

Design

- Design
 - To create or contrive for a particular purpose or effect.
 - The purposeful or inventive arrangement of parts or details.
- Bad design
 - Norman doors



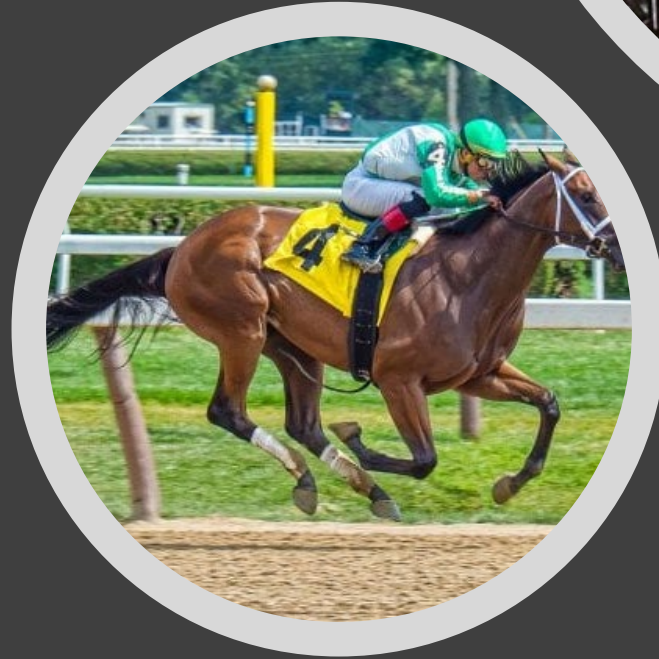
Why is design important

- How do you search for something when you don't know what it is called?



Design is not Requirements

- “If I had asked people what they wanted, they would have said faster horses.” - Henry Ford



Evolution of in-car navigation

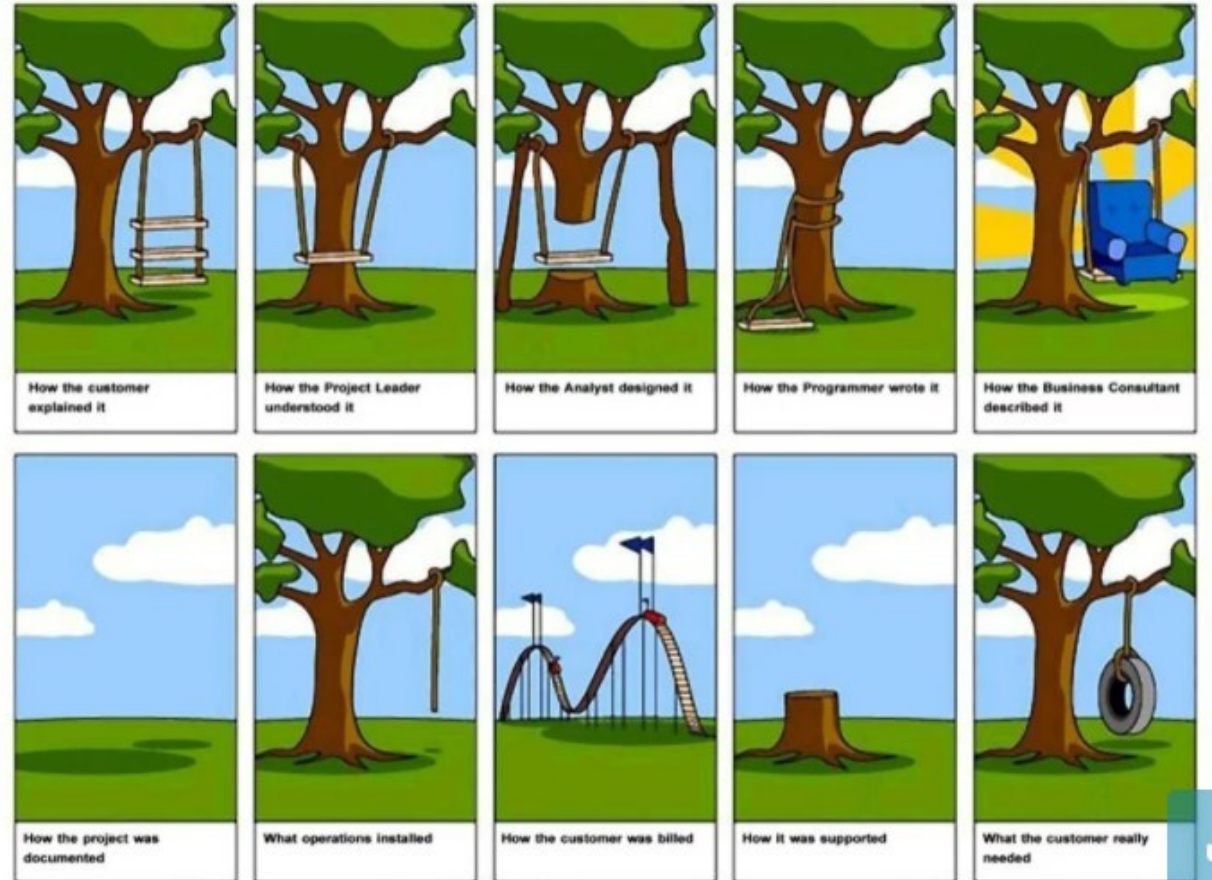
- Overcoming limitations
- paper maps
- electronic maps
- maps with GPS
- turn by turn guidance
- voice guidance
- self-drive



Common KM Goals

- Often looking to design something that is:
- available when needed
- quick, easy to understand
- relevant and up to date
- personalized
- has measurable impact on performance

Dilbert Engineering



Challenges



Design for Adoption

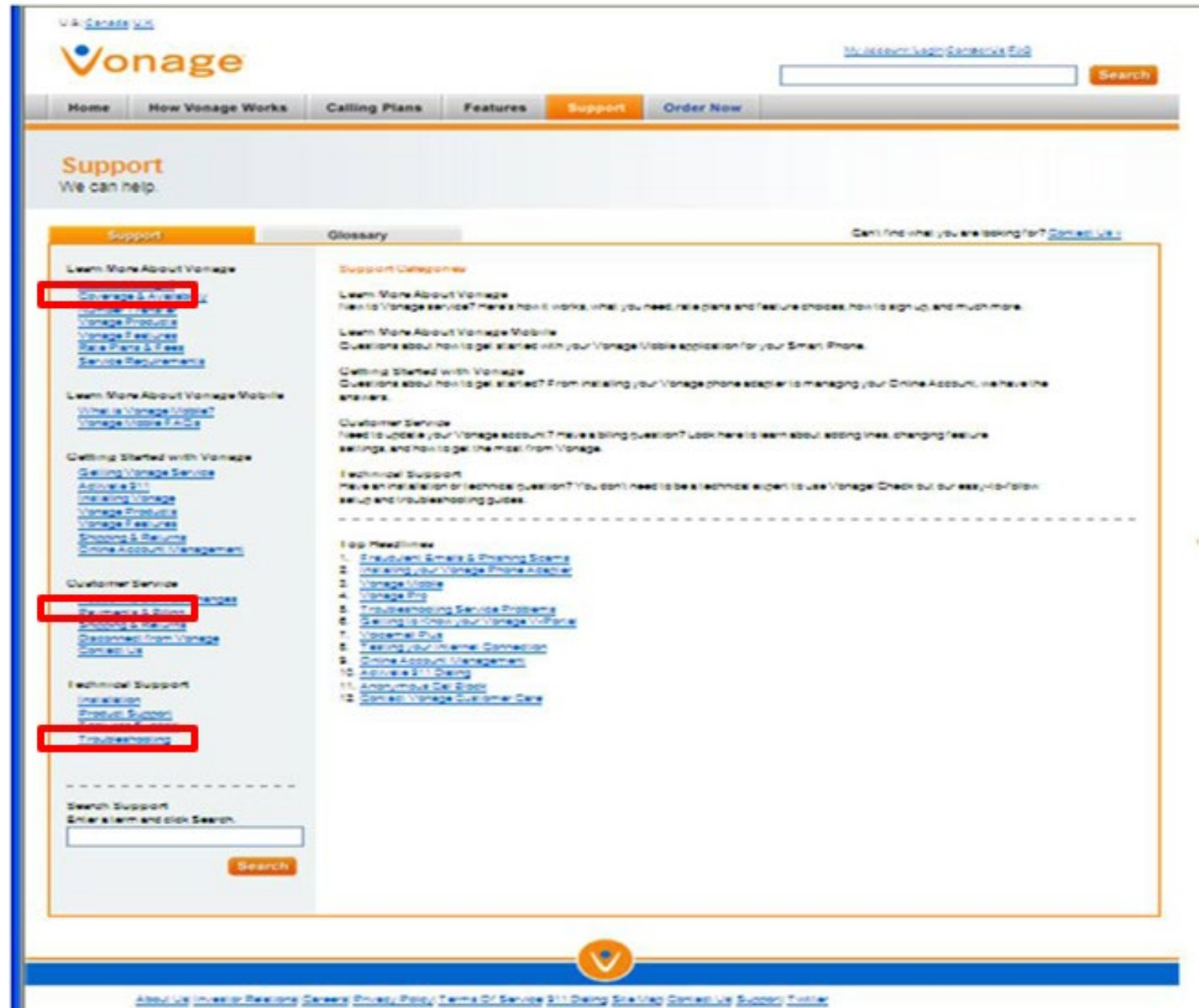


Design for
adoption



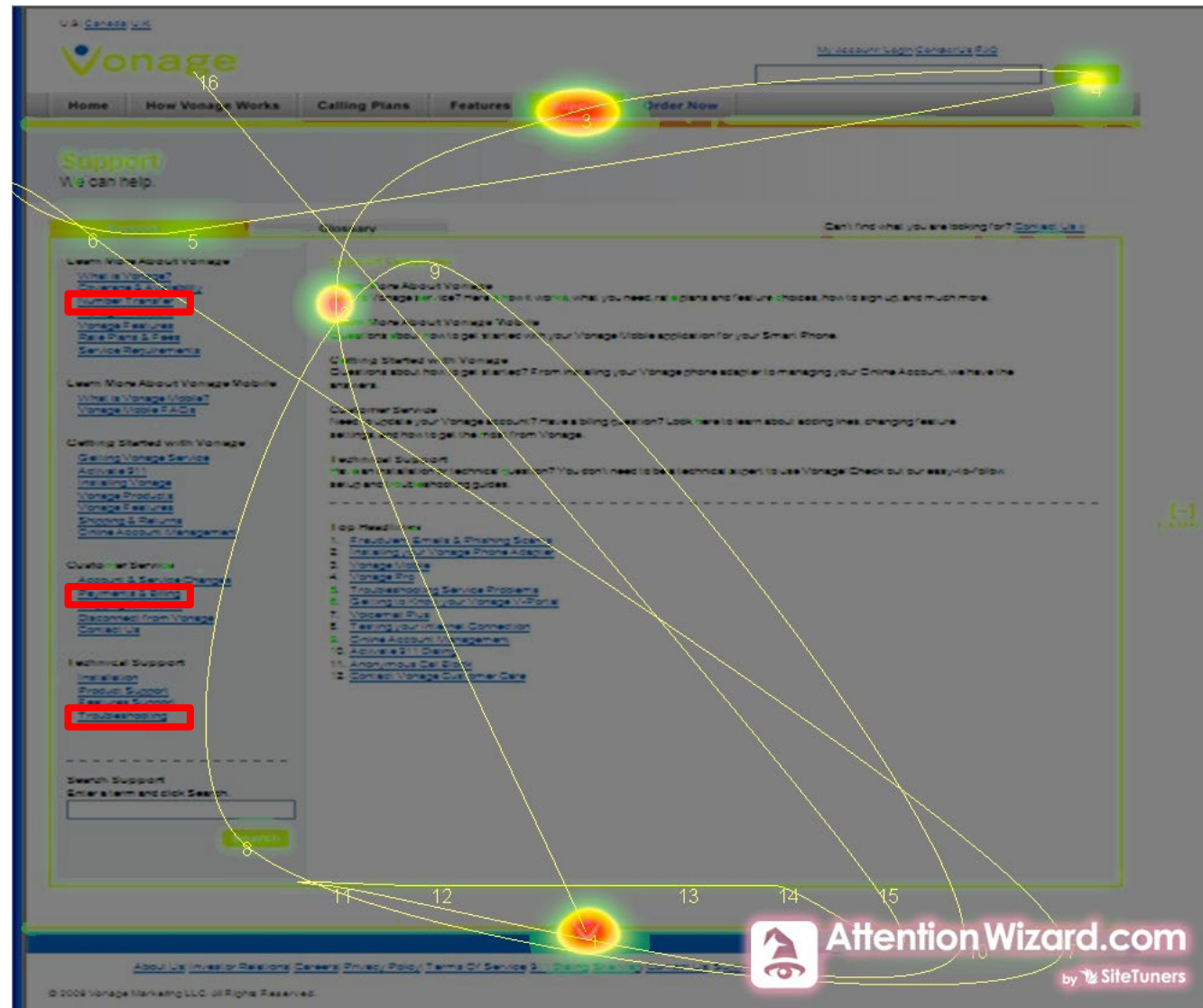
UX Design

- Where do you want the user to look first?



UX Design

- Is the most important information in the most prominent places



Good Practice

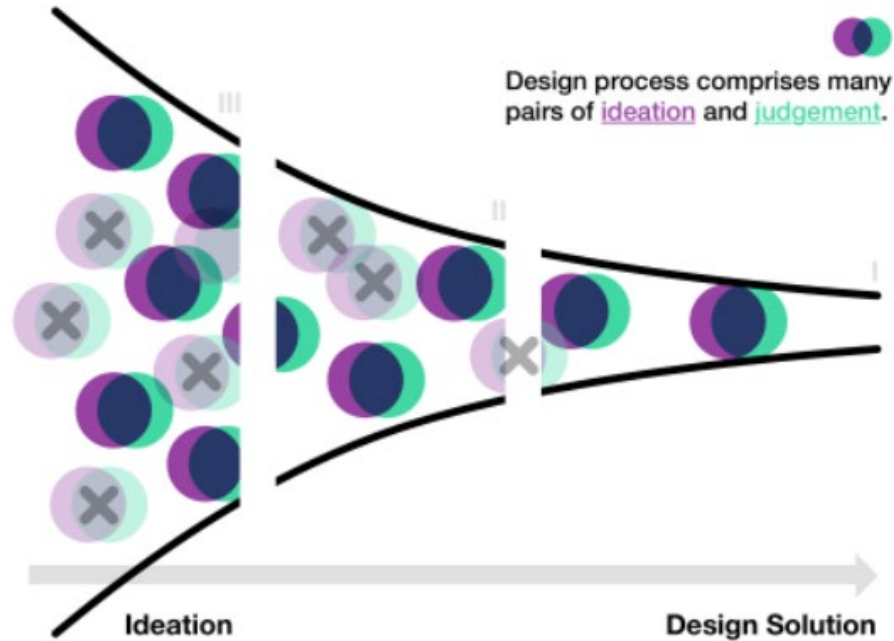
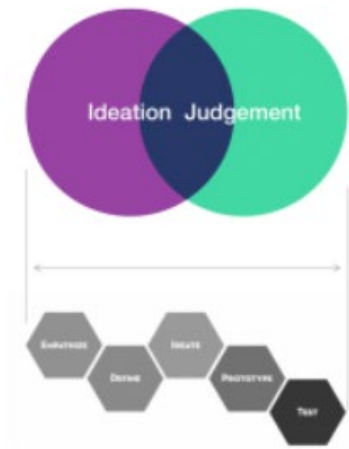
- Meet the users
 - listen to what they say
 - watch what they do
- Don't just copy a previous design
- Beware of pre-sales 'feature demos' becoming template for eventual solution
- Have more than one design
 - difficult to evaluate a single design
 - easier to compare several options



Good Practice

- Don't let Managers decide on behalf of Users
- Remember to focus on long term usability not first use
 - what seems fun for the first hour might become irritating after a week
 - similarly, things that seem awkward for the first hour might seem great when you have got used to it
- Test designs against groups of users
 - measure performance not just user feedback





Continuous
Design
Improvements