

Phase 1 Conclusion

Design Review

- Peer Design Review
 - Up to 3 points extra credit

Design Review

- Key outcomes:
 1. Understanding of your people group exemplified through richly descriptive stories and explanations
 2. Emergent themes arising across engagements such as surfaced by Word-mood Cards
 3. Key people types identified and captured through Personas
 4. New understanding (insights) gained from a qualitative framework of your creation such a Journey or a 2x2
 5. Insight Statements that have a provocative and generative quality

Design Review

- 4 Representations:
 1. Two to four (2-4) Personas
 2. Three Levels of Personality
 - Use Personas for Level I
 3. & 4. Two (2) frameworks with insights and opportunities. Choose from the following:
 - Word-Mood Cards
 - Experience Journey Map
 - Experience Map
 - Combined Framework

Timing

- 15 min presentation
- 5 min Q&A
- 3 min feedback

Not all team members have to present in a review, but eventually.







Team timer & presenter notes are encouraged. Presentations will be stopped at exactly 15 minutes!

Assignments





- Phase 2 Reading Assignment, due Wednesday 20-Nov @ 12:00 Noon
- Read *Phase 2 Description* by Thursday 21-Nov

Assignments

Required Reading

- The sections titled "Introduction", "What are Values?" and "What do Values Do?" in the paper [Values: Reviving a Dormant Concept](#)  by Steven Hitlin and Jane Allyn Piliavin (pg. 359-365, 379-384)
- The article "[The Hidden Privilege in Design](#) " by Hareem Mannan on Medium (7 pages).
- The section titled "[Target-Customer Characterization - The Use of Scenarios](#) " in Crossing the Chasm by Geoffrey A. Moore (7 pages).
- Chapter 2, "[The way the mind works](#) ", in Lateral Thinking by Edward de Bono (14 pages).
- Chapter 7, "[Rebel with a cause](#) ", in Design for the Real World by Victor Papanek (35 pages).
- The [Co-design Engagement Guide](#) (1 page).
- Chapter 9, "[Cardboard Computers: Mocking-it-up or Hands-on the Future](#) " in Design at Work by Pelle Ehn and Morten Kyng in Design at Work (26 pages).
- "[Rough and Ready Prototypes: Lessons from Graphic Design](#) " by Yin Yin Wong (2 pages).
- The page "[Test Yourself for Hidden Bias](#) 

Recommended Reading

- Chapter 3 pages 59 to 68, "[Scenarios in Discount Usability Engineering](#) ", in Scenario-Based Design by Jakob Nielson (10 pages).
- Chapter 1 starting at the section titled "Profiles of Narrative", "[Getting Started: A Thumbnail Sketch of the Approach](#) ", in Basic Elements of Narrative by David Herman (16 pages).
- "[Experience Prototyping](#) " by Marion Buchenau and Jane Fulton Suri (10 pages).
- "[The Power of Use Context: Designing where the Action is](#) " by Jacob Buur with Tom Djajadiningrat, Jesper Pedersen and Werner Sperschneider (12 pages).

Upcoming

- 14-Nov: Office Hours
- 21-Nov: Phase 2 Kickoff