

Week 1: Strategy

PUCD 2125 Section F, Spring 2018

What is the difference
between art and design?

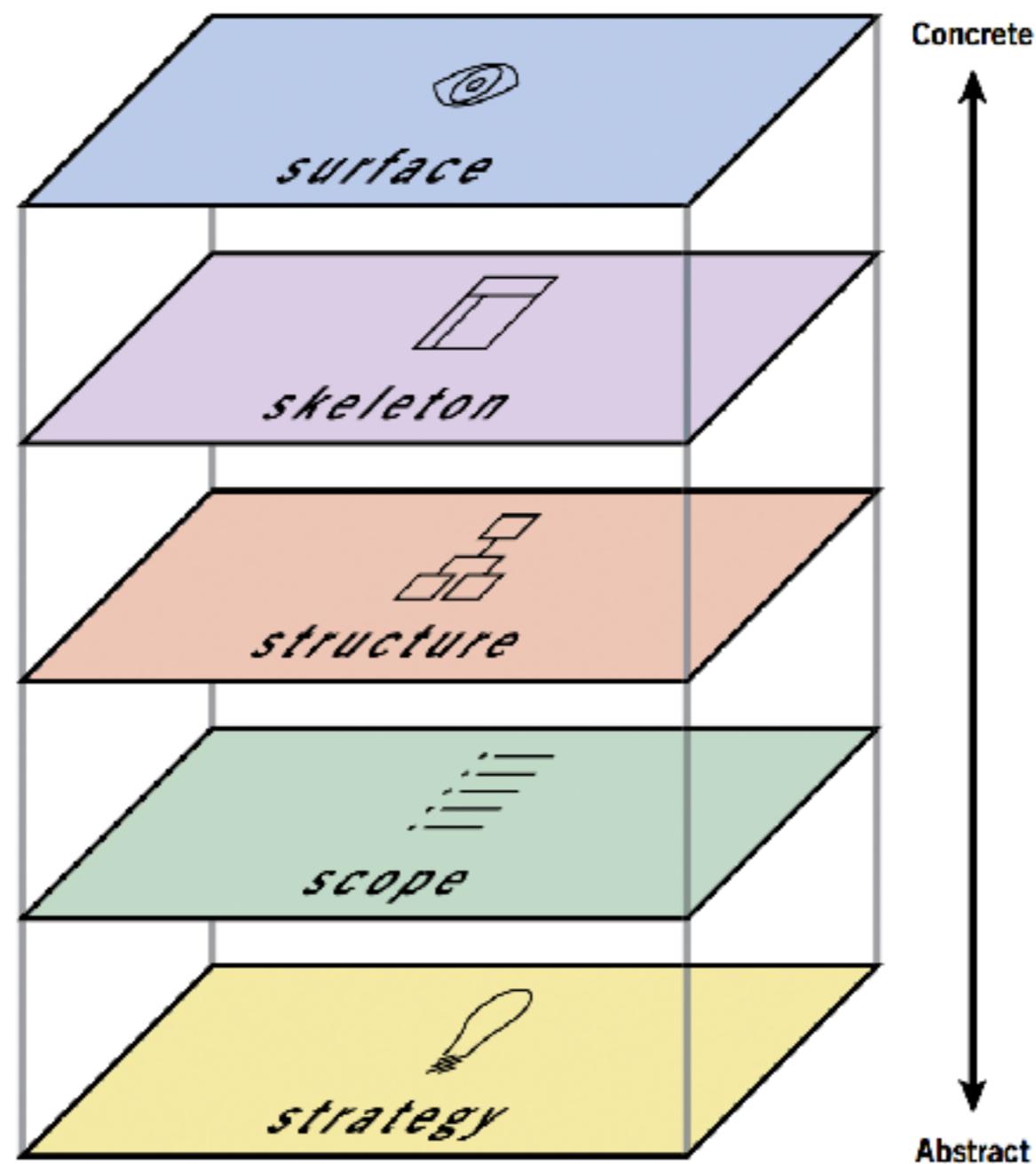
What is
Interaction Design?

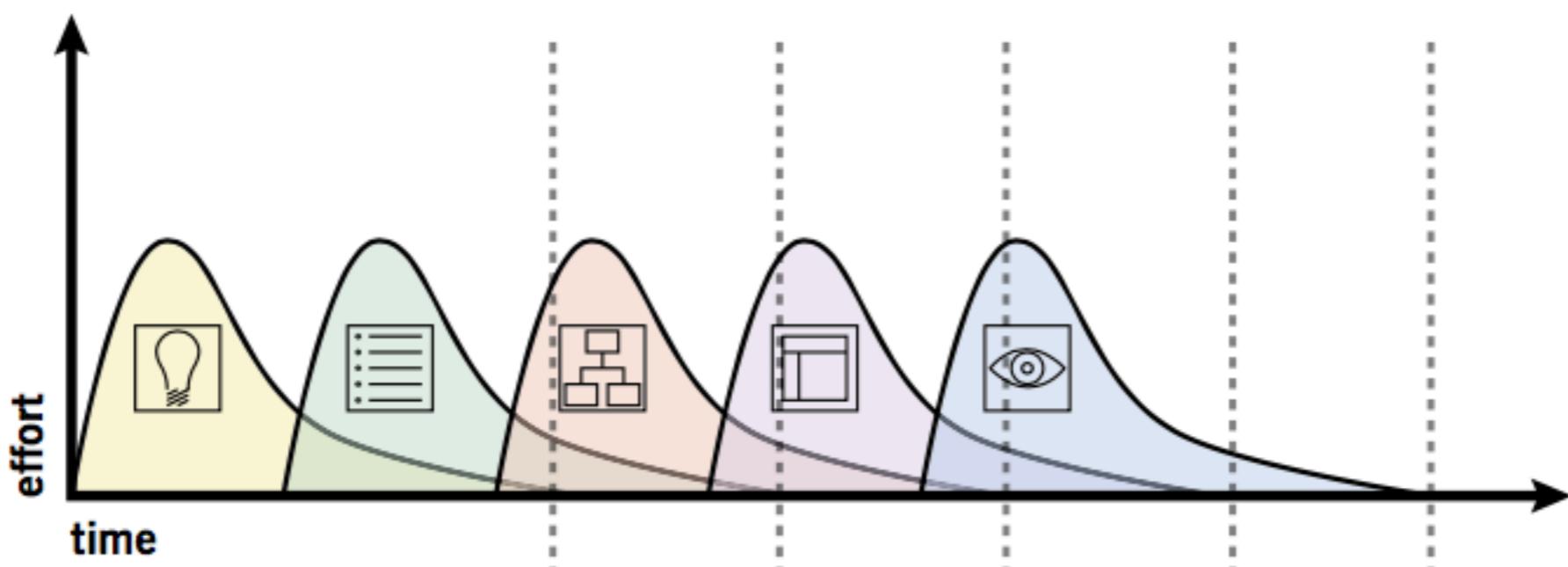
“Design is not just what it looks like and feels like. Design is how it works.”

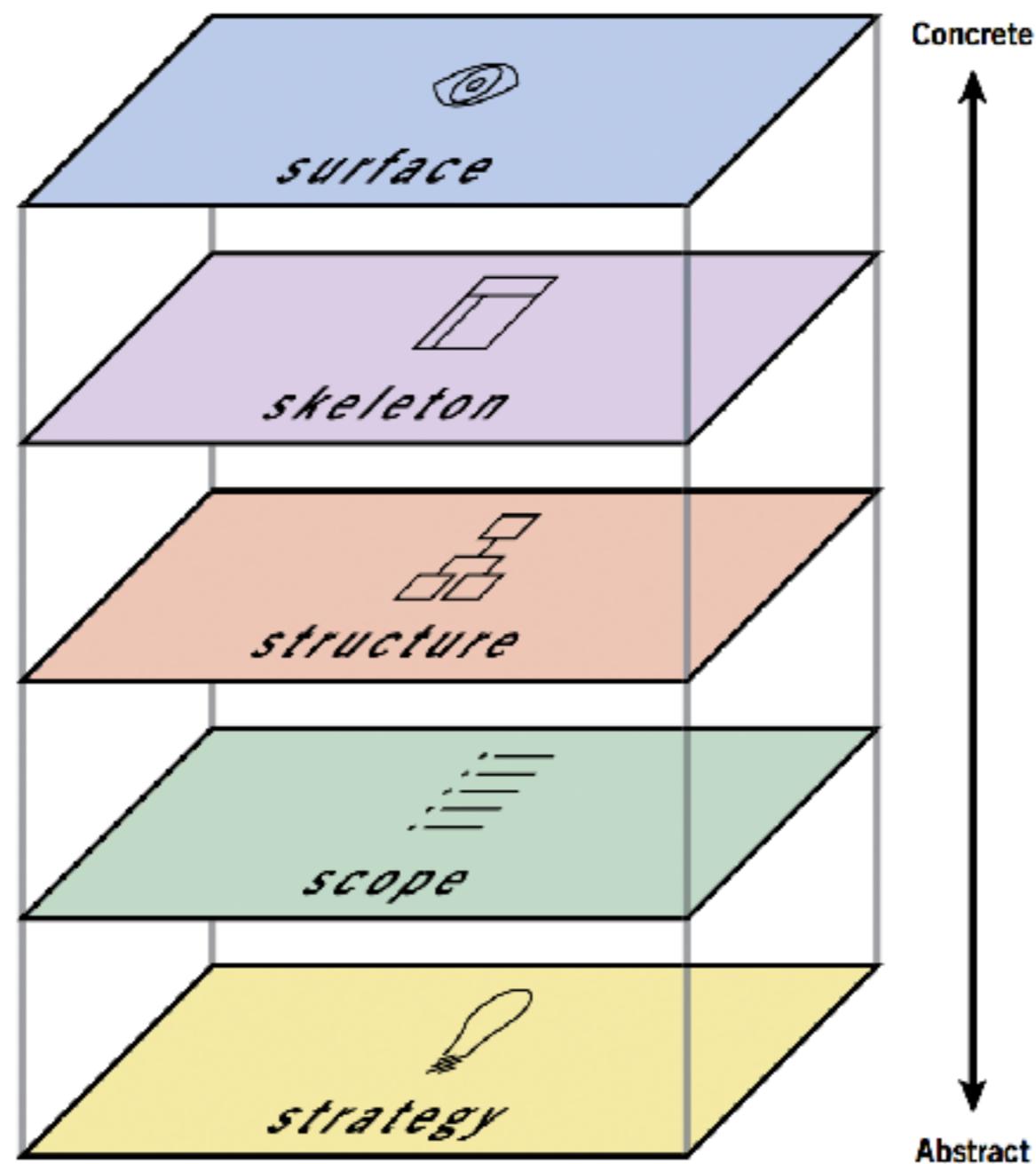
“Design is not just what it looks like and feels like. Design is how it works.”

– Steve Jobs

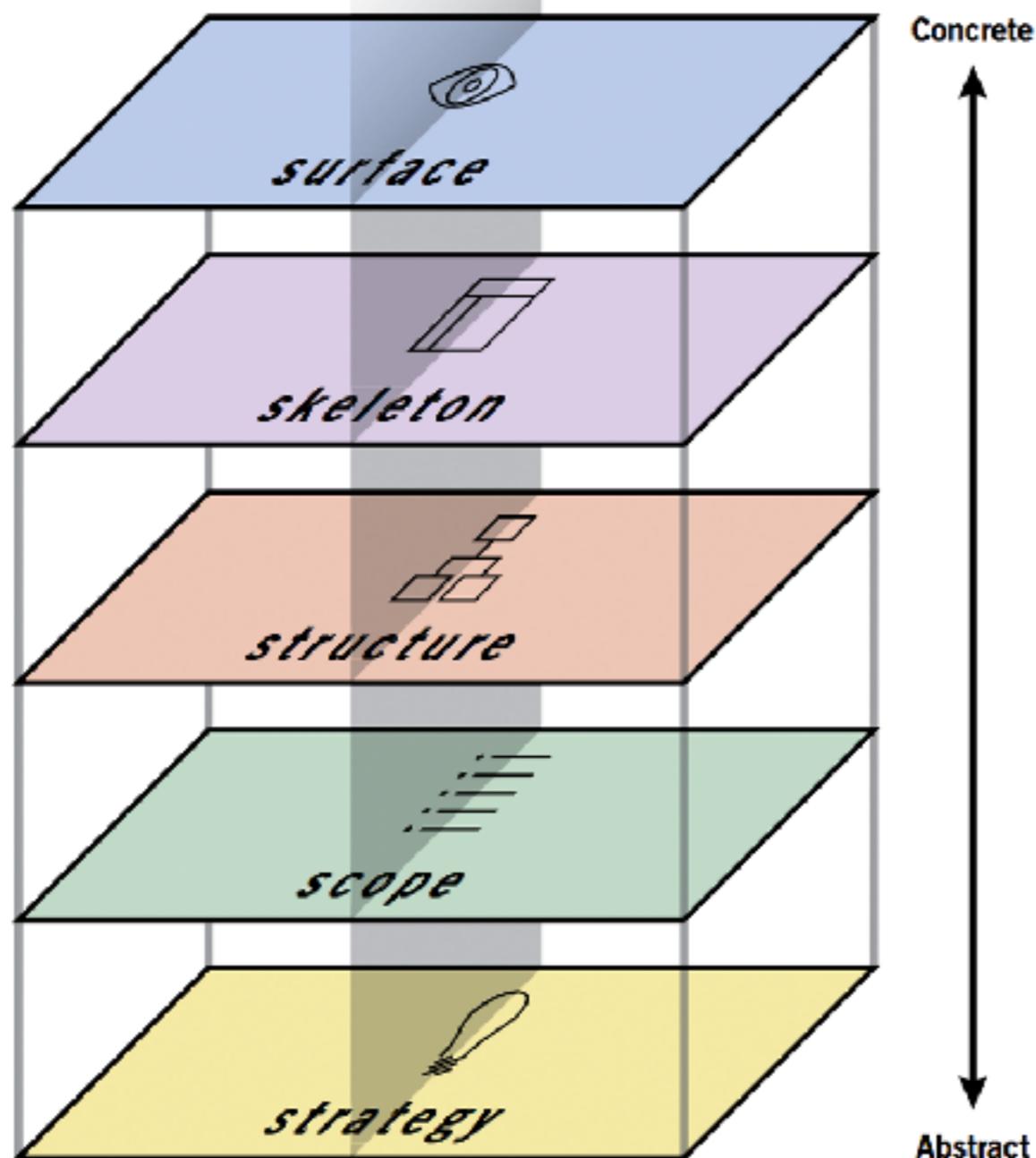
The Elements of User Experience







product as functionality | product as information



“Design is not just what it looks like and feels like. Design is how it works.”

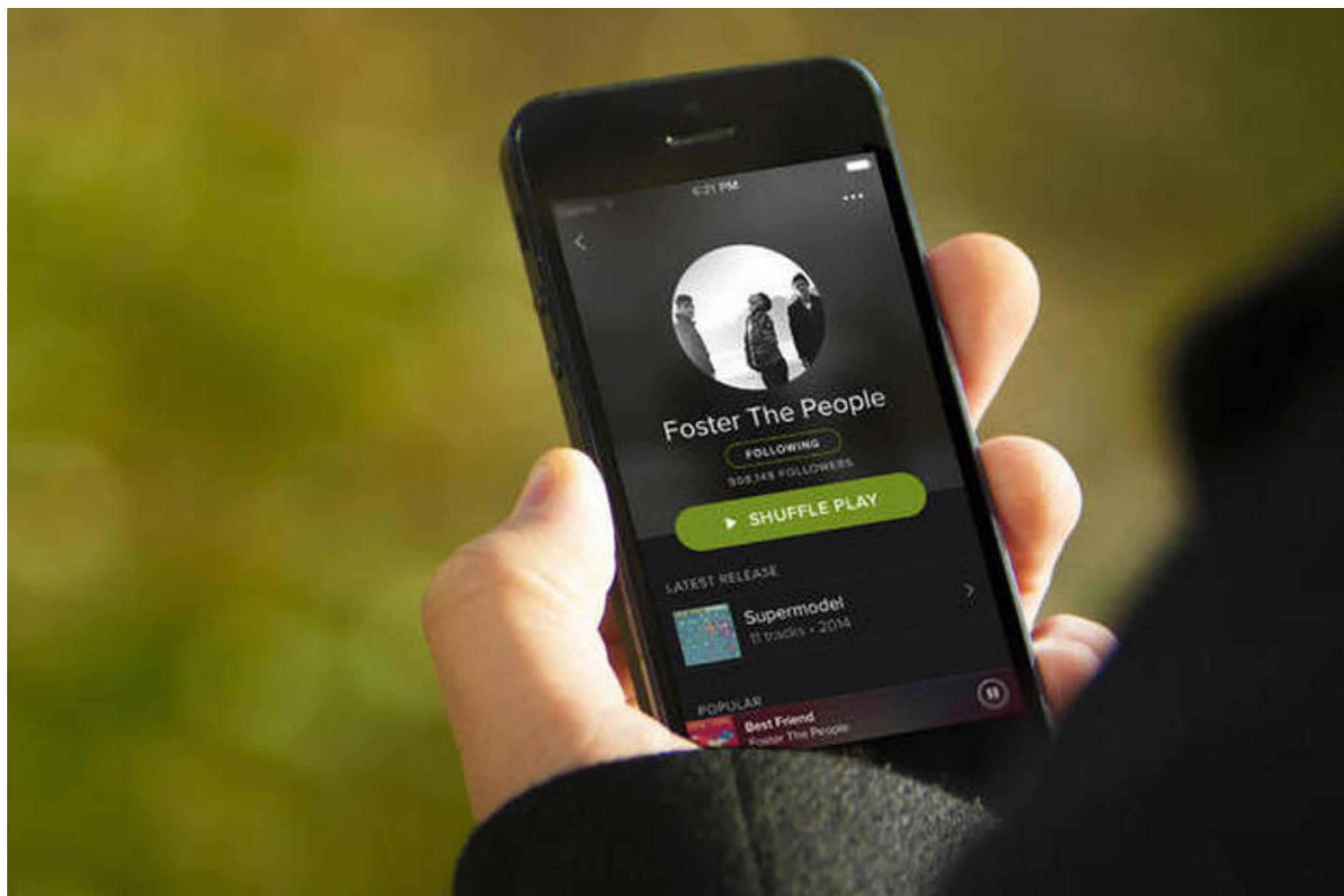
– Steve Jobs

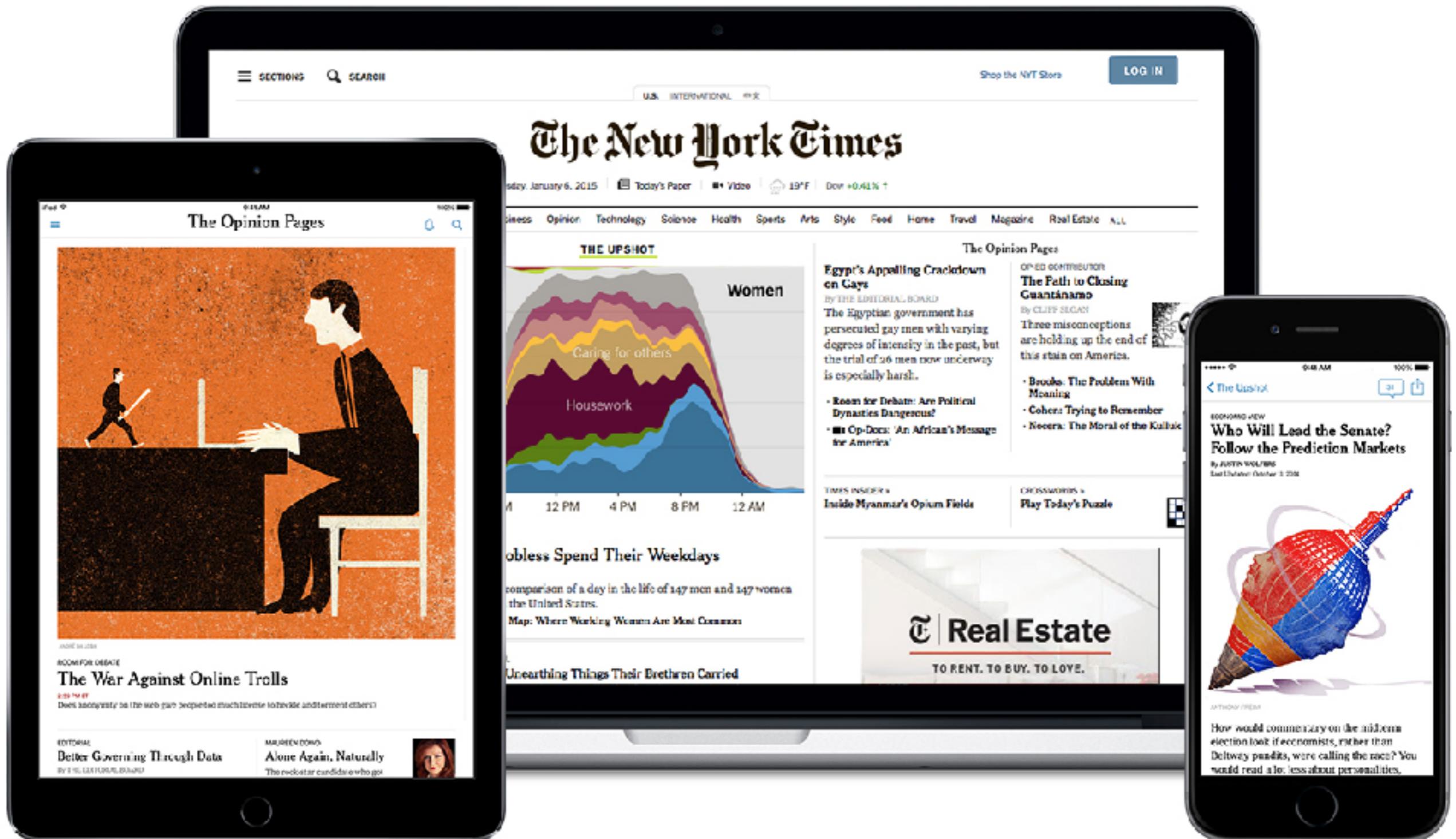


Anshard









≡ SECTIONS

SEARCH

Shop the NYT Store

LOG IN

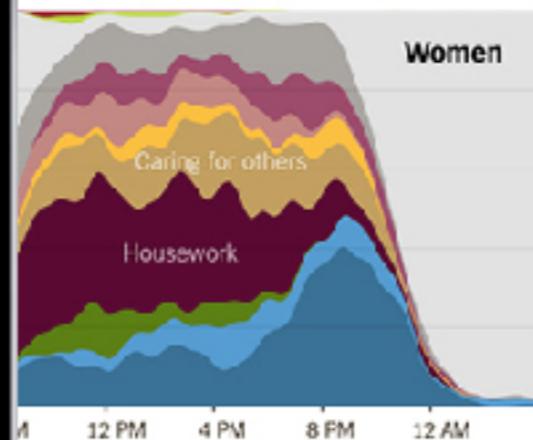
U.S. INTERNATIONAL 中文

The New York Times

Saturday, January 6, 2018 | Today's Paper | Video | 19°F | Dow +0.41% ↑

Business Opinion Technology Science Health Sports Arts Style Feed Home Travel Magazine Real Estate All

THE UPSHOT



Jobless Spend Their Weekdays

comparison of a day in the life of 147 men and 147 women in the United States.

Map: Where Working Women Are Most Common

Unearthing Things Their Brethren Carried

The Opinion Pages

Egypt's Appalling Crackdown on Gays

By THE EDITORIAL BOARD

The Egyptian government has persecuted gay men with varying degrees of intensity in the past, but the trial of 26 men now underway is especially harsh.

- Room for Debate: Are Political Dynasties Dangerous?
- Op-Docs: 'An African's Message for America'

OPEN CONTRIBUTION The Path to Closing Guantánamo

By CLIFF SEGAN

Three misconceptions are holding up the end of this stain on America.

- Brooks: The Problem With Meaning
- Cohen: Trying to Remember
- Kocera: The Moral of the Kuklux

TIMES INSIDER Inside Myanmar's Opium Fields

CROSSWORD Play Today's Puzzle

Real Estate

TO RENT. TO BUY. TO LOVE.

Who Will Lead the Senate? Follow the Prediction Markets

By JOSHUA WOLFSON

JANUARY 6, 2018

How would commentary on the Senate election look if economists, rather than Deltaway pundits, were calling the race? You would read a lot less about personalities.

The Opinion Pages



The War Against Online Trolls

DEBATE DEBATE
Debts Inconveniences on the Web Gain Expected Much Louder Response to Recent Settlement Efforts

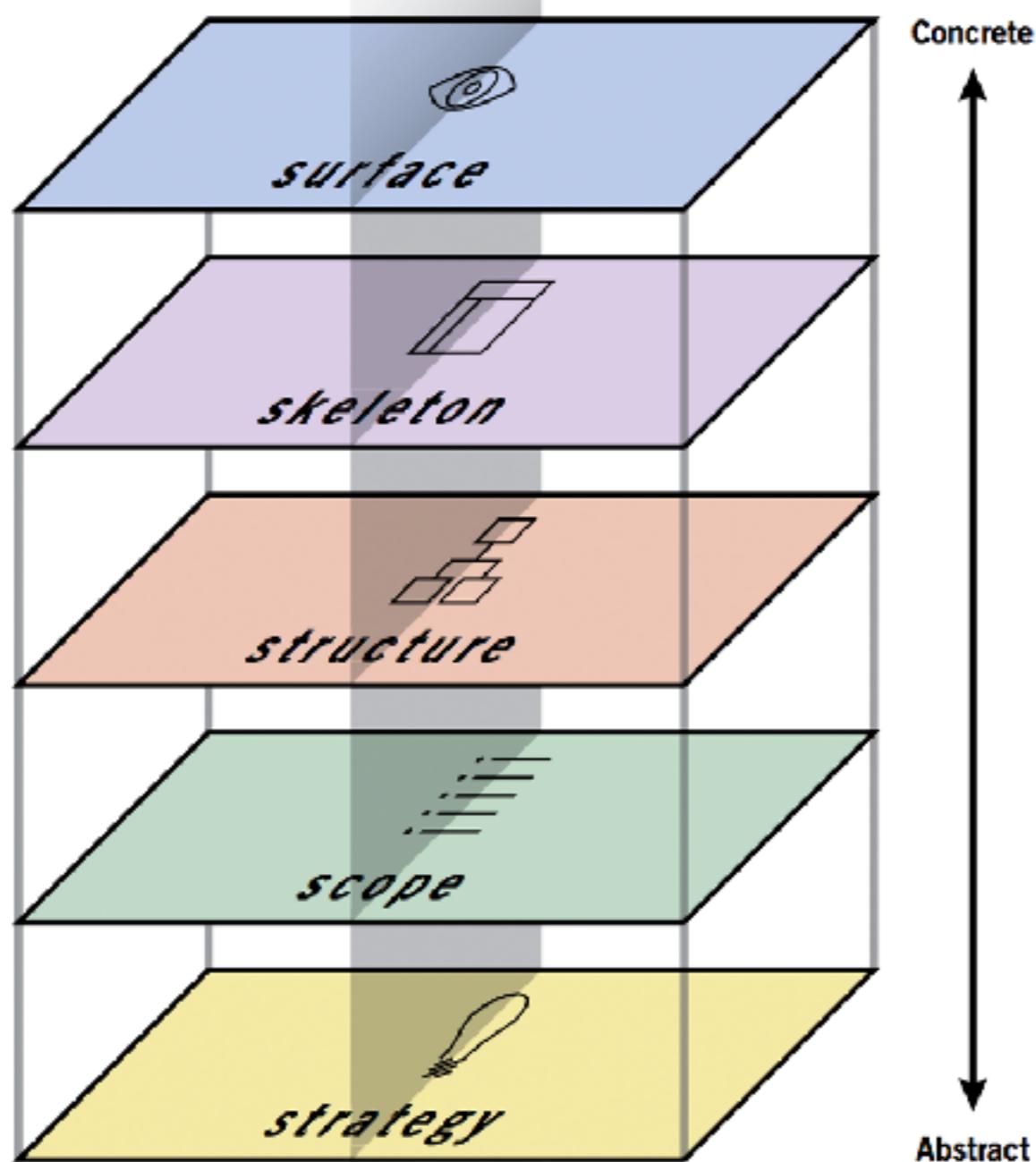
EDITORIAL
Debt Governing Through Data

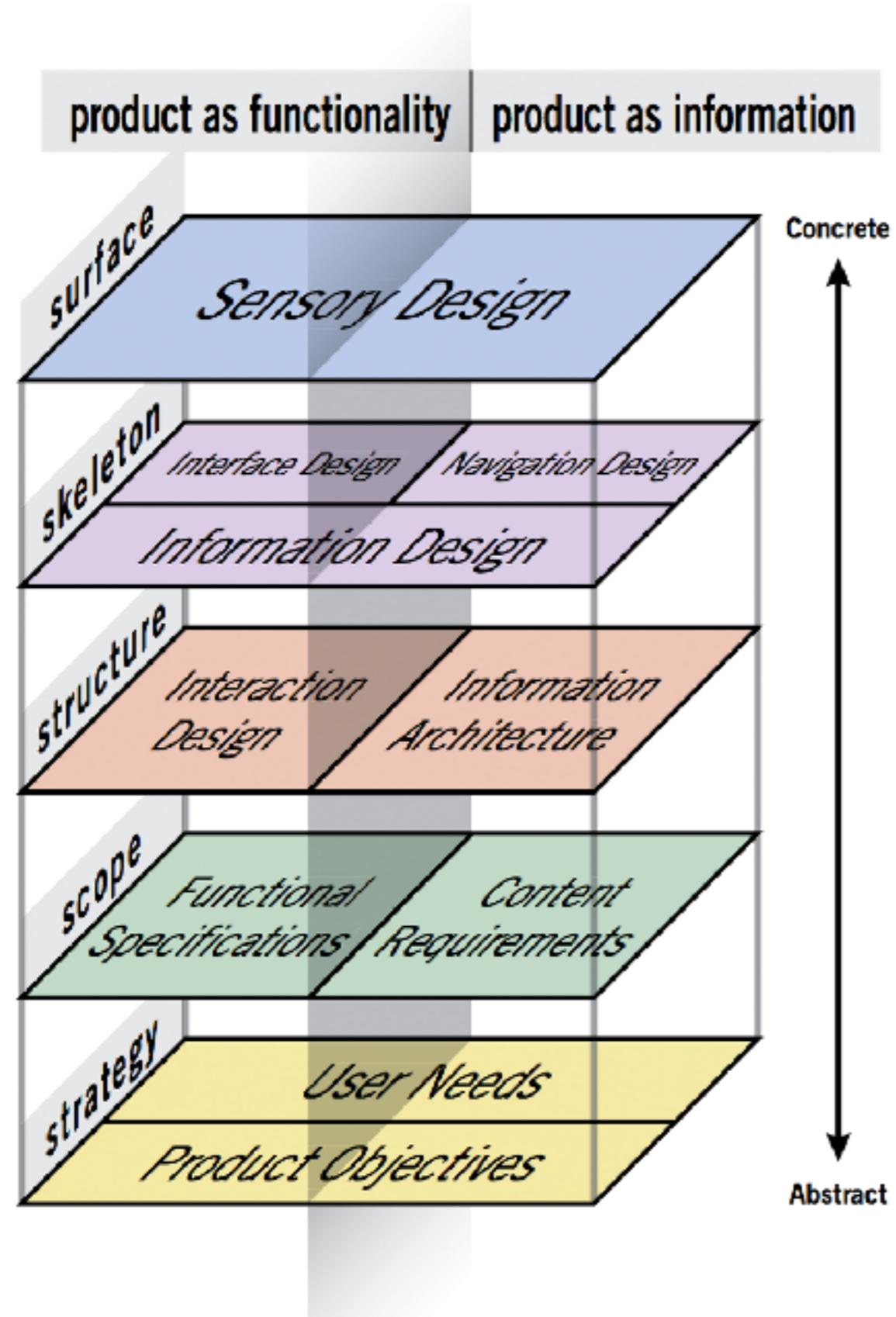
By THE EDITORIAL BOARD

MAGAZINE EDITORIAL
Alone Again, Naturally

The rock-star candidate who got

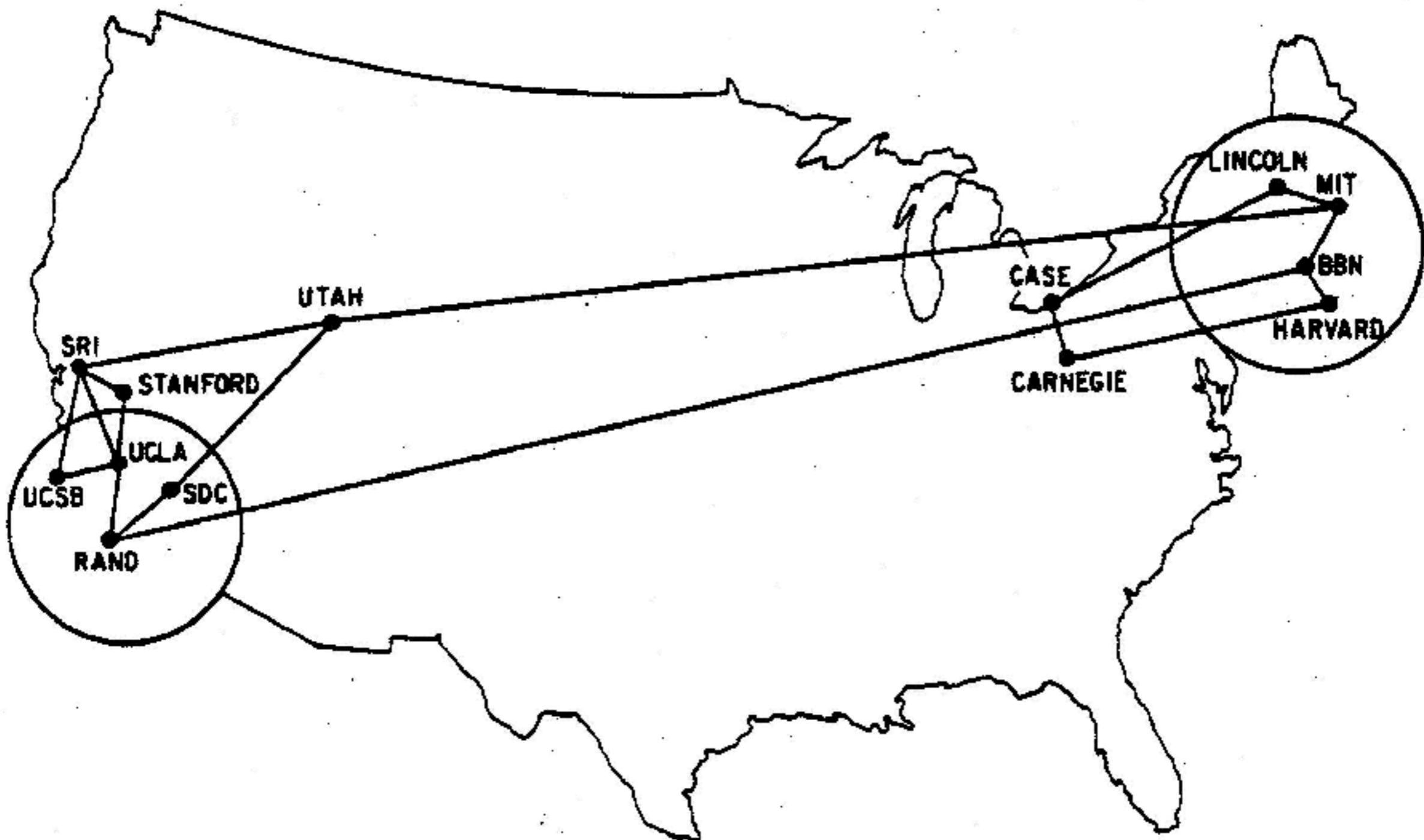
product as functionality | product as information





“Content is King”

Technological
Possibility



World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#), [Policy](#), November's [W3 news](#), [Frequently Asked Questions](#).

What's out there?

Pointers to the world's online information, [subjects](#), [W3 servers](#), etc.

Help

on the browser you are using

Software Products

A list of W3 project components and their current state. (e.g. [Line Mode](#) [X11](#) [Viola](#), [NeXTStep](#), [Servers](#), [Tools](#), [Mail robot](#), [Library](#))

Technical

Details of protocols, formats, program internals etc

Bibliography

Paper documentation on W3 and references.

People

A list of some people involved in the project.

History

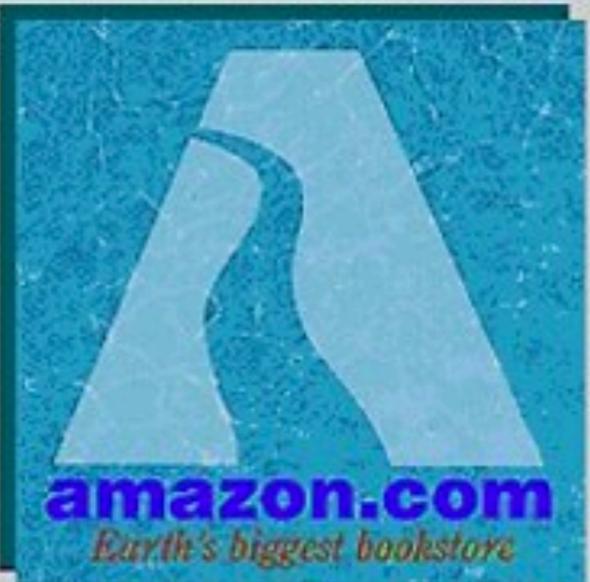
A summary of the history of the project.

How can I help ?

If you would like to support the web..

Getting code

Getting the code by [anonymous FTP](#), etc.



Welcome to Amazon.com Books!

*One million titles,
consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

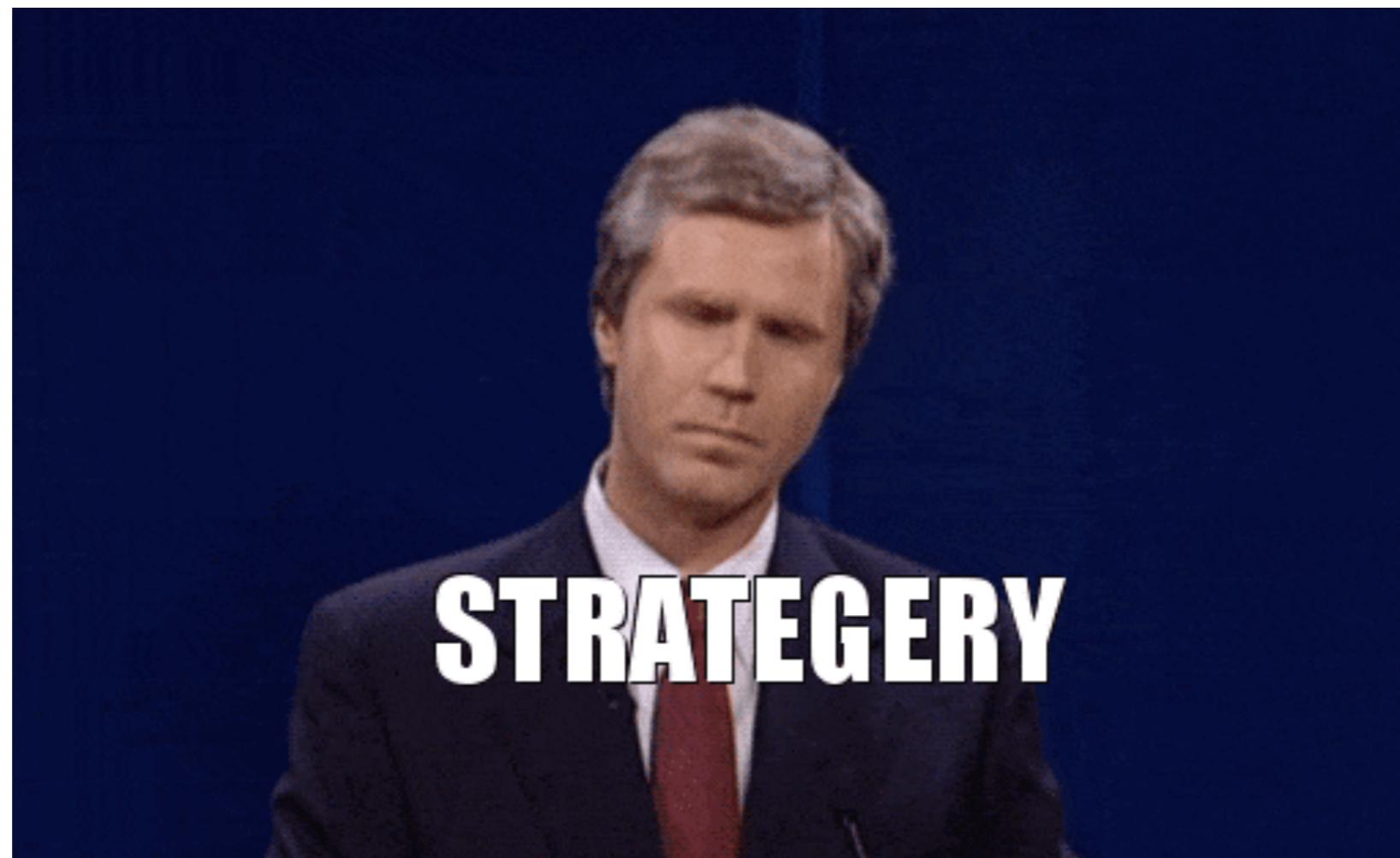
SPOTLIGHT! -- AUGUST 16TH

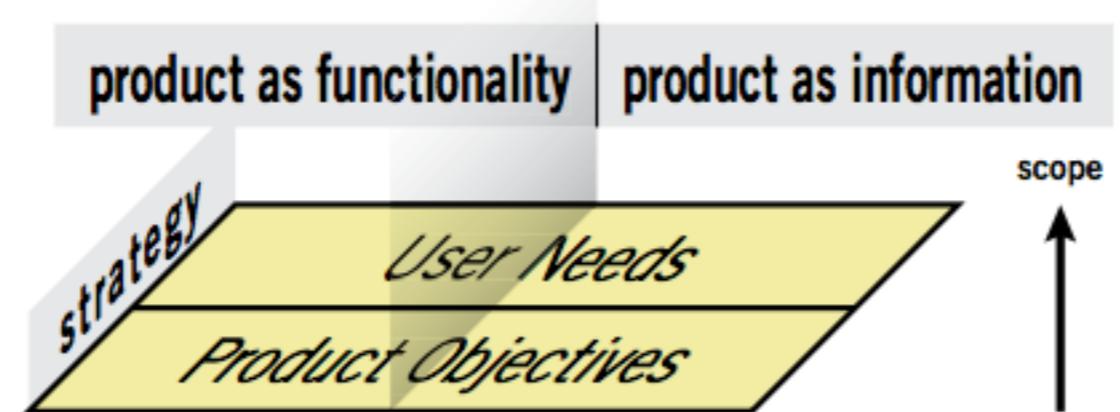
These are the books we love, offered at Amazon.com low prices. The spotlight moves **EVERY** day so please come often.

ONE MILLION TITLES

Search Amazon.com's million title catalog by author, subject, title, keyword, and more... Or take a look at the books we recommend in over 20 categories... Check out our customer reviews and the award winners from the Hugo and Nebula to the Pulitzer and Nobel... and bestsellers are 30% off the publishers list...

Strategy





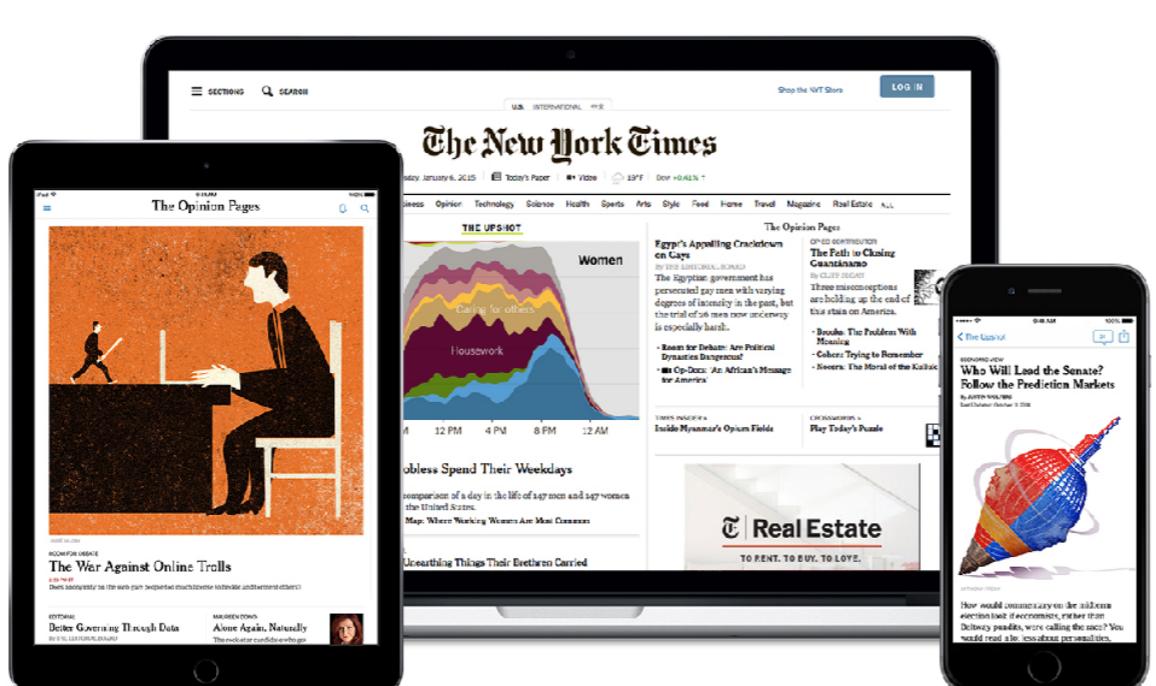
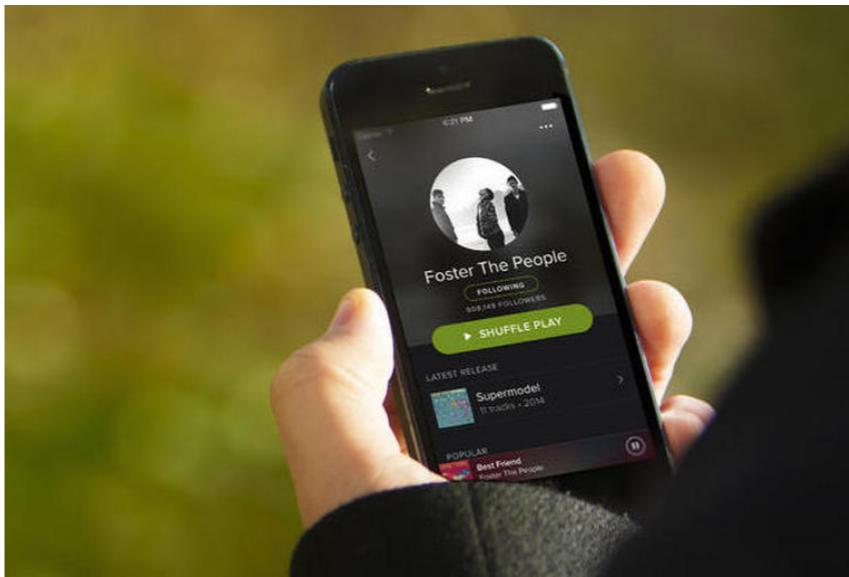
What do we (the creator)
want to get out of this
product/site/experience?

What do our users
want to get out of it?

- Product Objectives
- User Needs

- ~~Product Objectives~~ Design Objectives
- ~~User Needs~~ Audience Needs

Product/Design Objectives





Americans
for
Americans
.com

I fight
for her
for her

Hillary
Y'all!



Hill
Y'all.

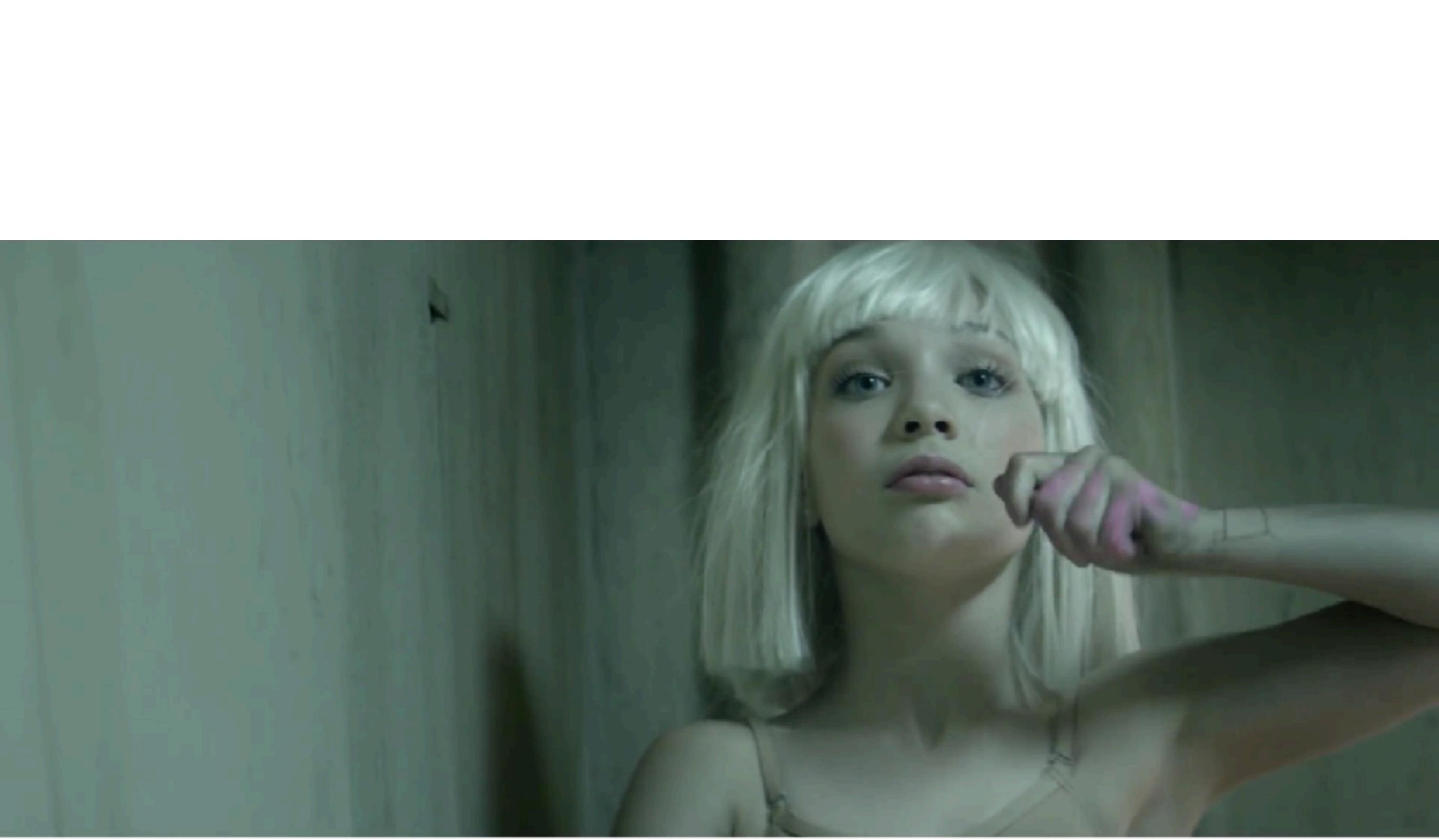
Hillary
Hillary
Hillary
FALLON



#HillYes
hillaryclinton.com

Love
trumps
hate.
hillaryclinton.com

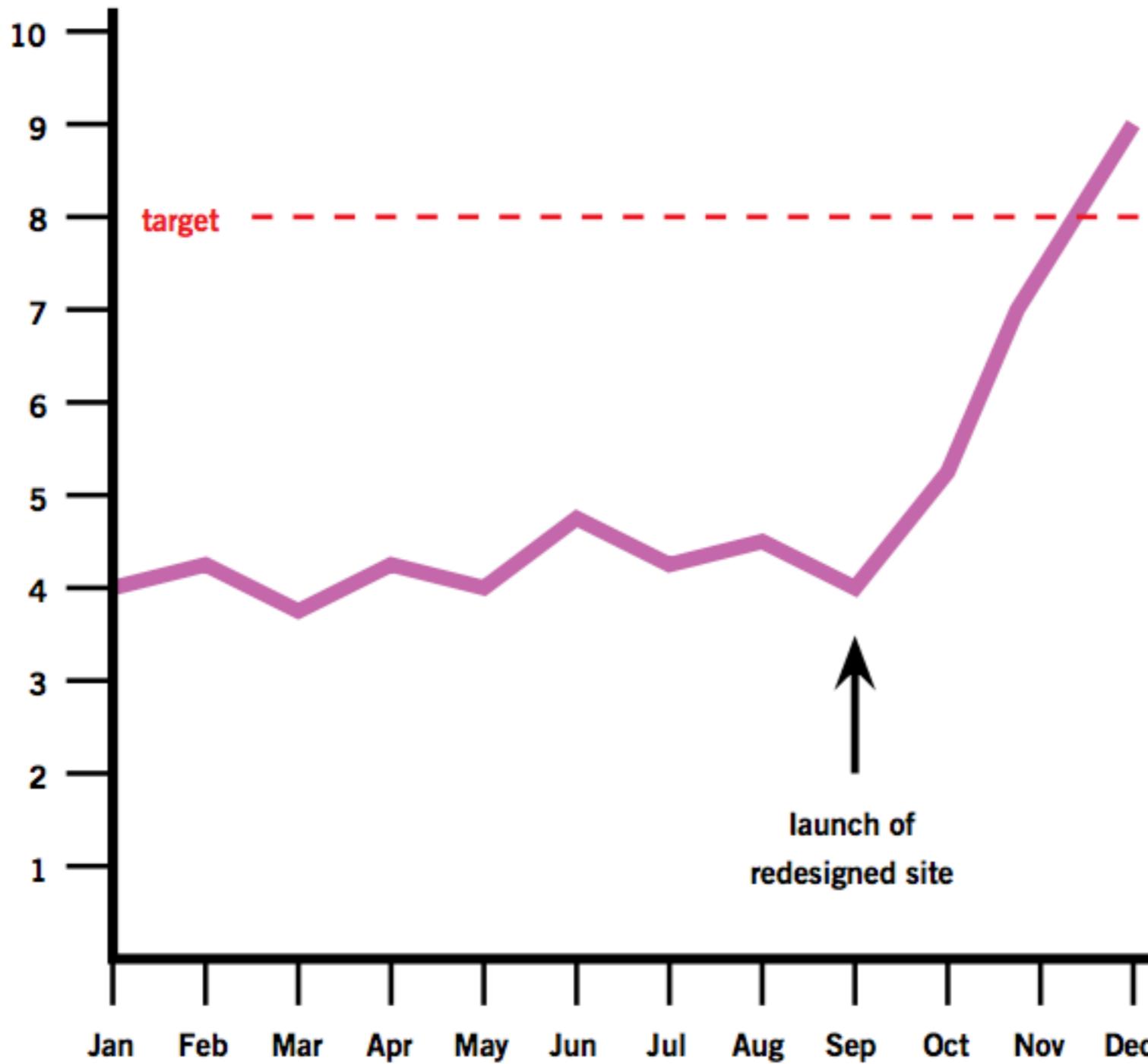




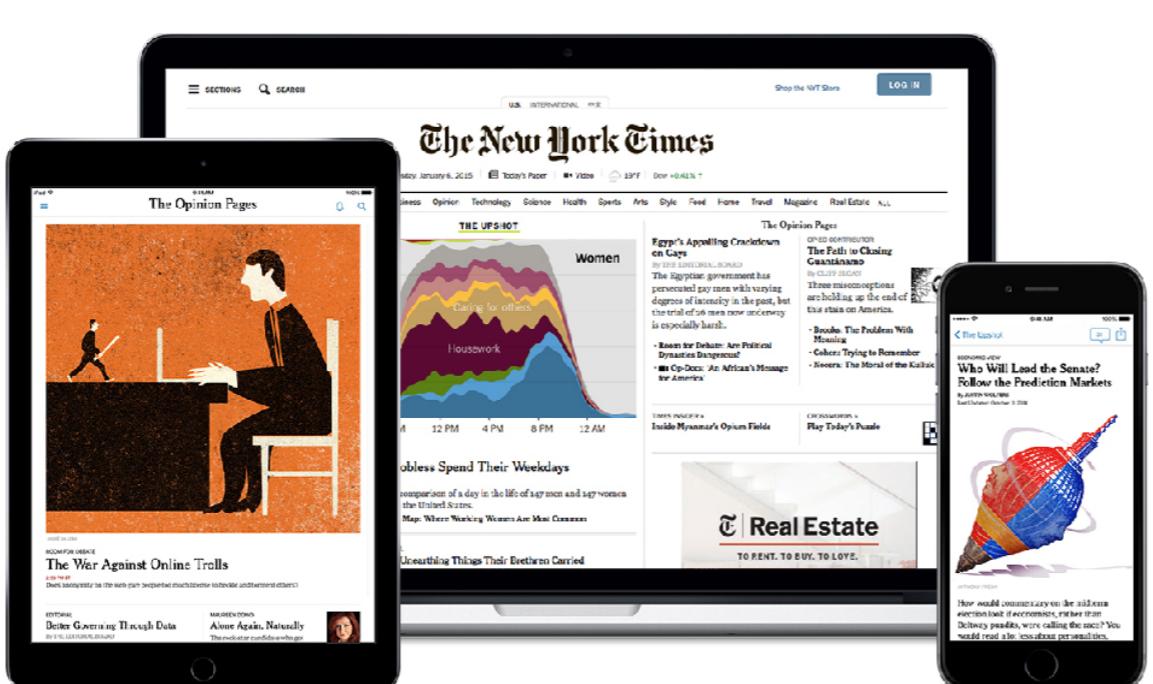
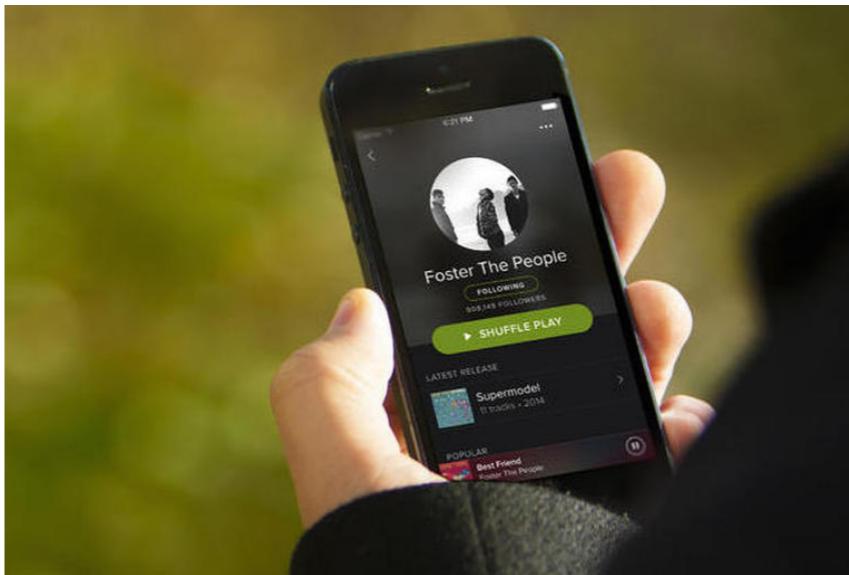
- Business/Organization/Artist Goals
- Brand Identity

Why are Objectives
useful?

Success Metrics



visits per month (registered users only)



Audience / User Needs

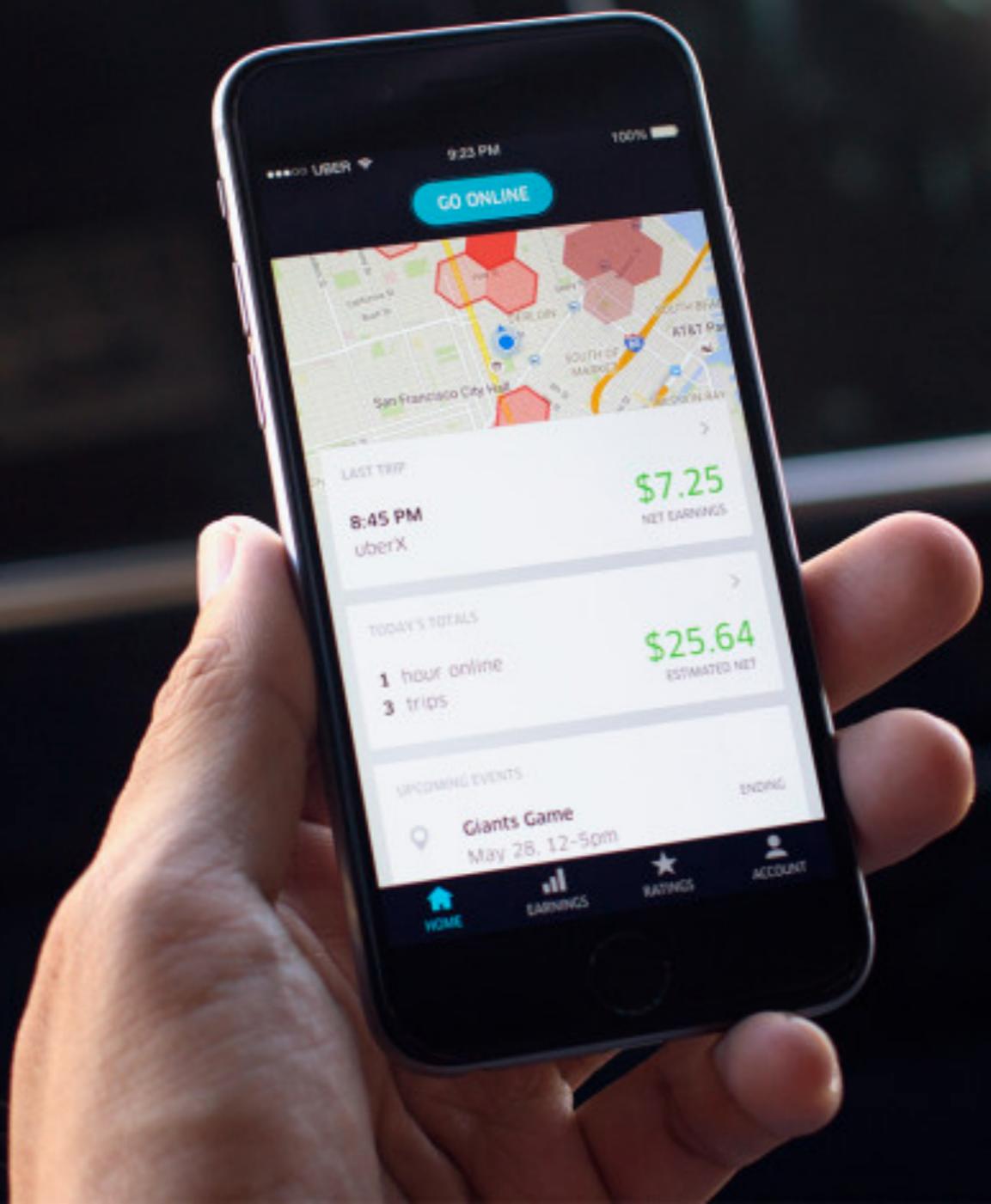
We're not usually
designing for (just)
ourselves.

User Segmentation

- Demographics
- Psychographic
- Familiarity with subject matter
- Social or professional roles
- Comfort with technology









Conflicting Segments?



Search Facebook Q

Cathryn Home 2 1 Help

Manage Ads Account Settings Billing Power Editor Tools Create Ad Share Feedback Help

Account: Cathryn's Ad Account Campaign: Bay Area Page Likes - Test 2 Filters Last 30 days

Performance Audience Placement

Results: Page Likes **Cost per Result**

Date	Results: Page Likes	Cost per Result
May 17	12	0.50
May 18	13	0.50
May 19	6	0.50
May 20	6	0.50
May 21	10	0.50
May 22	12	0.50
May 23	13	0.50
May 24	12	0.50
May 25	10	0.50
May 26	11	0.50
May 27	10	0.50
May 28	11	0.50
May 29	12	0.50
May 30	13	0.50
May 31	14	0.50
Jun 1	13	0.50
Jun 2	14	0.50
Jun 3	13	0.50
Jun 4	14	0.50
Jun 5	12	0.50

Campaign On Edit

Delivery Not Delivering (Ad Set Completed)

Objective Page Likes

Amount Spent Today \$0.00 spent today
\$102.16 total spent of \$502.16 budget

Total Schedule Mar 04, 2015 8:49pm – Jun 05, 2015 5:43pm

Ad Sets in this Campaign + Ad Set Columns: Performance Export

	Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount Spent	Schedule
<input checked="" type="checkbox"/>	Bay Area Target Demo 1 - Page Likes Bay Area Page Likes - Test 2	Completed	189 Page Likes	7,376	\$0.53 Per Page Like	\$200.00 Lifetime	\$100.00	Mar 4, 2015 – Jun 5, 2015 92 days
	Showing 1 Ad Set		109 Page Likes	7,376	\$0.53 Cost Per Page ...		\$100.00	

Personas

Persona Overview			
Industry	Retail	Manufacturer	Analyst
Job Title	Pricing Manager	Sales Channel Manager	Tech Forecaster
Equipment	Gear: Windows XP, IE, Blackberry	Gear: Mac OS X, Firefox, iPhone	Gear: Windows 7, Chrome, iPad
Use Case	<i>Manage a set of products for pricing and promotions</i>	<i>Monitor the performance of our products in the sales channel</i>	<i>Forecast the results of various consumer electronics companies</i>
Details	<p>Comparing a set group of products against a set of different resellers.</p> <p>Price, Inventory, and shipping data are very important.</p> <p>Might have 30-50 products to manage in most scenarios.</p> <p>Executive Overview/Reports wanted badly.</p>	<p>Specific reports like MAP Violations and OOS warnings are most useful.</p> <p>Not as in depth as a pricing manager, but more concerned with the Brand Image and health of specific products.</p> <p>MAP violations can provide immediate ROI on Channel Monitor Investment</p>	<p>Most diverse use case. Depending on trend or insight trying to back up, Channel Monitor might be used in a variety of ways.</p> <p>Data Import and Export are big features to analyst as compiling and analyzing data is crucial to user goals.</p> <p>Looking for in-depth data, executive overview not so important.</p>

Precedents



Oak Studios



Dashboard

Oak Studios ...

+ New collection

Search



COLLECTIONS

100 Books to Read in a Lifetime

Inspiration

CRAFTING

Design Books



Headshots



Pattern Study



Research Project



Reading List



Typography Inspiration



Best Pictures



> Show all collections

TAGS

inspiration

Team Collections

Highlights

All (23)

Date Title Viewed Labels?



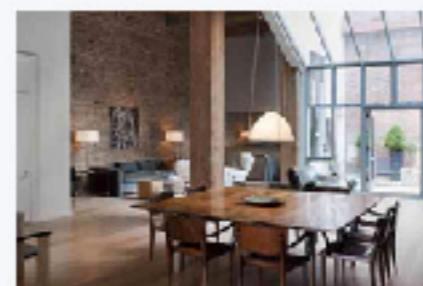
Oak - Press

7 & Oak



Pitch decks

5 & Oak



Workspaces

4 & Oak



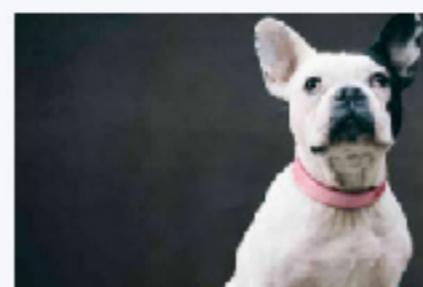
Resumes

7 & Oak



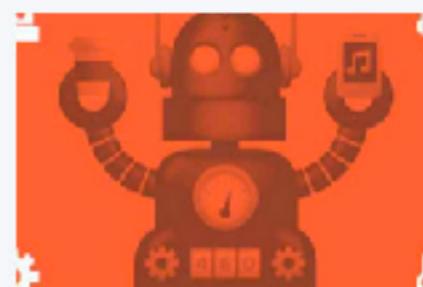
Portfolio

6 & Oak



Headshots

12 & Oak



Marketing

3 & Oak

Team Activity

New comment on Homepage V3
This is really coming together!

created by Skylar

January 29, 2015



Stakeholders



©Renesas

Stakeholders

Strategy Documentation

(a living thing)

- What are my design objectives?
- What objectives am I deliberately NOT tackling? (at least for now)
- How do these objective fit together? How are they prioritized?

- Who are the audiences am I optimizing for?
- Do I need to prioritize conflicting segments?
Who are the audiences am I deliberately NOT optimizing for?
- What do my audiences need?

For Tuesday

- Reading: Elements of User Experience: Chapter 4
- Weekly Inspiration: Find 3 things on the web that inspire you.
- Exercise 1: Design your portfolio site for the class, create mockups of your design in Sketch, Photoshop, or Illustrator. You'll be posting project updates or exercise updates to your website every week. (Building the site is your Lab assignment).
- Start Exercise 2: Strategy.
 - Pick a website or app that you use somewhat regularly
 - Outline site/app's *Objectives*
 - Outline the site/apps *Audiences* and *Audience Needs*

Need extra help with HTML + CSS?

- newschool.edu/university-learning-center/
- Check the "Computer Programming" service in Starfish, where you can also schedule an appointment