Course topics aligning with our design ideas

- **Avoid Big Design Up Front (BDUF):**
  Start building prototypes and testing them with customers. By clearly understanding the customer problem first, we avoid most of the insidious problems that Avoid **Big Design Up Front (BDUF)** was trying to solve in the first place, and we also got the benefit of a more iterative, Agile Approach.

- **Focus On Experience Rather Than Functionality and Feature:**
  Instead of getting involving complexities of technology and adding more functionalities and features, we've focused on the customer's needs and finding the root problem and finally finding a solution based on simplification principles to solve the problem.

- **Let go of perfectionism:**
  We've made our best guess, not the perfect solution, and started the iterative process by showing a prototype to a customer and then using that feedback to kick off the iterative cycle. We've shared our ideas that aren't fully thought through, showing prototypes that are rough and not picture-perfect. We've focused on finding the root problem and also getting fast feedback for finding the best solution, based on 3 parameters (Schedule, Cost, Competition).

- **Combining Double Diamond Diverge Converge model and The Fast Feedback Cycle:**
  The main job of an engineer is less about deciding what the product will do and more about discovering what is actually going to work in real-time, in real usage, with real people, and with real technology constraints. The different parts of the Fast Feedback Cycle fit together to achieve this goal. After our target customers are identified, we spent time researching them, looking for their needs. In the first step we analyzed, what is the main goal of establishing RCE? Why 17 goals? What effects exist after holding events? **(Observe, Diverge)**
  After discovering lots and lots of needs and potential opportunities, we made a judgment about which of those needs are the most important to address. What type of research is usable and understandable? What format for showing achievements is more effective? Which type of documents and content is necessary? **(Frame, Converge)**

Do the due diligence to generate multiple alternatives before deciding. Start considering possible solutions. **(Brainstorm, Diverge)**
It's time to flesh out a few of those ideas in more detail—not all of them, but the ones that seem to have the most promise from a business, technical, and customer-experience perspective. We have two designs but for a specific solution **(Build, Converge).**

- **Design Thinking and Consider Agile Approach:**
  Resolve problem for an RCE as a target customer with creativity, usability and understanding approach by **empathizing** with the target customer, **defining** the needs that caught in meeting with stakeholder, by challenging the assumption, able to **ideate** and create ideas for innovative solutions, look at a **prototype** and start creating solutions, finally, we need to **test** the solution. Applying fast feedback by using the agile approach and having a sprint with a 1-month duration and delivering value quickly (mockup).

- **Gestalt Theory:**
  For this design 'Proximity', 'Symmetry', and 'Connection' have been considered.

- **Forcing Functions:**
  This design is using interlocks, which is Forcing Functions type. This feature is supposed to augment things that lead to delightful interactions. We considered the Register and Login fields as interlocks to improve the security of the users.

- **The Gulf of Execution and Gulf of Evaluation:**
  When people use something, they face two gulfs: (1). Gulf of Execution, and (2). Gulf of Evaluation. **The Gulf of Execution**, where they try to figure out how it operates, and the **Gulf of Evaluation**, where they try to figure out what happened. We tried to bridge the gap between the Gulf of Execution and Gulf of Evaluation by our user-friendly and conceptual designs.