Good morning everyone! Today I’m going to talk about a fashion word ‘Design’. Have you ever thought about what is design? And when I say the word ‘design’ did you come up with anything related? Well, literally everything around you was designed. The size of the classroom, the arrangement of seats, the stairs, the projector… everything. So what’s the purpose of design? Well, you probably noticed that there’re lots of restaurants at Anzac parade. When you choose one of them for dinner, what is the first thing you consider? The food? And then you probably come up with a couple of restaurants. Then what made you make up your mind? Well, some people care about the lights, some people consider the sofa, and I consider the bathroom. These restaurant’s environments are all about design.

And how much does design matters? A good design can fame the company so that make money. You must know the Starbucks. It’s well-known around the world. Why is Starbucks so famous? Is Starbucks coffee tasting good? Well, we all know the answer. Let’s just say, it’s okay. Even the coffee ‘is okay’, why people still like to go there? The answer is to design. The colour of declaration makes people relaxed. And when you buy a cup of coffee, your hands won’t feel hot until you take a seat. Because the coffee cups were designed. To what extent does the design matters? Well, the Apple company just change the size of iPhone, and people keep buying it. Now we know the design is important. Then how to make a good design? Well, all designs follow a basic process, these may vary with the objects. But there still have something in common.

First of all, brainstorming. And no matter what you design, a microphone, a computer, an interface, brainstorming is always essential. A team will do individual brainstorming first. Each team member can come up with several ideas, is called ‘divergence’. And then do the group brainstorming later to make a final decision, which is called ‘convergence’. The purpose of brainstorming is to think about the function or effect of the object. So how to achieve those functions? We need to know what customers want. So here’s another question. How to find out customers’ preference? Well, the simplest answer always the right one, which asks them. Then how?

Well, here come two methods. First one, we ask them directly, which is called ‘interview’. Interviews are not always conducted successfully. Imagine, if you are walking on the street, someone asks you to spend 15 minutes to do an interview with no benefit. How many of you are willing to do that? So the quality of the interview would be terrible. But if someone asks you to spend 1 minute to do a questionnaire. Then this time, how many of you will do that? So there’s the second method, which is more useful -- questionnaires.

Now, the team got feedbacks, what are they going to do with these interview notes or questionnaires? Here come to another stage -- ‘analysis’. You may notice that questionnaire is a combination of several multiple choice questions and a couple of open questions. It like that because if you have a look at the paper and find you need to write a lot of things like having an exam, you probably won't do that. And closed questions are not useless. Basically, closed questions are to find out the quantity, it helps designers to know users’ preference. And opening questions is to check if they need to take more functions into consideration, which is unpredictable.

After these, it's time to put these into use and test it by real users and observe their performance and actions. To check if these functions really work as expected. Actually, it’s very interesting. When you design a real product, like a cup or a dress. You can just produce a couple of samples. But when you design a really complex thing, you need to consider the cost of both money and time. Like, everyone has a smartphone, the designers of Android or IOS system or even just an application, they don't write code first, because that probably cost several months. And a tiny bug can cause the system crashed. The producers are really smart; they don't program in the first place. They just draw the interface. They draw a rectangle to indicate a button, they use a little card to represent a pop-up window. You click somewhere, they change a paper. Really simple.

That’s the basic process. Simple? Interesting? But that’s not the end! A real process has more than these steps and iterates over and over again. And these process like an interview, questionnaires, and usability tests cannot be conducted without real users help. So, next time, if you are asked to do a questionnaire or a usability test. Don’t reject them without thinking! Because you play a really important role and a good design can’t be done without your help!