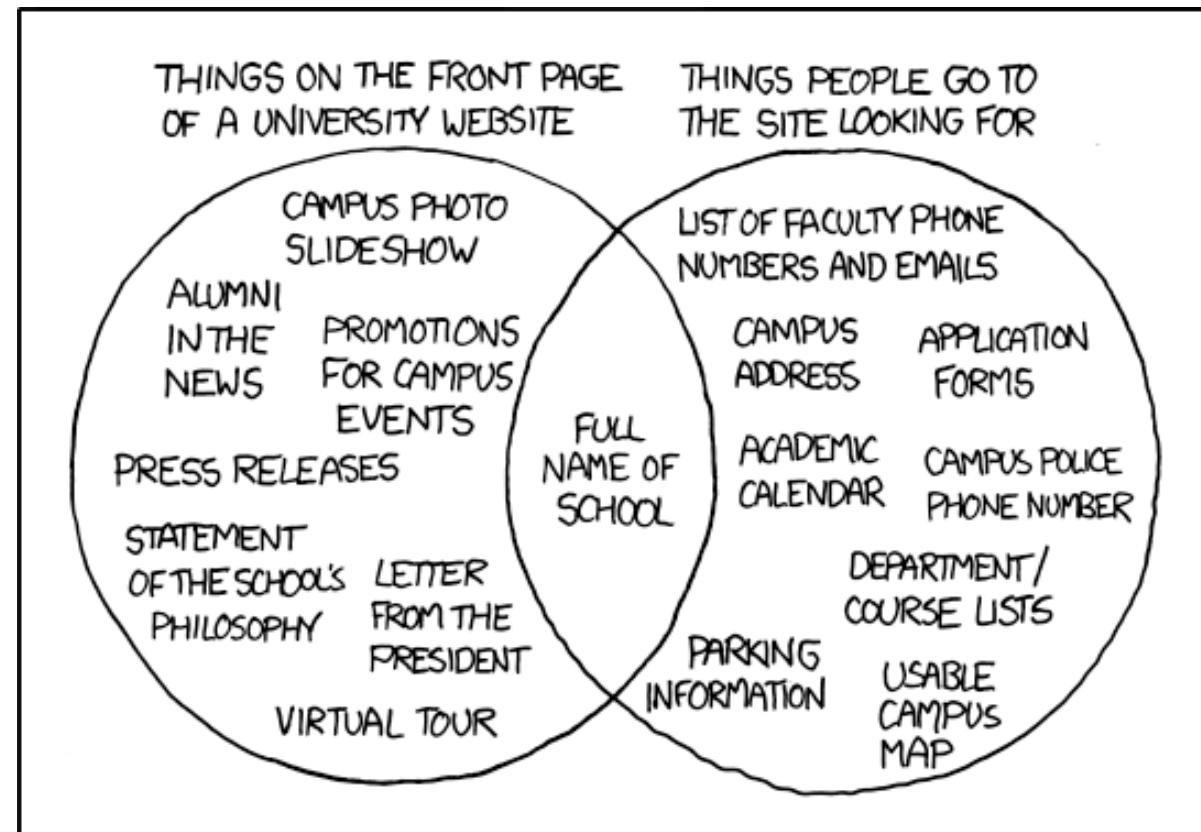


The design challenge

- S. Burke (TED). Why Design Should Include Everyone (2017). Online : https://youtu.be/RD_SLJG7oi8 (Accessed Mar 2019)

The design challenge

- Products have multiple, conflicting requirements



The design challenge

- Products have multiple, conflicting requirements
- Designing for specific people



- S. Burke (TED). Why Design Should Include Everyone (2017). Online : https://youtu.be/RD_SLJG7oi8 (Accessed Mar 2019)

The design challenge

- Products have multiple, conflicting requirements
- Designing for specific people



- S. Burke (TED). Why Design Should Include Everyone (2017). Online : https://youtu.be/RD_SLJG7oi8 (Accessed Mar 2019)

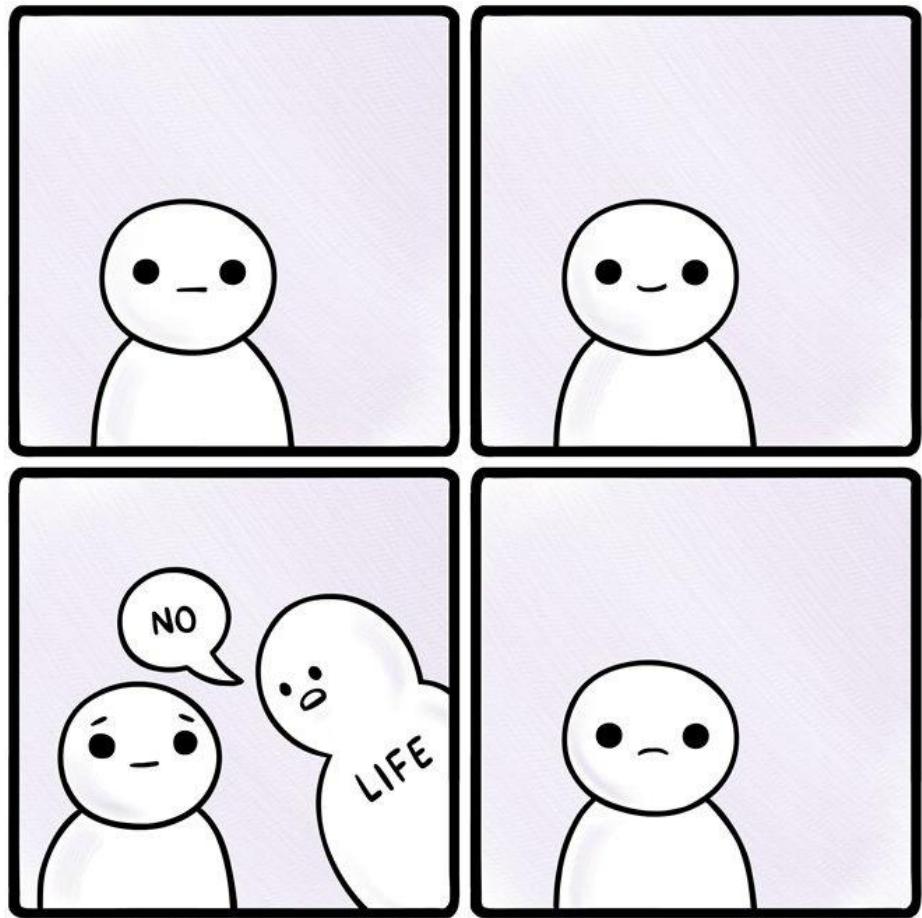
The design challenge

- Products have multiple, conflicting requirements
- Designing for specific people
- Stigma problem
 - Inclusive designs

Complexity good, confusion bad

Complexity good, confusion bad

- Life is complex

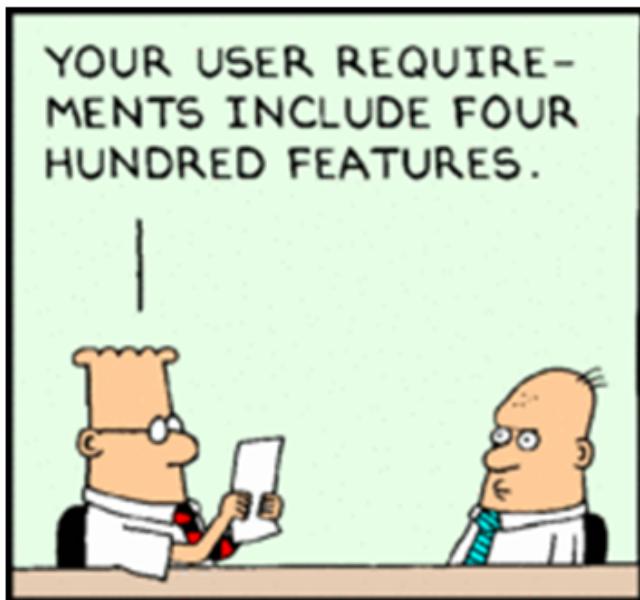


THIS COMIC MADE POSSIBLE THANKS TO ADAM LINGELBACH

MRLOVENSTEIN.COM

Complexity good, confusion bad

- Life is complex
- Complexity & confusion (complicated)



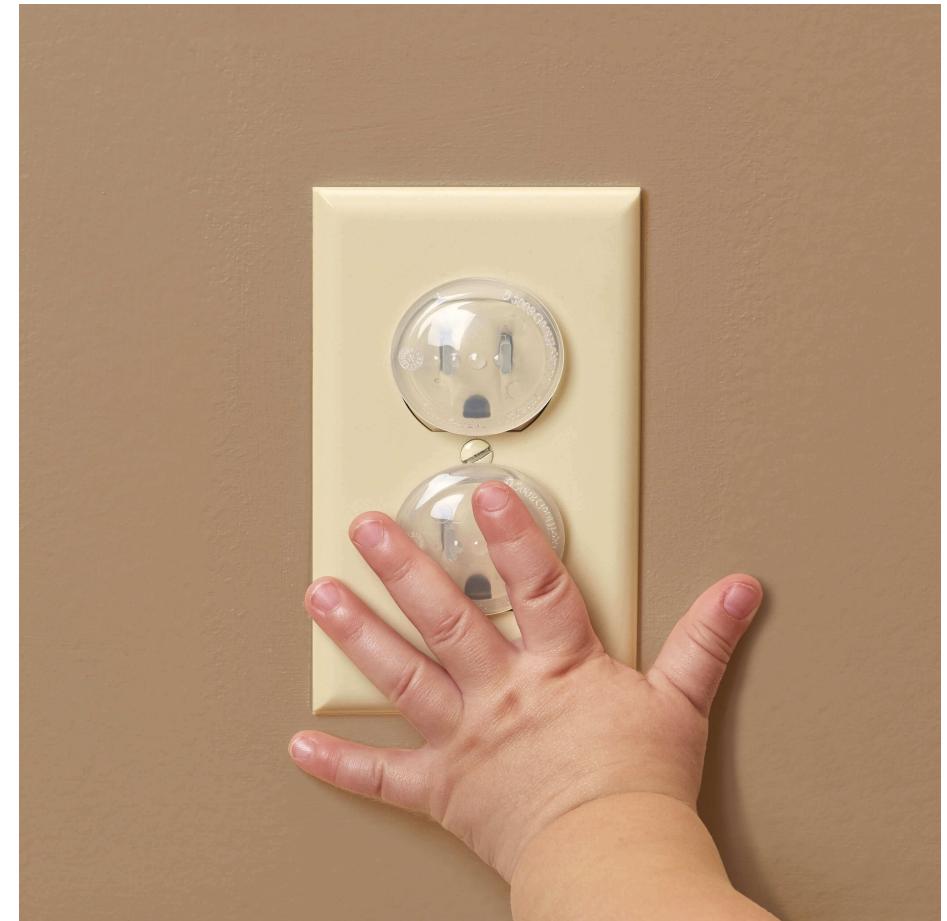
Complexity good, confusion bad

- Life is complex
- Complexity & confusion (complicated)
- Standardization



Complexity good, confusion bad

- Life is complex
- Complexity & confusion (complicated)
- Standardization
- Deliberately making things difficult

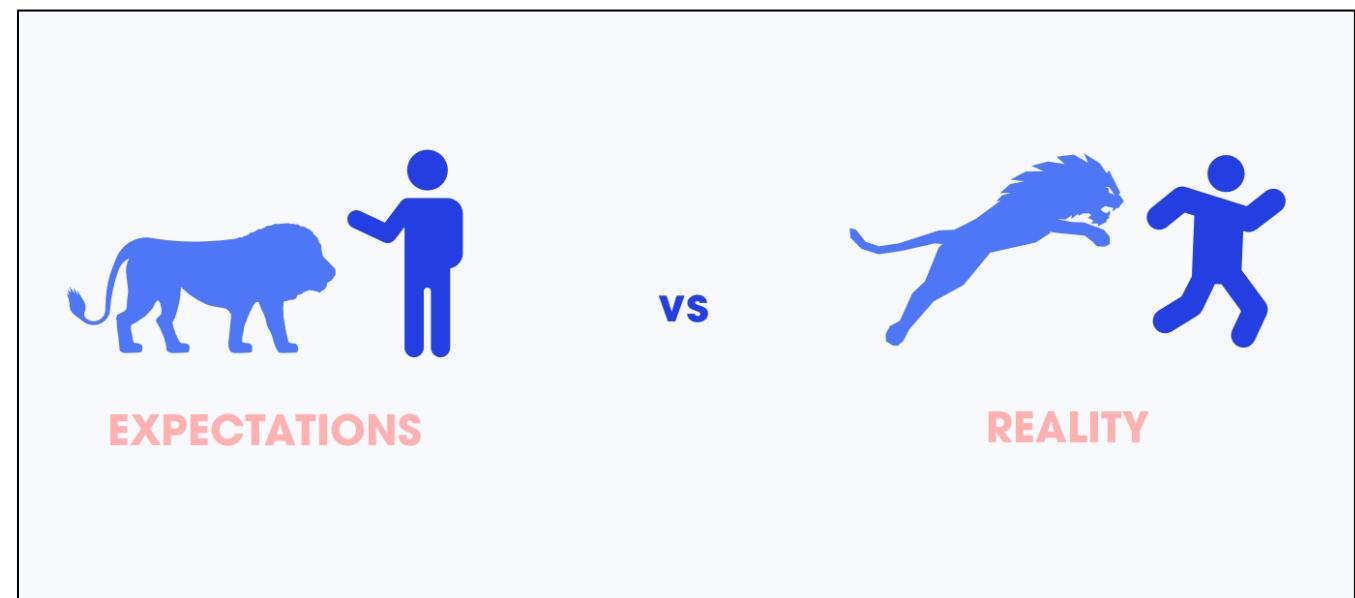


Competitive forces

- L. Martin (NN/g). Budgeting for Design Changes (2019). Online: https://youtu.be/_gBEuHPAguw (Accessed Mar 2019)

Competitive forces

- Design & the constraints of the world



- L. Martin (NN/g). Budgeting for Design Changes (2019). Online: https://youtu.be/_gBEuHPAguw (Accessed Mar 2019)

Competitive forces

- Design & the constraints of the world
- Competition



- L. Martin (NN/g). Budgeting for Design Changes (2019). Online: https://youtu.be/_gBEuHPAguw (Accessed Mar 2019)

Competitive forces

- Design & the constraints of the world
- Competition
- Coupling/decoupling of users and designers

Now, if only Coldplay would Consciously Uncouple.

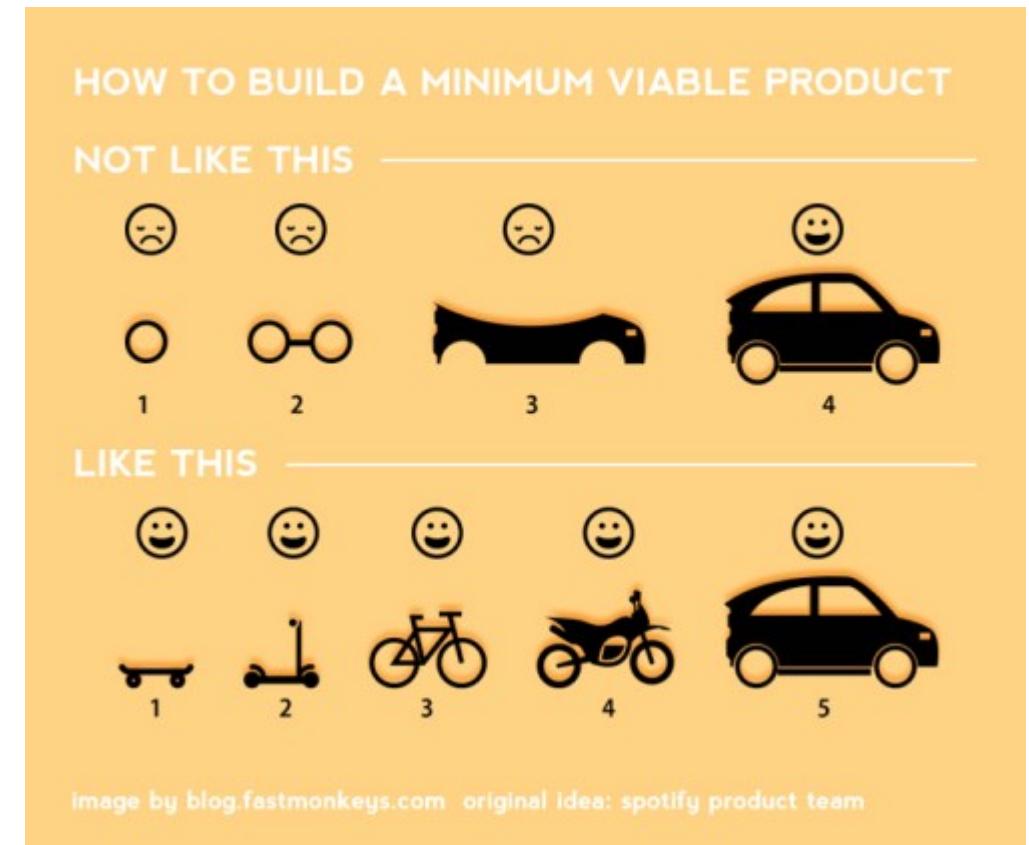


someecards
user card

- L. Martin (NN/g). Budgeting for Design Changes (2019). Online: https://youtu.be/_gBEuHPAguw (Accessed Mar 2019)

Competitive forces

- Design & the constraints of the world
- Competition
- Coupling/decoupling of users and designers
- A call for balance
 - Experiences vs features
 - More on this later
 - Budgeting for design changes
 - The promise of the MVP



- L. Martin (NN/g). Budgeting for Design Changes (2019). Online: https://youtu.be/_gBEuHPAguw (Accessed Mar 2019)

Featuritis

- D. Norman. Emotional Design . Basic Books. 2004

Featuritis

- Creeping featurism, a deadly temptation



Featuritis

- Creeping featurism, a deadly temptation
- Competition-driven design



- D. Norman. Emotional Design . Basic Books. 2004

Featuritis

- Creeping featurism, a deadly temptation
- Competition-driven design
- Emotional design

• D. Norman. Emotional Design . Basic Books. 2004

This guy is serious about brand loyalty.



Featuritis

- Creeping featurism, a deadly temptation
- Competition-driven design
- Emotional design
- Stepping back



New technologies force change

- S. Harris. Superstore, Shoppers Drug Mart customers say they were forced to use self-checkout (2019). Online: <https://www.cbc.ca/news/business/shoppers-drug-mart-superstore-self-checkout-loblaw-1.5056800> (Accessed Mar 2019)

New technologies force change

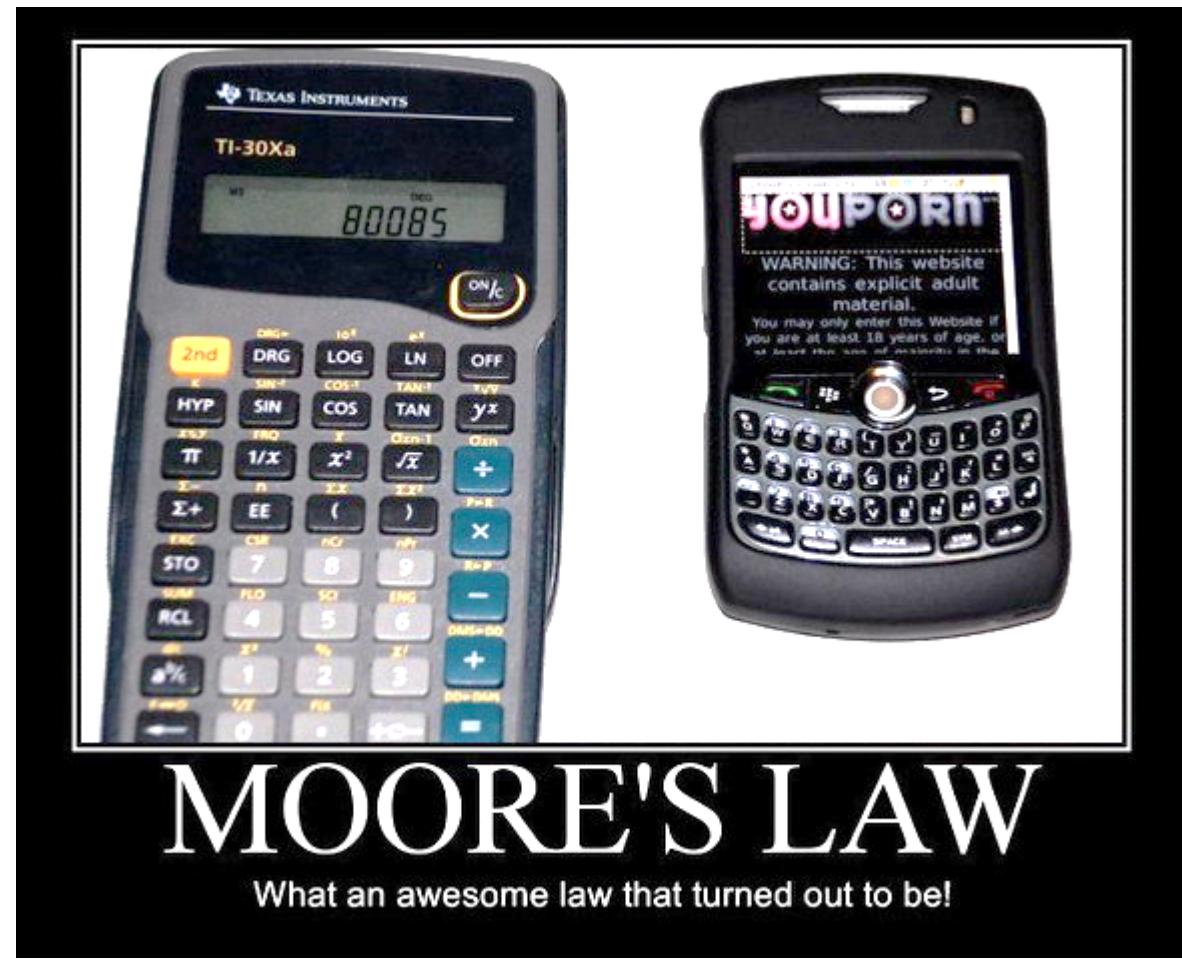
- Technology is a driver for change



• S. Harris. Superstore, Shoppers Drug Mart customers say they were forced to use self-checkout (2019). Online: <https://www.cbc.ca/news/business/shoppers-drug-mart-superstore-self-checkout-loblaw-1.5056800> (Accessed Mar 2019)

New technologies force change

- Technology is a driver for change
 - Pace of change



- S. Harris. Superstore, Shoppers Drug Mart customers say they were forced to use self-checkout (2019). Online: <https://www.cbc.ca/news/business/shopper-drug-mart-superstore-self-checkout-loblaw-1.5056800> (Accessed Mar 2019)

New technologies force change

- Technology is a driver for change
- Pace of change
- Forms of innovation



• S. Harris. Superstore, Shoppers Drug Mart customers say they were forced to use self-checkout (2019). Online: <https://www.cbc.ca/news/business/shoppers-drug-mart-superstore-self-checkout-loblaw-1.5056800> (Accessed Mar 2019)

New technologies force change

- Technology is a driver for change
- Pace of change
- Forms of innovation
- Moral obligations of design



• S. Harris. Superstore, Shoppers Drug Mart customers say they were forced to use self-checkout (2019). Online: <https://www.cbc.ca/news/business/shoppers-drug-mart-superstore-self-checkout-loblaw-1.5056800> (Accessed Mar 2019)

New technologies force change

- Technology is a driver for change
- Pace of change
- Forms of innovation
- Moral obligations of design
- People-Centred Design
 - As technology changes, will people stay the same?
 - As the world changes, what stays the same?



• S. Harris. Superstore, Shoppers Drug Mart customers say they were forced to use self-checkout (2019). Online: <https://www.cbc.ca/news/business/shoppers-drug-mart-superstore-self-checkout-loblaw-1.5056800> (Accessed Mar 2019)

Questions/discussions

- Problem solving
- Diverge/converge
- Complex/complicated
- Design & the world
- Creeping featurism
- Cell phones
- PCD

Image refs

- Problem solving, <https://i.pinimg.com/originals/3c/21/08/3c2108c5354e8c5f9e91e26eba1006cc.jpg>
- Spider, <https://media.makeameme.org/created/spider-problem-solved.jpg>
- Design thinking, https://media.nngroup.com/media/editor/2016/07/29/designthinking_illustration_final-01-01.png
- Time, https://cdn-images-1.medium.com/max/624/1*K10I_Aw077MHDnFiKM-svA.jpeg
- Team work, https://img.memecdn.com/Teamwork_o_94969.jpg
- Lost in space, <http://www.saglamoyunindir.net/wp-content/uploads/2016/05/c3-7.jpg>
- University website, https://imgs.xkcd.com/comics/university_website.png
- Can opener, <http://tiberiomar.co/wp-content/uploads/2018/12/locking-can-opener-good-grips-with-lid-catch-target-snap-best-openers-oxo-jar-youtube-opene.jpg>
- Skate, <https://www.true-hockey.com/media/view02-1-3180x1800.jpg>
- Life, <https://cstrainingsystems.com/wp-content/uploads/2018/02/life-meme.jpg>
- Complexity, https://miro.medium.com/max/1400/1*kCQxGS57DXFW0adumL8Cqw.png
- Standards, <https://i.imgur.com/bdlu6.jpg>
- Baby proof, <https://motoringessentialsguide.com/wp-content/uploads/2018/01/A-child-proof-electrical-outlet-cover.jpg>

...image refs

- Design, https://cdn-images-1.medium.com/max/2600/1*Mw_4_miy2d_a-CZ_D5PV2w.png
- Competition, <http://www.paulagabin.com/wp-content/uploads/2013/06/online-competition.jpg>
- Coupling, <https://i.pinimg.com/originals/d2/68/0e/d2680e06340c6a5e2202ccc8aebbe448.jpg>
- Experience, <https://memegenerator.net/img/instances/63507799/ah-its-all-part-of-the-experience.jpg>
- Budget, https://frinkiac.com/video/S02E18/vg4Mfh2n_2wL8ZD3t5IefsAsRtA=.gif
- MVP, https://cdn-images-1.medium.com/max/569/1*u-M0lqKDBdNWdLjjroNw6A.jpeg
- Creeping featurism, <https://www.chargify.com/blog/wp-content/uploads/2016/07/dilbert-feature-creep-comic.gif>
- Brand loyalty, <https://pics.me.me/this-guy-is-serious-about-brand-loyalty-the-dad-29957552.png>
- Full ass, <https://i.imgur.com/osilj8X.png?1?fb>
- Cloud storage, <https://i.pinimg.com/236x/51/f5/62/51f562bd31deea84fd7569454d9314ad--tech-humor-humour.jpg?b=t>
- Moore's law, <http://www.picshag.com/pics/092009/moores-law-big.jpg>
- Innovation, <http://images7.memedroid.com/images/UPLOADED880/57d1cd4338512.jpeg>
- This is fine, <https://www.nytimes.com/2016/08/06/arts/this-is-fine-meme-dog-fire.html>
- Cortical stack, <https://assets-jpcust.jwpsrv.com-thumbnails/jwl8mezh-720.jpg>