Design Thinking: Data Intelligence

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Designing with Data

Provocation

Have you worked on a program where data extended design capabilities?

How did your team incorporate data into its design palette?

What features, interactions, interfaces were enabled through design?

These course chapters could describe the design process and allude to an alternate universe—one where data wasn't used for the same project, and where the outcome suffered.

How do you design for intelligence?

Central to our charter at frog is improving the human experience through design. Big data is, well, big, and everyone is capturing oceans of it in hopes of gaining new insights through intelligence. But how does this make meaningful connections to people? Perhaps Cecilia Aragon, Director of the Human-Centered Data Science Lab at the University of Washington, said it best by posing the question, "How can we be sure not to lose the compelling and inspiring stories of individuals in the sea of aggregated data at scale?" Data science can provide this intelligence by creating new connections to the people who experience your design. Using the data visualization prototype strategy outlined here, they can be leveraged just like you do with other types of prototypes within experimental design.

Hypothesis

What happens when the model produces a value? Is the output of an algorithm inherently valuable? The answer is no, it's all about the delivery of that output. In this course, learn best in-class methods and theories behind data inferencing by using design thinking methodologies to synthesize data into insights that can be clearly communicated.