










Recommended Design Methods

Housekeeping

全部 > UOCD SP19 > UOCD SP19 > Phase 1 Reading				☰	☐
<input type="checkbox"/> 已选择 5项					
<input type="checkbox"/>		第1阶段阅读-吴嘉豪.pdf	10月08日 18:04	116.57 KB	
		第一阶段阅读 (insight cards) _甄锦雅.zip	10月08日 18:04	1.22 MB	
<input checked="" type="checkbox"/>		2fc96736b0899969c7245e57a5b820e.jpg	10月08日 18:04	236.68 KB	
<input checked="" type="checkbox"/>		b8849a9cbdcead86ee1bad4227cac23.jpg	10月08日 18:04	257.62 KB	
<input checked="" type="checkbox"/>		3593ff5f6898dca9a9373903d4b3392.jpg	10月08日 18:04	251.54 KB	
<input checked="" type="checkbox"/>		42e782a8981d7ec7bb49a66a2cf2682.jpg	10月08日 18:04	224.96 KB	
		评论2.png	10月08日 18:04	50.72 KB	
		评论1.png	10月08日 18:04	49.63 KB	
<input checked="" type="checkbox"/>		作业.docx	10月08日 18:04	12.8 KB	

Housekeeping

- Follow *Assignment Submission Guide*

Individual Assignments

- Rename the file "[Assignment Title]_[Your Name]"
 - **Assignment Title** written as listed on the Assignments page.
 - **Your Full Name** in Chinese characters (no Pinyin, no English)
 - Example: "Phase 1 Reading_马昀"
- Upload the file to the "Assignment submission folder" linked at the bottom of the Canvas assignment page.

Create a written guide that includes 1) assumptions and questions what the individual will DO-SAY-THINK and FEEL, and Questions, and 2) a flexible flow you how you might engage via LOOK-ASH-TRY and WHY.

Assignment submission folder: [Upload here](#)

File Types | pdf and text

Points 4

Submitting a website url

Due	For	Available from	Until
Sep 26 at 10pm	Everyone	-	-

+ Rubric

Storytelling Capture

- Purpose
 - Get on the same page
 - Capture information to make it available for use in other methods
- Usage



Storytelling Capture

- Technique
 - Share engagement experience stories, supported by field notes and photos
 - Capture on stickies:
 - Words
 - Phrases
 - Quotes
 - Interesting/odd comments, statements, and information
- Result
 - Multiple stickies per team member after each story

People Portraits

- Purpose
 - Organize all captured material about a person/place in one place
- Usage



People Portraits

- Technique
 - Organize info into categories of Do-Say-Think-Feel
 - Relationships, beliefs, feelings, ways of understanding
 - Frequently engaged activities, etc.
 - Identify reasons/causes
 - Descriptive material only, *not* interpretative

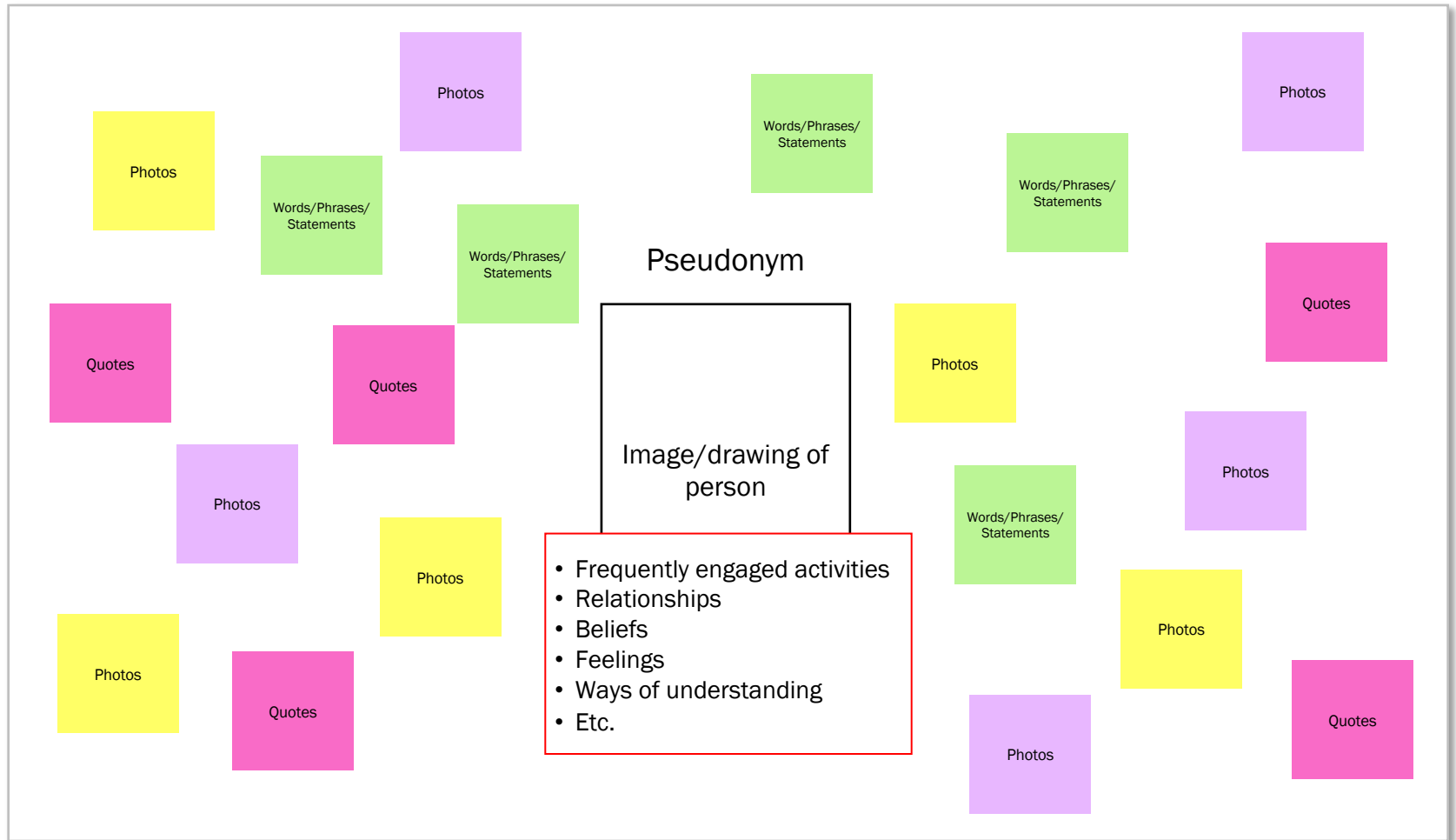
People Portraits

Pseudonym

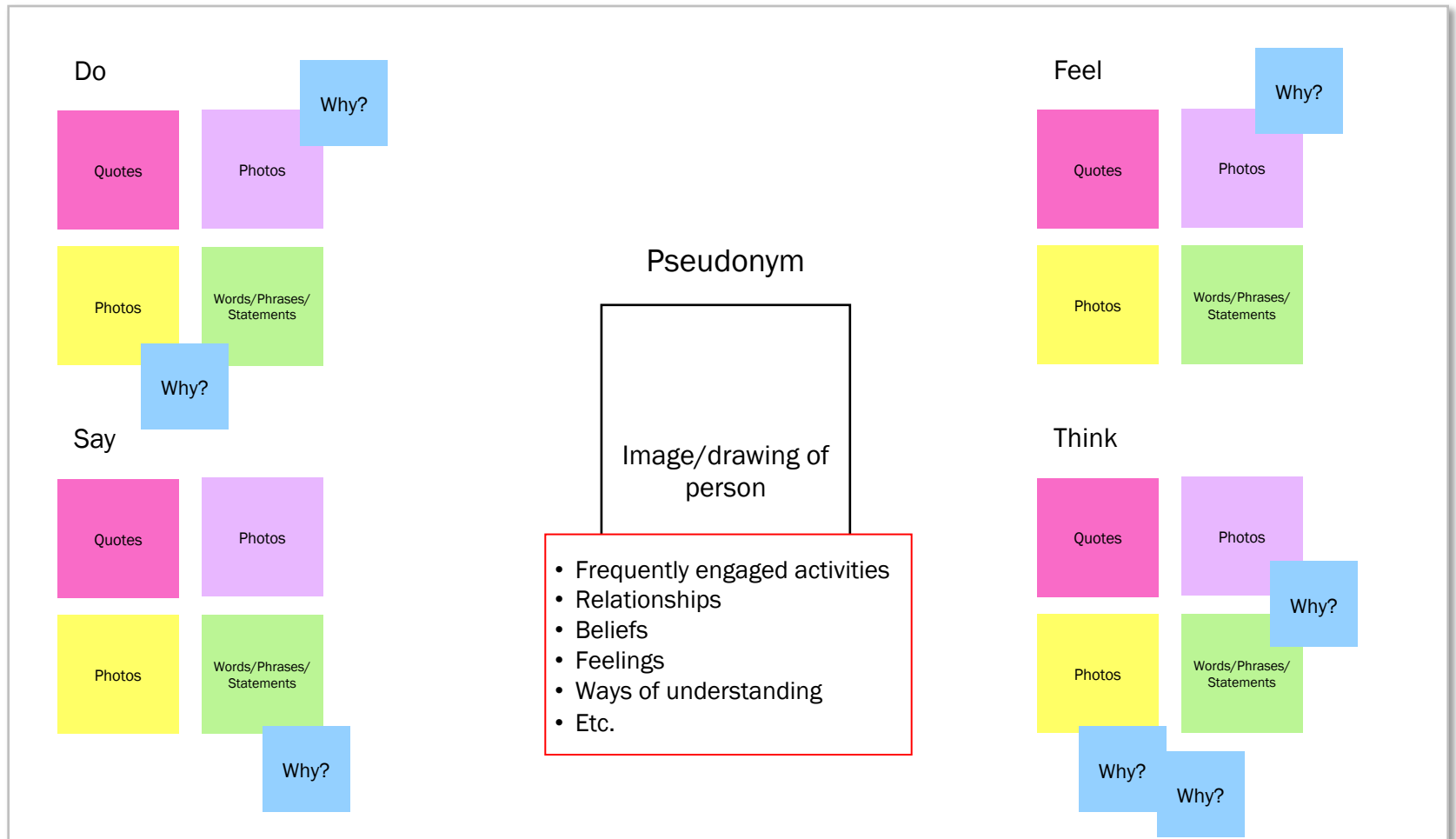
Image/drawing of
person

- Frequently engaged activities
- Relationships
- Beliefs
- Feelings
- Ways of understanding
- Etc.

People Portraits



People Portraits

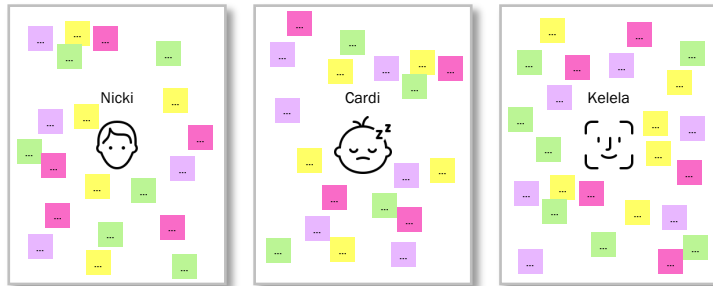


Word-Mood Cards

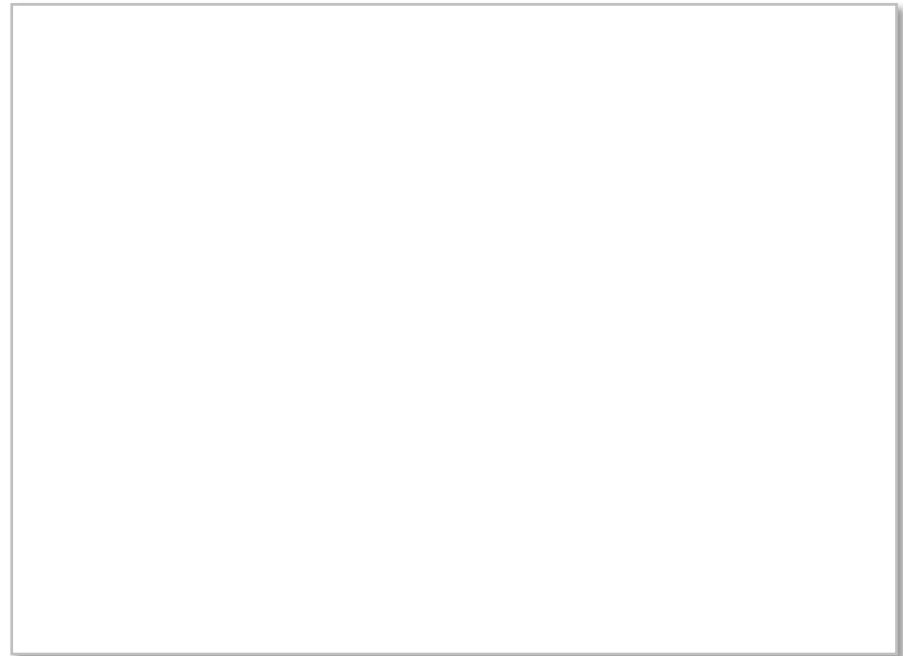
- Purpose
 - Look below literal information and identify emergent themes across people
- Usage



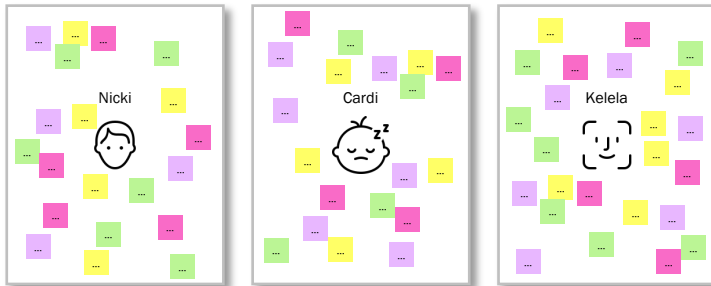
Word-Mood Cards a.k.a. Affinity Diagramming



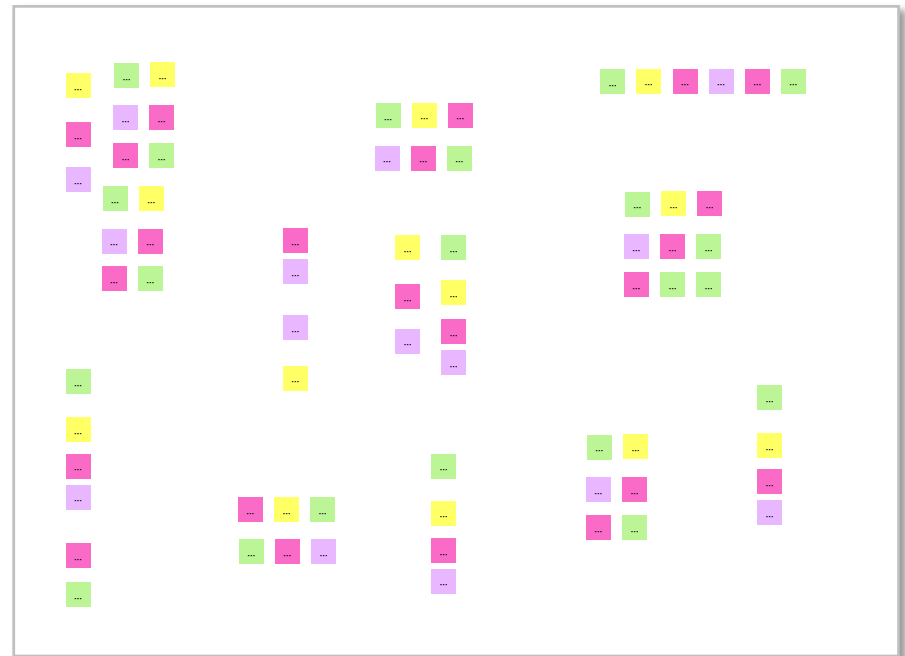
Thoughts, impressions, feelings



Word-Mood Cards a.k.a. Affinity Diagramming

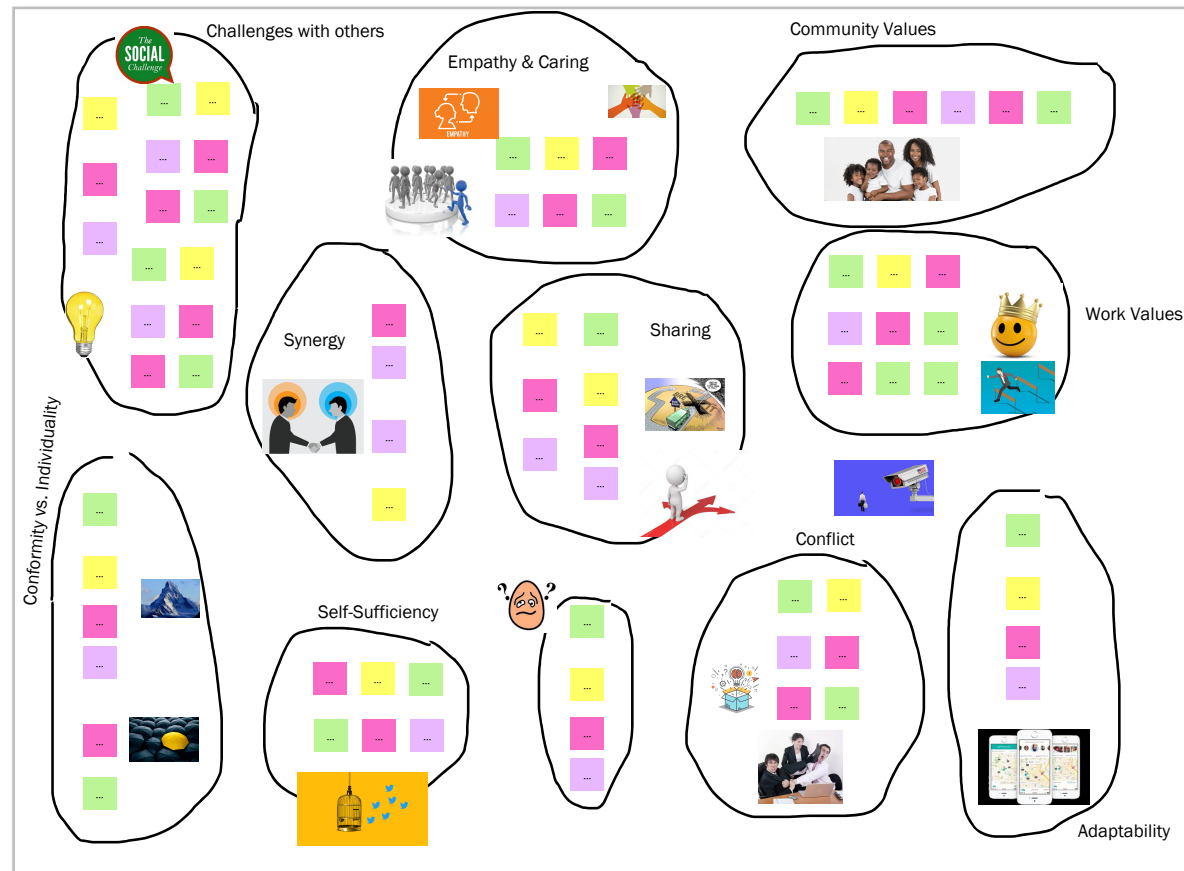


Thoughts, impressions, feelings



Word-Mood Cards

a.k.a. Affinity Diagramming

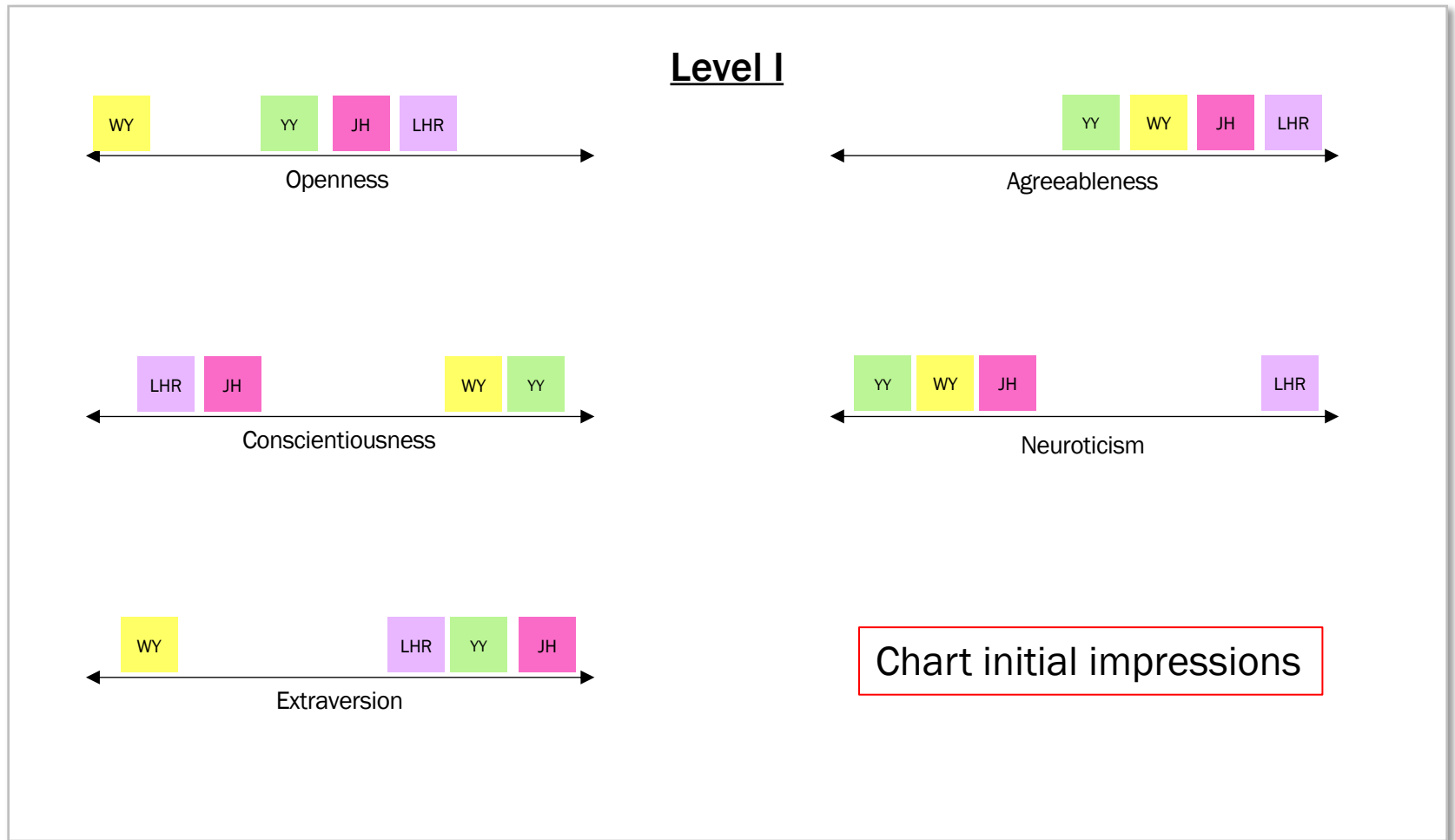


Three Levels of Personality

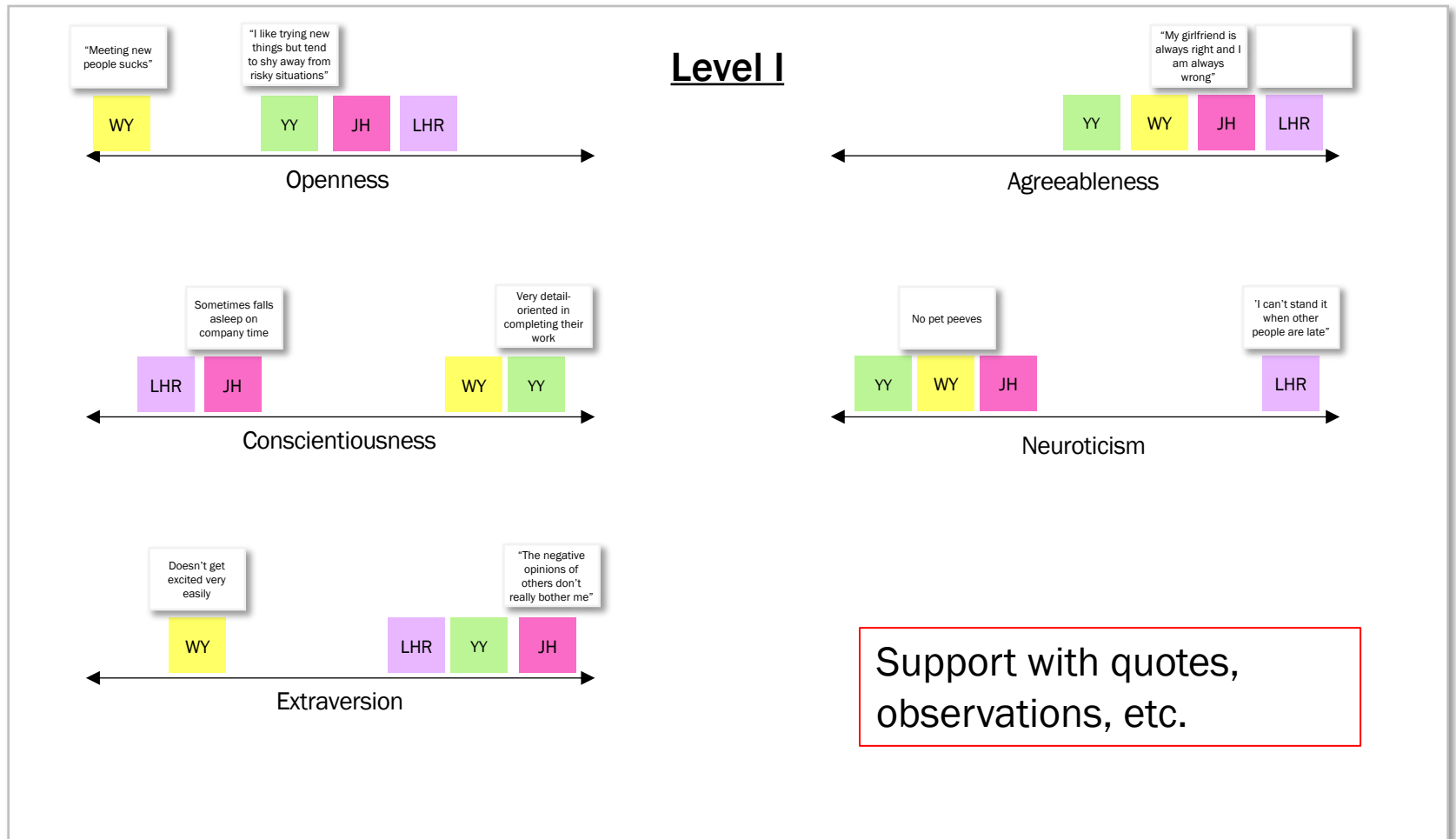
- Usage



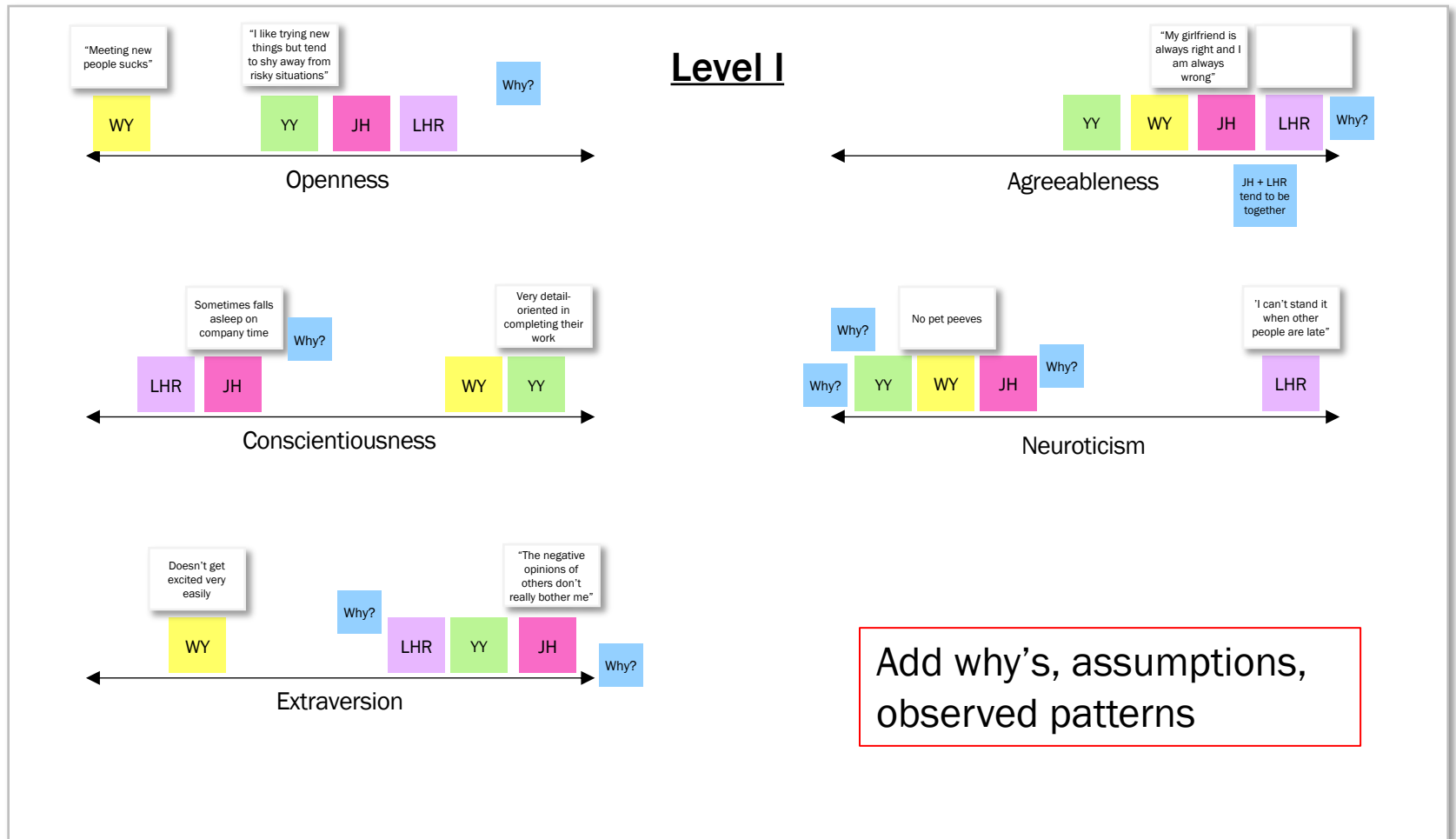
Three Levels of Personality



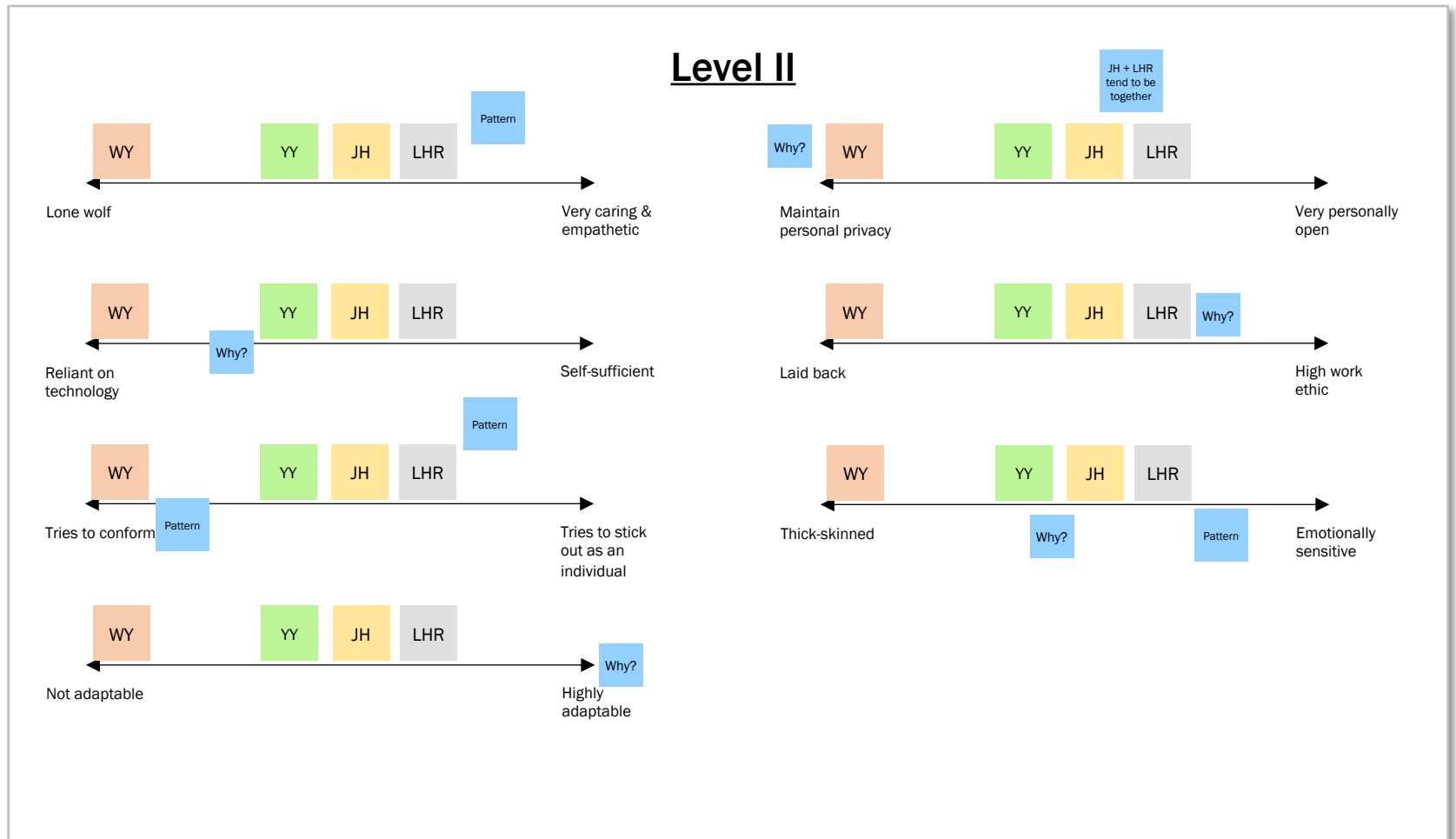
Three Levels of Personality



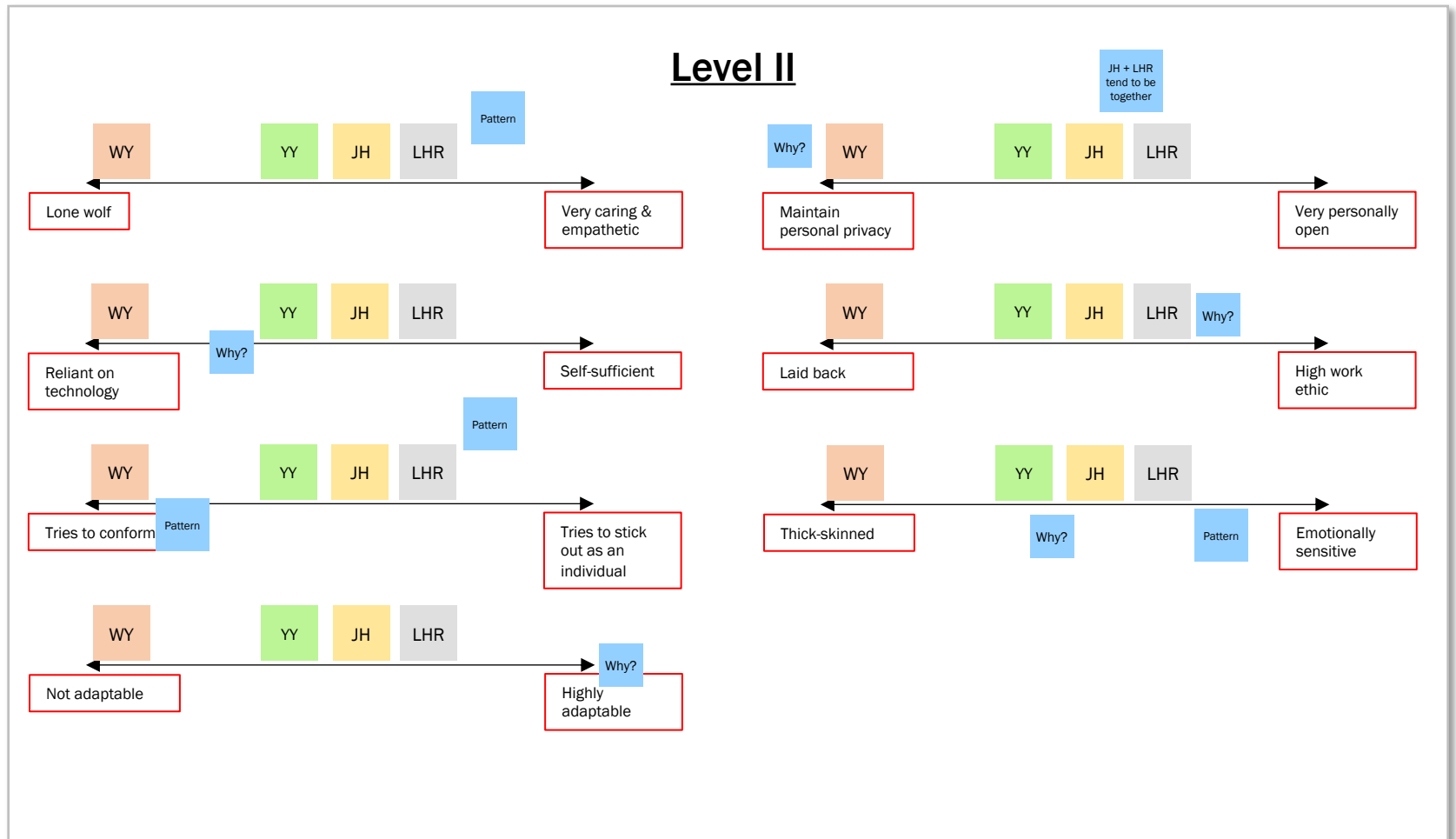
Three Levels of Personality



Three Levels of Personality

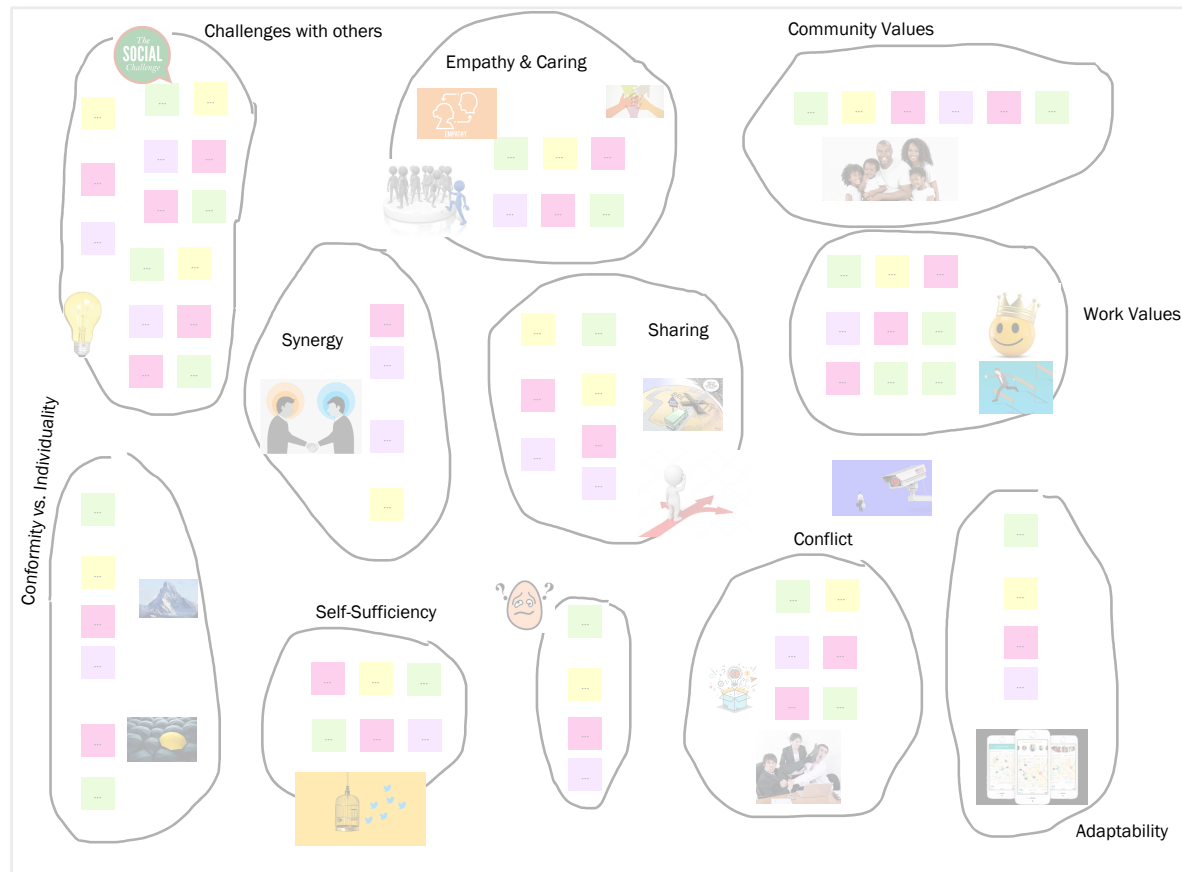


Three Levels of Personality

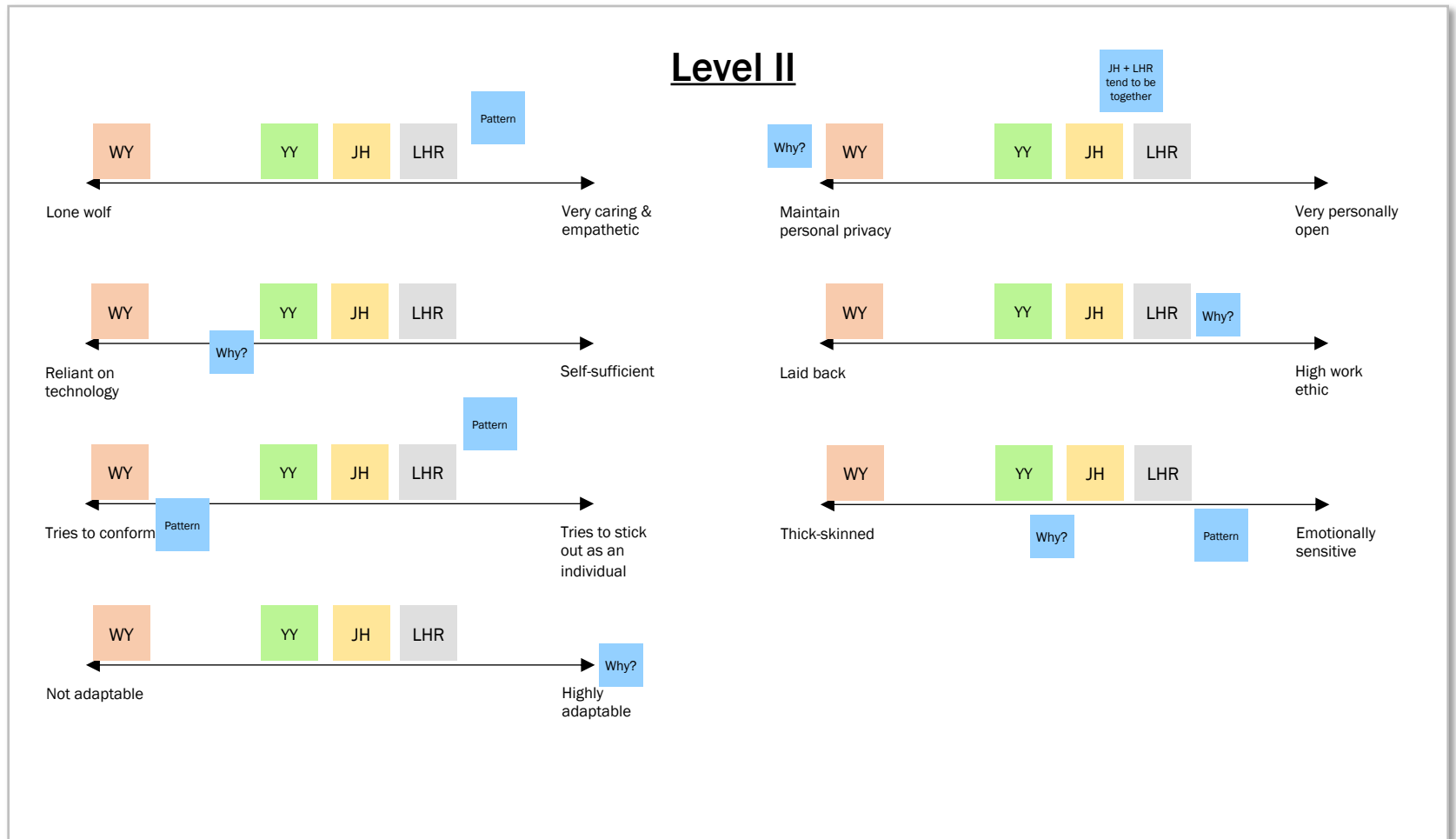


Word-Mood Cards

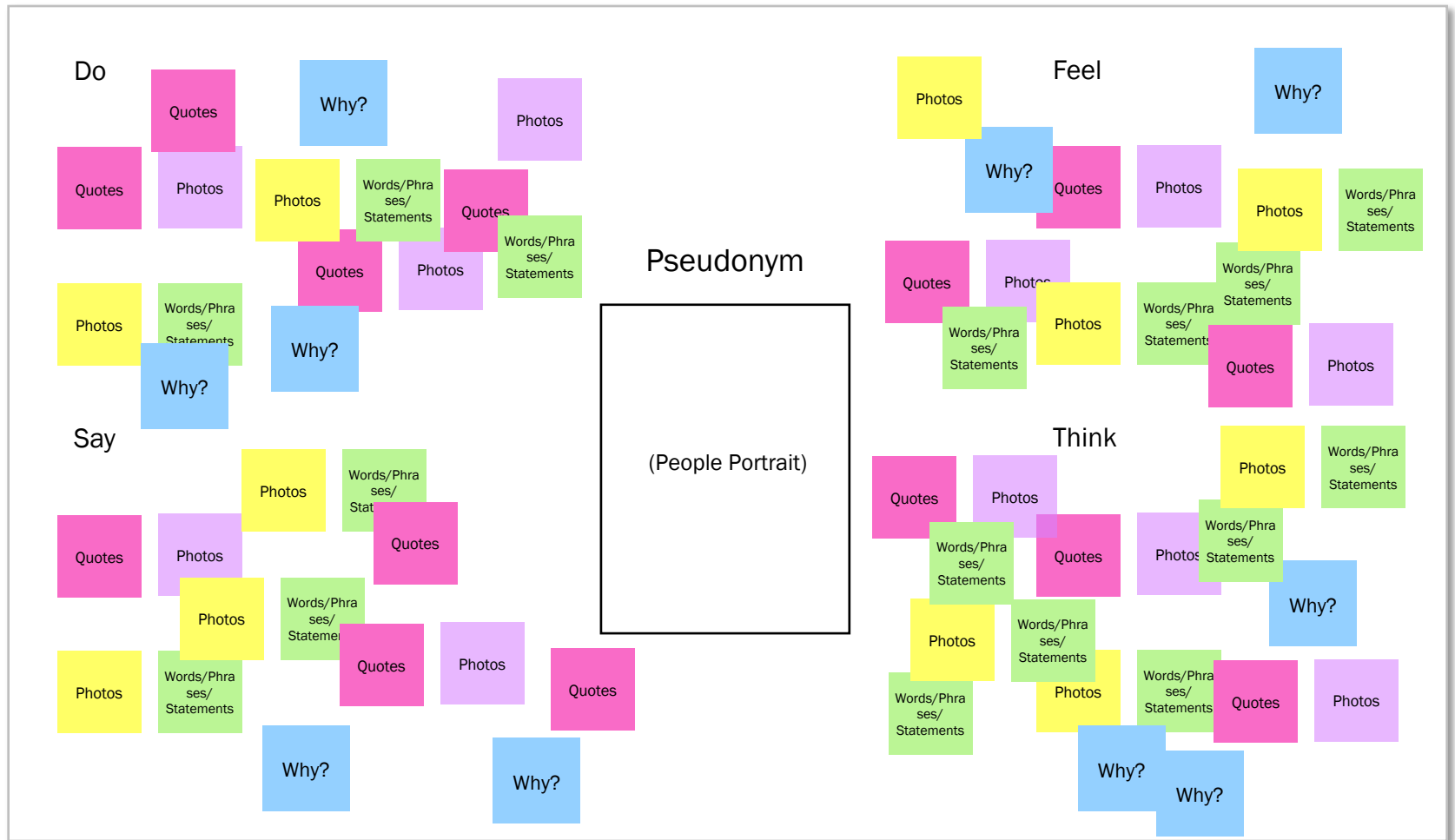
a.k.a. Affinity Diagramming



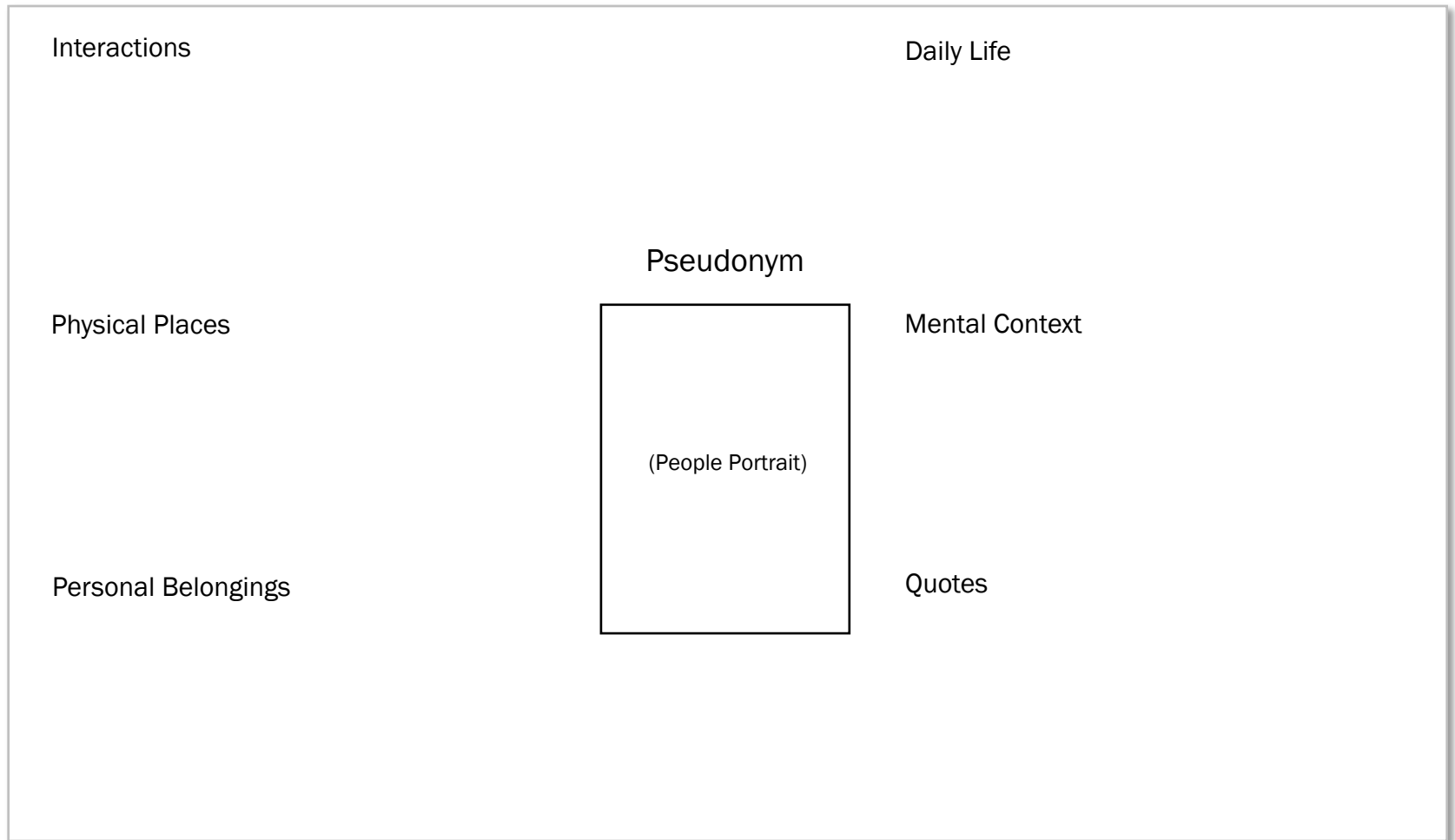
Three Levels of Personality



Three Levels of Personality



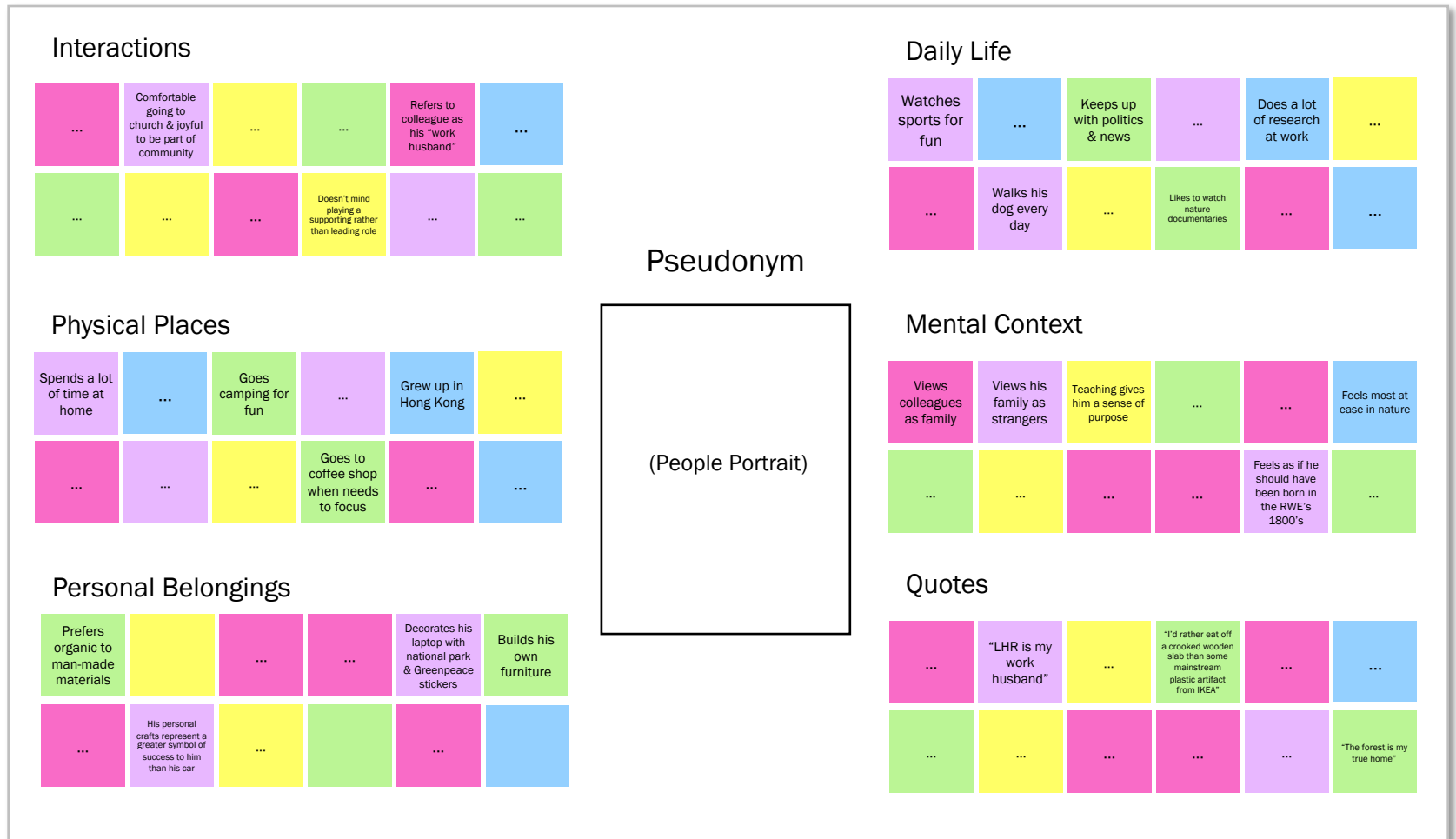
Three Levels of Personality



Level II: Personal Concerns

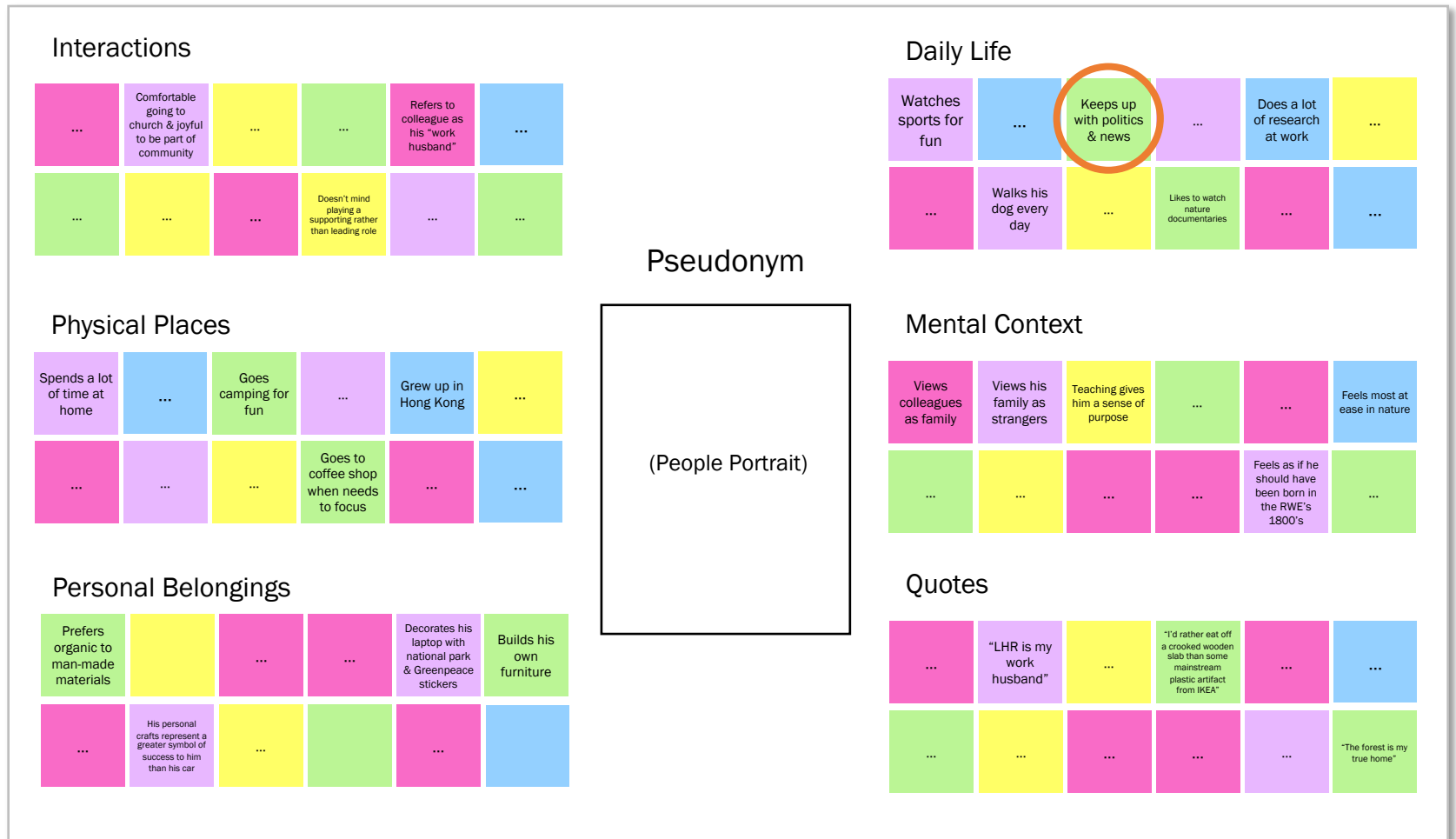
- Constituent constructs?
 - Motives
 - Values
 - Defense mechanisms
 - Coping styles
 - Developmental issues and concerns
 - Personal projects
 - Current concerns
 - Attachment styles
 - Conditional patterns
 - Core conflictual relationship themes
 - Patterns of self-with-other
 - Strategies and tactics, etc.

Three Levels of Personality



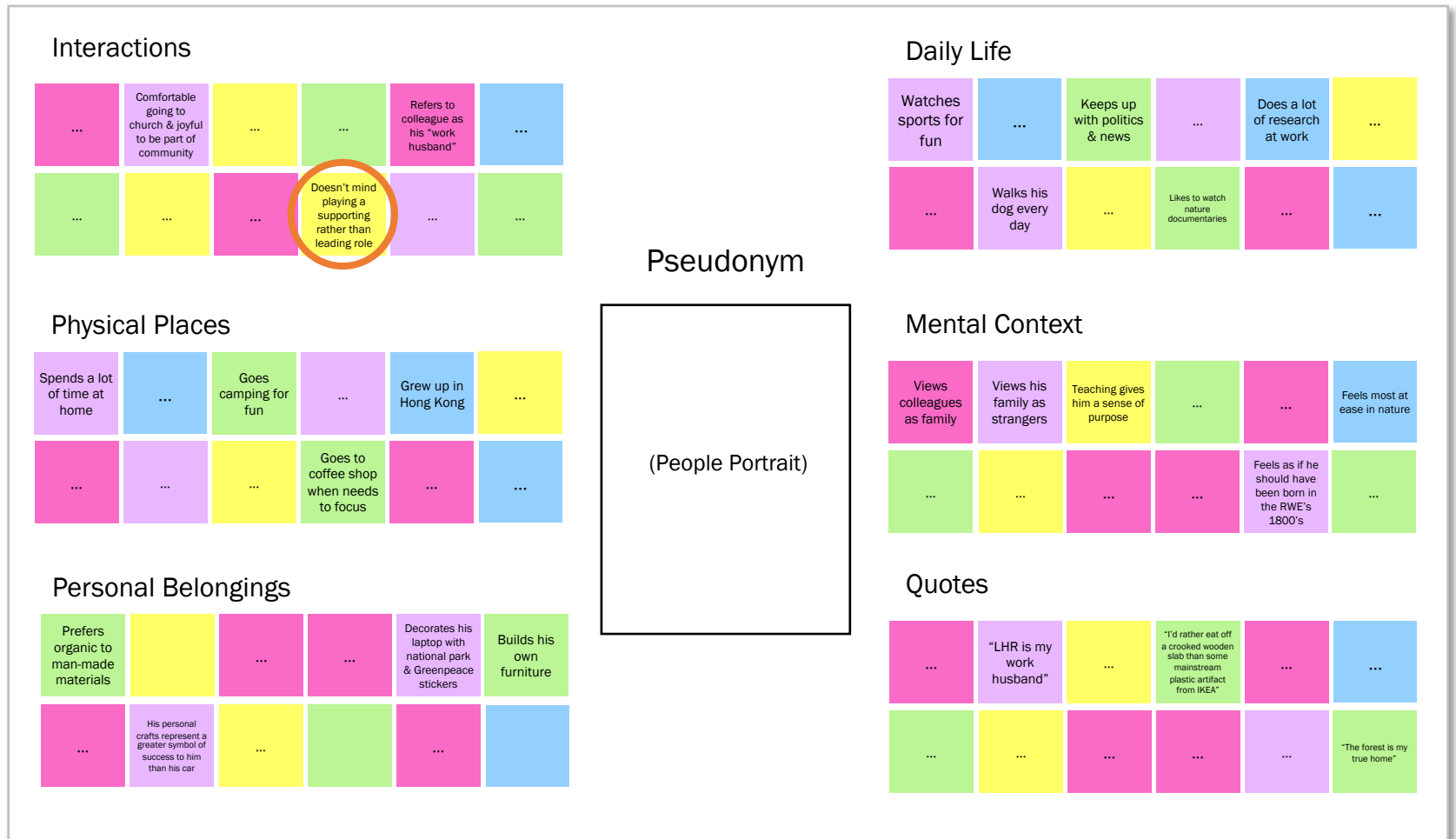
Three Levels of Personality

Informed/engaged citizen (social role)



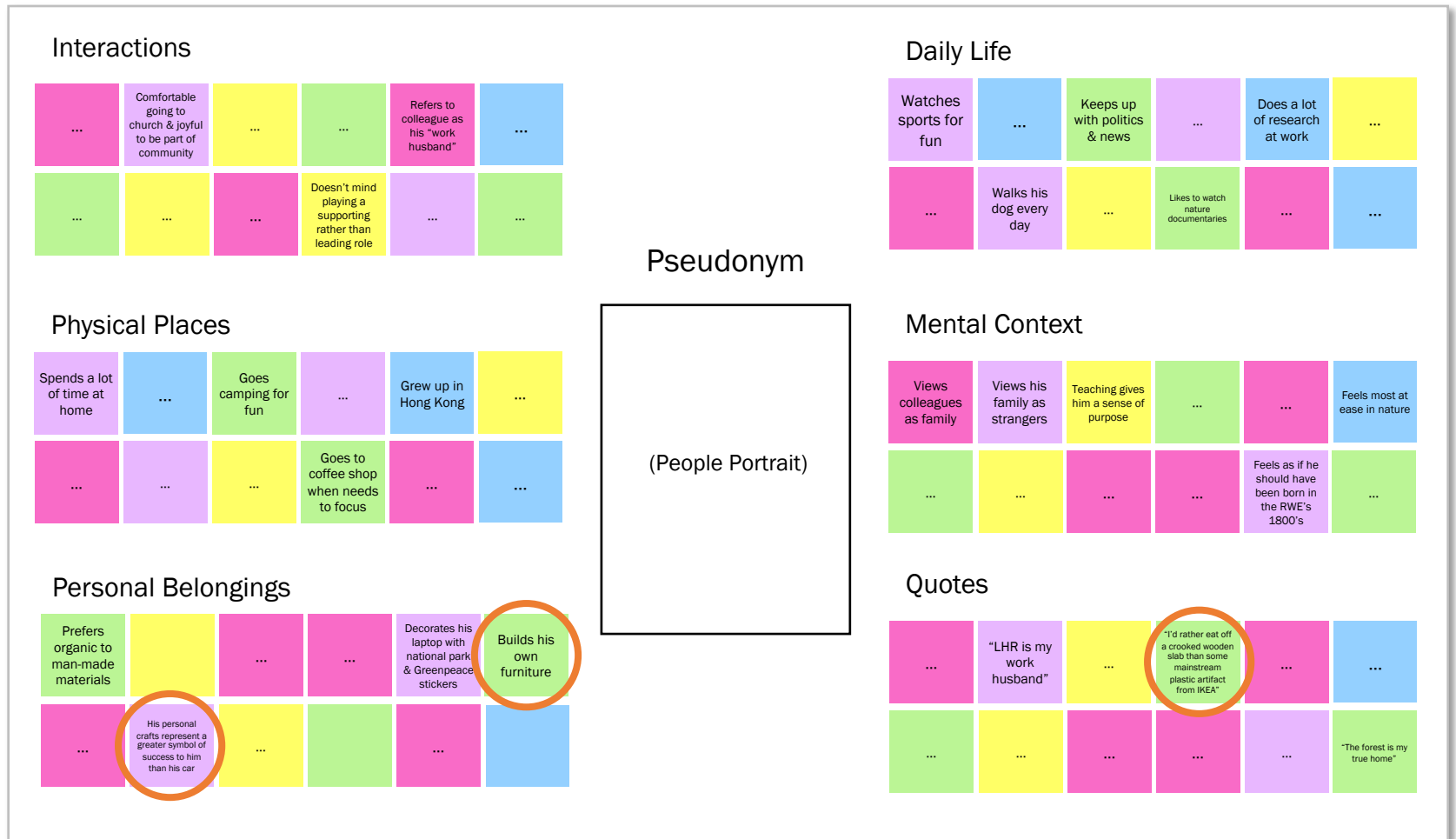
Three Levels of Personality

Motivated to support others (goals, drives, motivations)



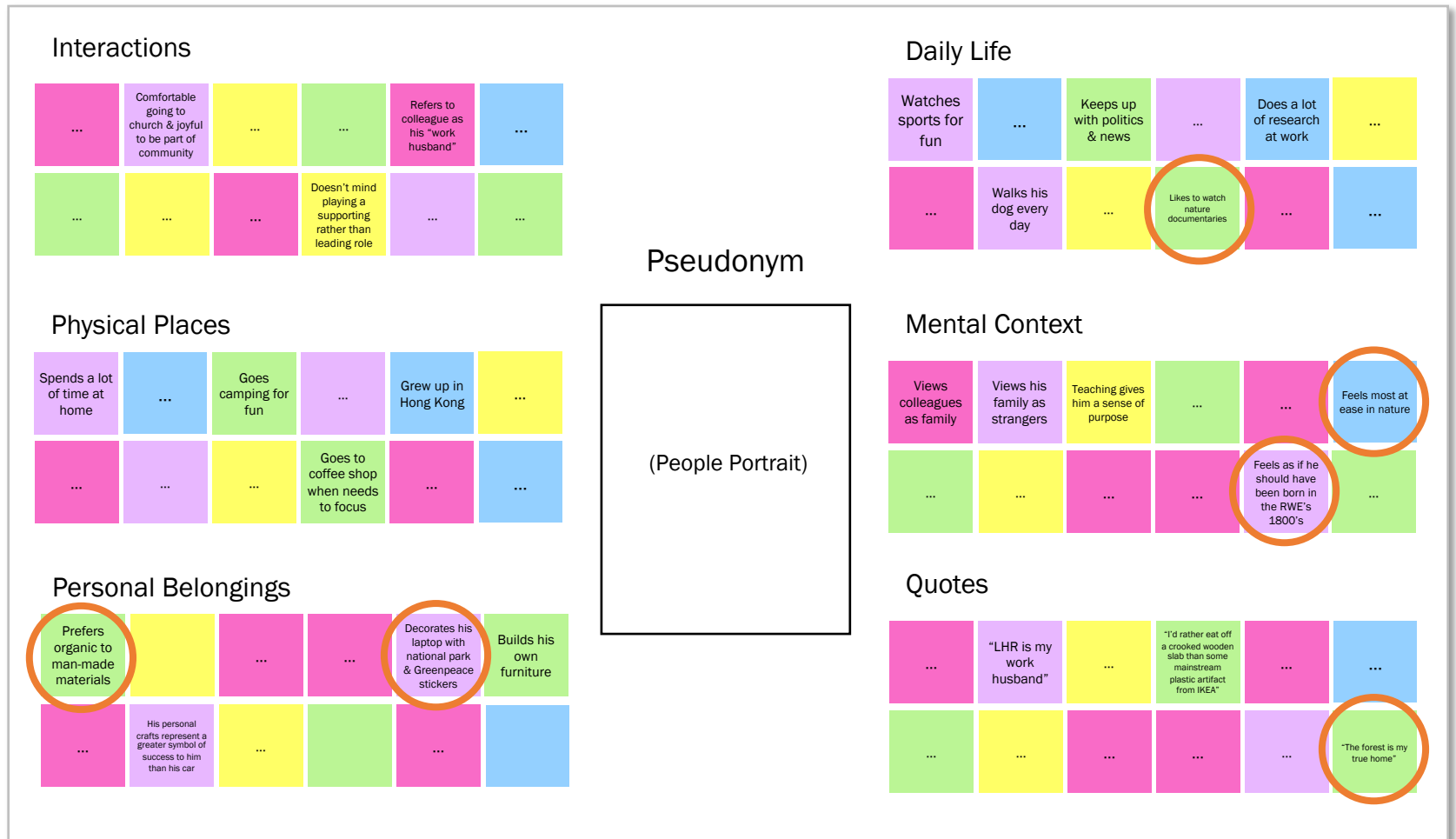
Three Levels of Personality

Enjoys hands-on projects (personal projects)



Three Levels of Personality

Values nature/the environment



Personas

Personas

Reading

Section 1 and section 4 of [Personas and User-Centered Design](#)  by  Tomasz Miaskiewicz and Kenneth A. Kozar (6 pages)

["Perfecting Your Personas"](#)  and ["Getting from Research to Personas"](#) 



by Kim Goodwin (8 pages)

Purpose

At some point you will have engaged multiple people and contexts and will continue to do so. Identifying types of people within group you are connecting with allows you to make generalizations about a larger set of people they represent. These distinctions can help designers consider groups of people with common aspirations, beliefs, goals and possibly needs. Practically speaking, designing with one person can be too anecdotal even if powerful and designing with all people within a societal group is intractable. Creating imaginary personas that correspond to distinct types is a way of creating intermediate representations to identify and engage with, composed from your various inputs. Once created, these representations can be used in your design process.

This Week

- Three (3) Personas readings by next Thursday
- Phase 1 Process Review uploads, submitted by Wednesday 16-Oct @ 12:00 noon
- Phase 1 Process Review presentations, in class Thursday 17-Oct

Process Review Presentations

- Process (briefly)
- Outcomes
 1. Updated People Portraits
 2. Word-Mood Cards
 3. Three Levels of Personality

Beware of time limit

Next Steps

- Thursday 17-Oct
 - Process Review
 - Making Sense Methods Lecture Part 1
- Thursday 24-Oct
 - Making Sense Methods Lecture Part 2
- Thursday 31-Oct
 - Benchtop Review
 - Personas
 - Three Levels of Personality
 - Frameworks & Opportunity Areas
 - Design Review Lecture