Design Eye Opener

Sofia, 6 Sep 2019,
GeekyCamp @ SAP

Principles of Good design

is
unobtrusive

dominate, help, decoration, invisible

is
aesthetic

alignment, grouping, grid, closure, white space, human form

is as **little** design as possible

simplicity, reduction, organization, context, progressive disclosure

makes a product
understandable

conventions, signifiers, errors

makes a product
useful

effort, nudging, security

is
honest

mapping, visibility

is
innovative

associations, iterations, prototyping, testing

is
timeless

timeless, consistency, trends, fashion

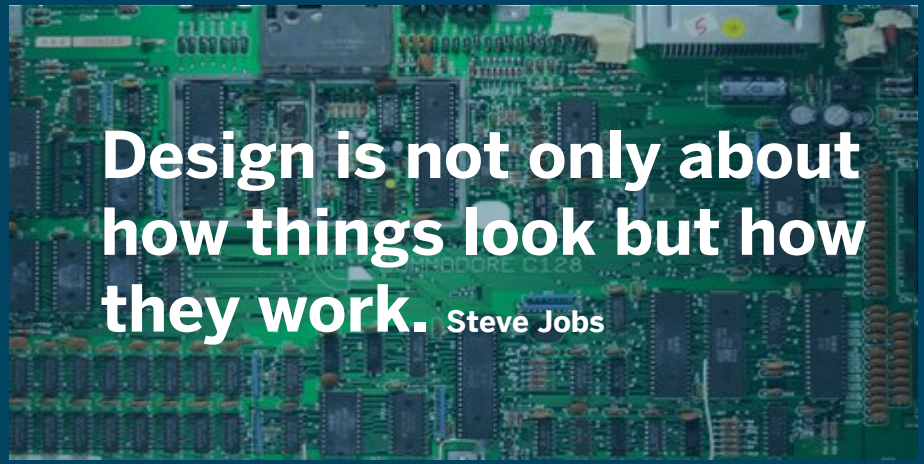
is **thorough**
to the last detail

color, typography, brand, experiences

Design Process: The Right Terminology

	Sketch	Mockup	Wireframe	Prototype	Test
Car				again and again	
What	It starts with a sketch on paper. No technology restricts the creator.	It's a fake, a painting to portray a vision how the final outcome can look.	It's a simplified model that looks as if it is made of wires. The first step in CAD.	A 1:4 clay model is created. Then a 1:1 clay model, that looks exactly like a real car.	The prototype is tested. First with the clay model in a wind tunnel, then with metal prototypes.
Why	The first time the idea becomes visible and you are able to discuss about it with others. No special skills needed.	Shows how the product will look. Helps to get buy-ins from stakeholders. No programming yet.	Shows groups, controls, the flow, and how the users will have to interact with the application.	THE tool to get feedback. Used for testing, improved via iterations. A prototype is not perfect but has at least some working parts.	Hand your prototypes to users. The people in the office next door, experts, customers. Let them beat it to death. Then use the feedback to create a new prototype.
Software				again and again	

Definitions



Designers

Philippe Starck

Dieter Rams

Peter Behrens

Bauhaus: Mies van der Rohe, Le Corbusier, Walter Gropius

Jon Wiley

Paul Rand

Bill Moggridge

John Maeda

Jensen Harris

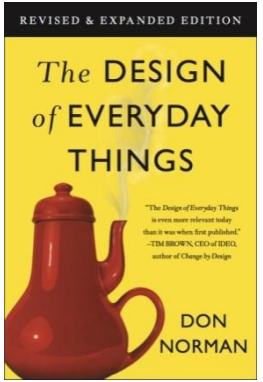
James Dyson

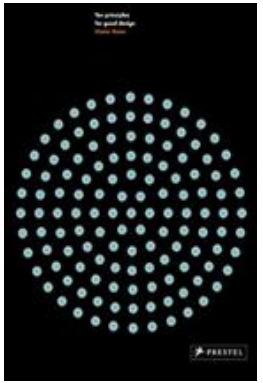
Jeff Hawkings

Tobias Frere-Jones

Tips

Introduction





Film: Objectified (+ on youtube)
Gary Hustwit

Book: The Design of Everyday Things
Don Norman

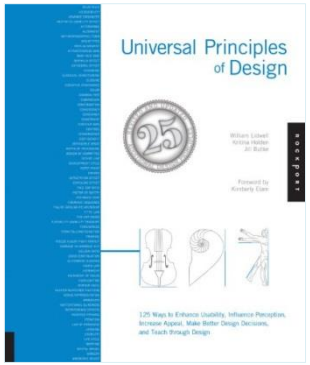
Video: Dieter Rams' 10 principles of good design

Book: Ten Principles for Good Design: Dieter Rams

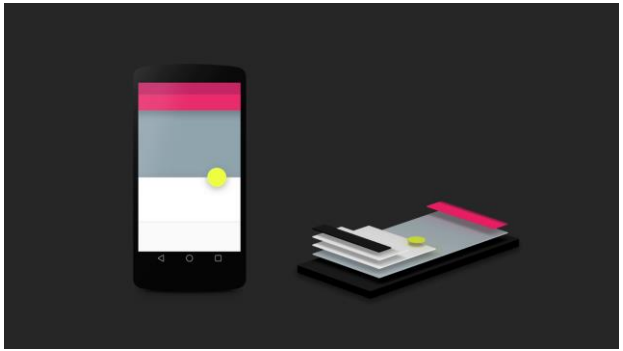
Good and Bad Design, Definition of Design, History of Design, Types of Designers

Unobtrusive & Aesthetic

Book: Universal Principles of Design
William Lidwell
+ on lynda.com



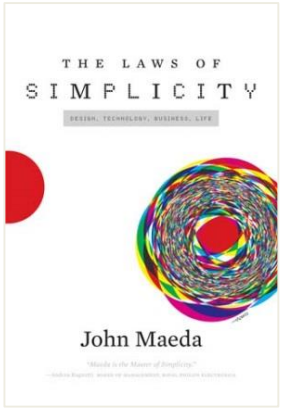
Web: Google Material Design
Google Design youtube channel
SAP Fiori Design Guidelines



Decoration, Weirdo features, Invisible
Alignment, Grouping, Grid, Closure, White space, Human form

As little as possible & Understandable

Book: [The Laws of Simplicity](#)
John Maeda



Video: [The Story of the Office Ribbon](#)
Jensen Harris

Web: [Little Big Details](#)
"Your daily dose of design inspiration"

Little Big Details

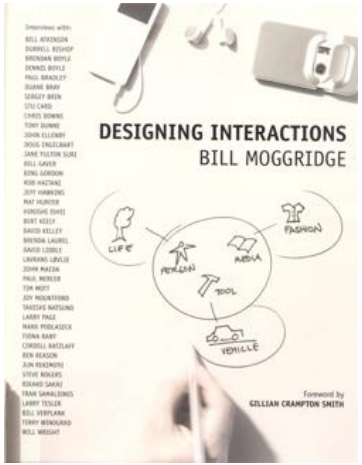
Simplicity, Reduction, Organization, Context, Progressive Disclosure, Conventions, Signifiers, Errors

Useful & Honest

Book: Designing Interactions
Bill Moggridge

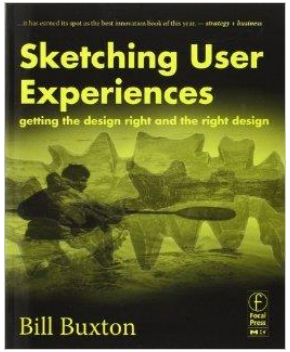
Object: Philips Alarm Clock

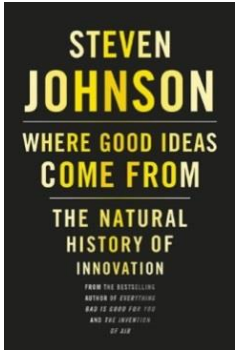
App: iOS, Android
UX Companion



Effort, Nudging, Security
Mapping, Visibility

Innovative & Timeless





Book: [Sketching User Experiences]
Bill Buxton

Book: [Where Good Ideas Come From]
Steven Johnson

App: Marvel [iOS] [Android]
(search for Marvel – design and prototype)

Associations, Iterations, Prototyping, Testing
Timelessness, Consistency, Trends, Fashion

Thorough

Book: [The Secret Language of Color](#)
Arielle Eckstut

Book: [Type Matters](#) / [Schrift wirkt](#)
Jim Williams

App: WhatTheFont
[mobile](#), [Web](#)

Color, Typography, Brand, Experiences

Additional classes

openSAP

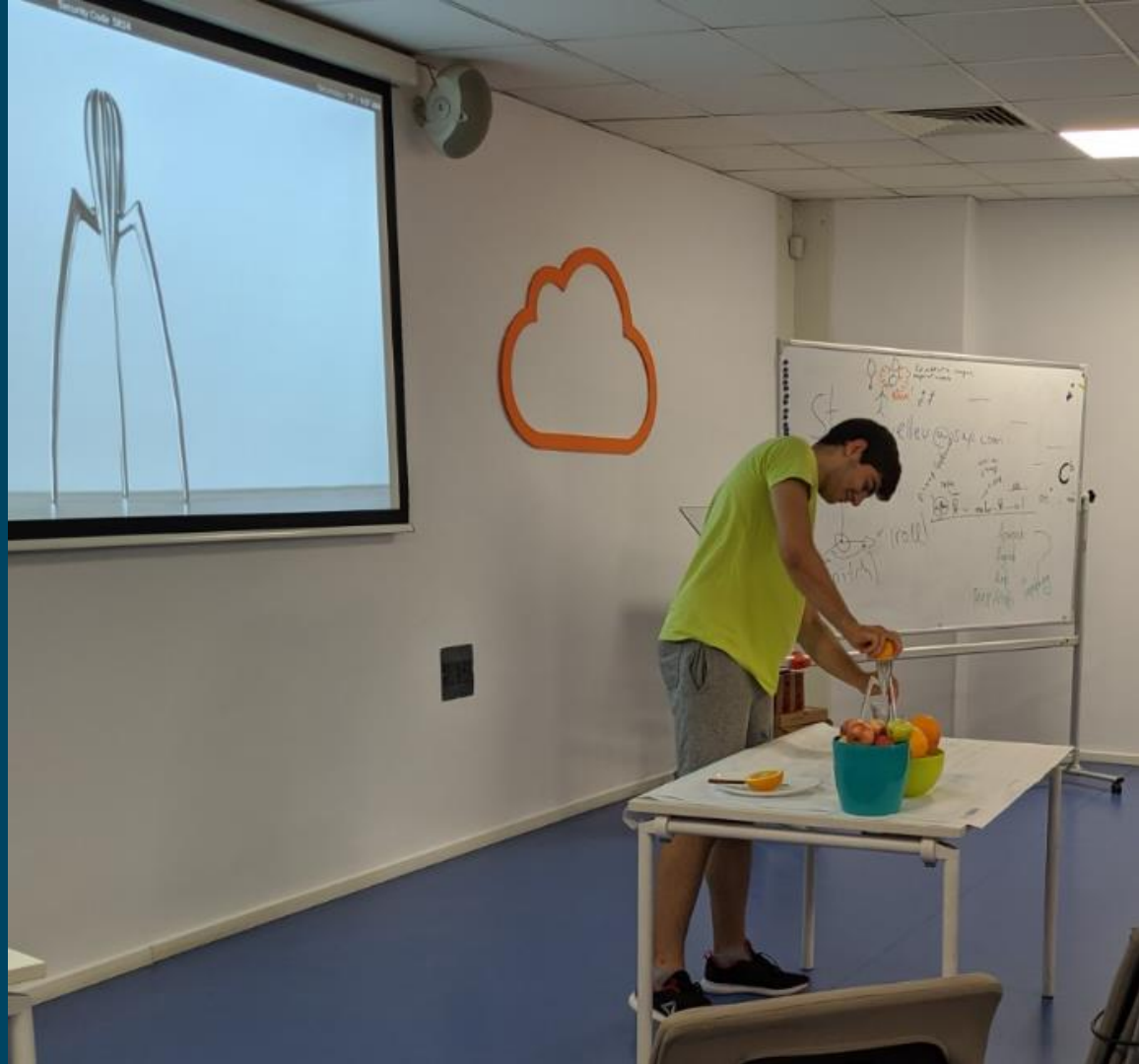
- Design for Non-Designers
- Basics of Design Research

External

- Design of Everyday Things (udacity)
- Interaction Design (coursera)
- User Experience Courses (interaction design foundation)

You

Birthday boy, birthday juice



Design is not only
about how things
Rand
Harris
Brandt
Maeda
Wiley
Behrens
Frere-Jones
strong= m.v²/2

SAP
Canada

acer

Design Eye Opener