

So, What Does a Designer Do, Anyhow?

Problem Solving through Research-Driven Design

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“ People discover unseen opportunities when they have a personal and empathetic connection with the world around them...

For companies and other large institutions, that means finding a way to bring the rest of the world inside their walls.

Dev Patnaik

Overview

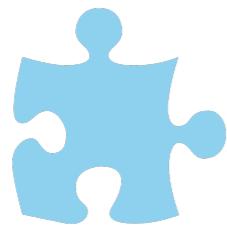
Phases of Research-Driven Design

Design Overview



Needsfinding

Defining Problems in the Domain



Formgiving

Building Research-Based Solutions



Usability Testing

Finding Issues in your Product



Needsfinding

Defining Problems in the Domain

I'm interested in learning more about a **particular problem**.

I'm interested in learning more about a **particular group**.

I'm interested in how an **existing system affects its users**.

I need to **understand my users better**.



Needsfinding

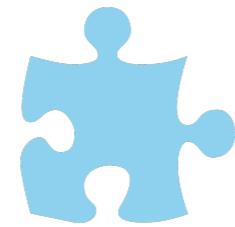
Defining Problems in the Domain

Establish domain, stakeholders, and questions.

Research the needs of stakeholders and current users.

Synthesize research to identify breakdowns, workflow, and culture.

Vision scenarios that describe solutions to the problems.



Formgiving

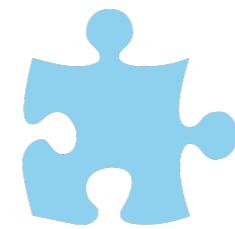
Building Research-Based Solutions

I think I have an **idea of what to make**.

I have an idea of the **features I need**.

I am ready to **build a solution**.

I need to find the **best implementation of my idea**.



Formgiving

Building Research-Based Solutions

Ideation ————— Testing ————— Refinement





Usability Testing

Making Sure the Solution Works

I need to find **performance problems** before release.

I need to find out if anything in my product is **confusing**.

The Life of a Product

How Design Fits in the Development Process

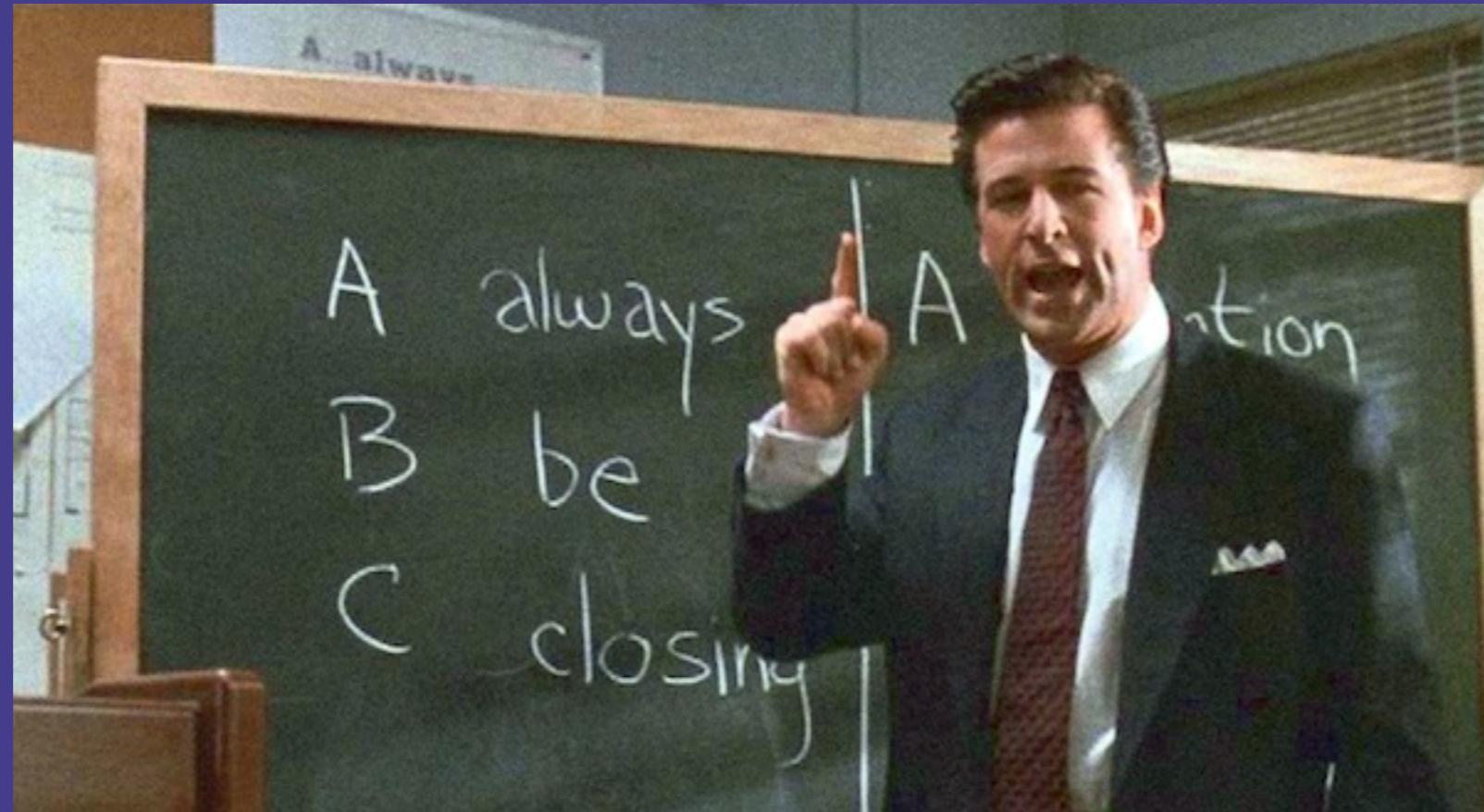
The Life of a Product

Early Stage

In Development

Post Release

Always Be Researching!



The Life of a Product

Early Stage

Market Research

Surveys

Contextual Inquiry

In Development

Think Aloud

Card Sorting

Usability Tests

Post Release

Analytics

Support Analysis

Usability Tests

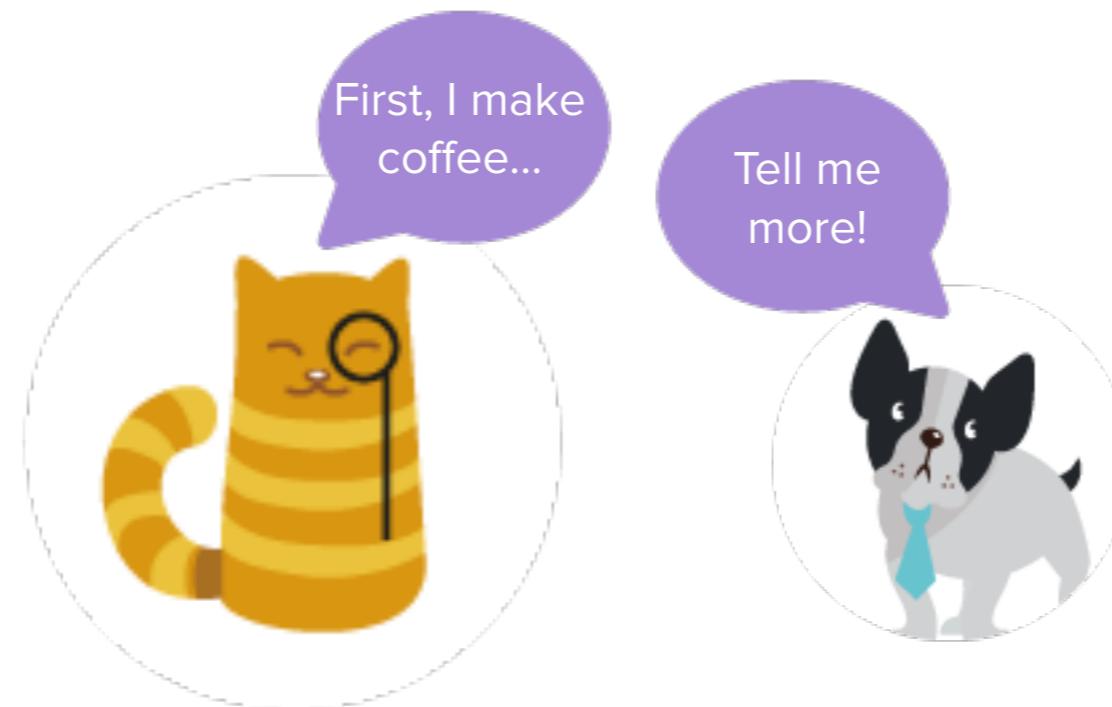
Contextual Inquiry

Early Stage

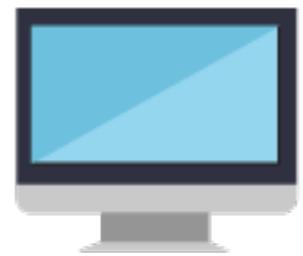
Observe Users in their Environment

Adopt a teacher-apprentice relationship with your users. They are the experts.

You want to learn from them.



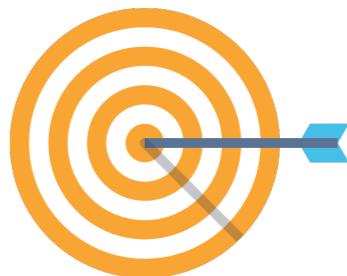
Tell me
more!



Tools



Product



Goals



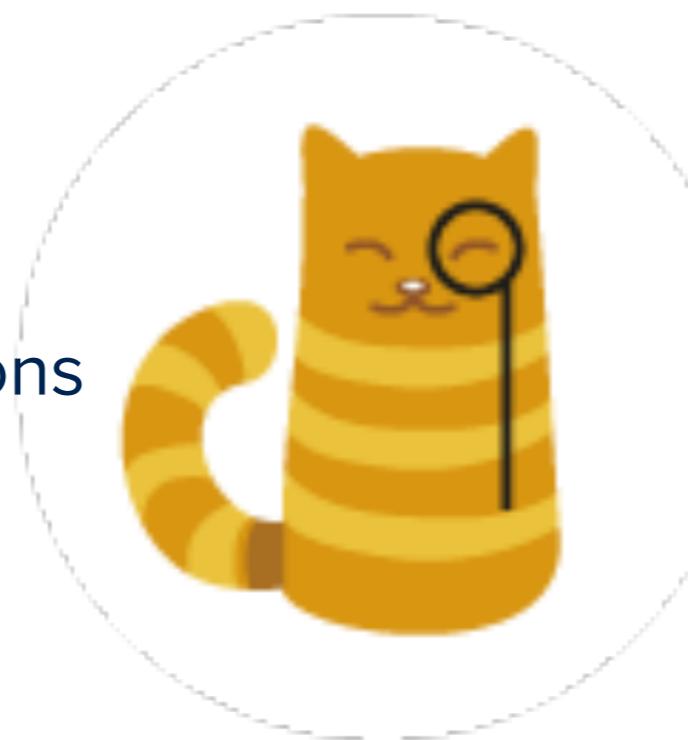
Communication



Time



Interruptions



Breakdowns

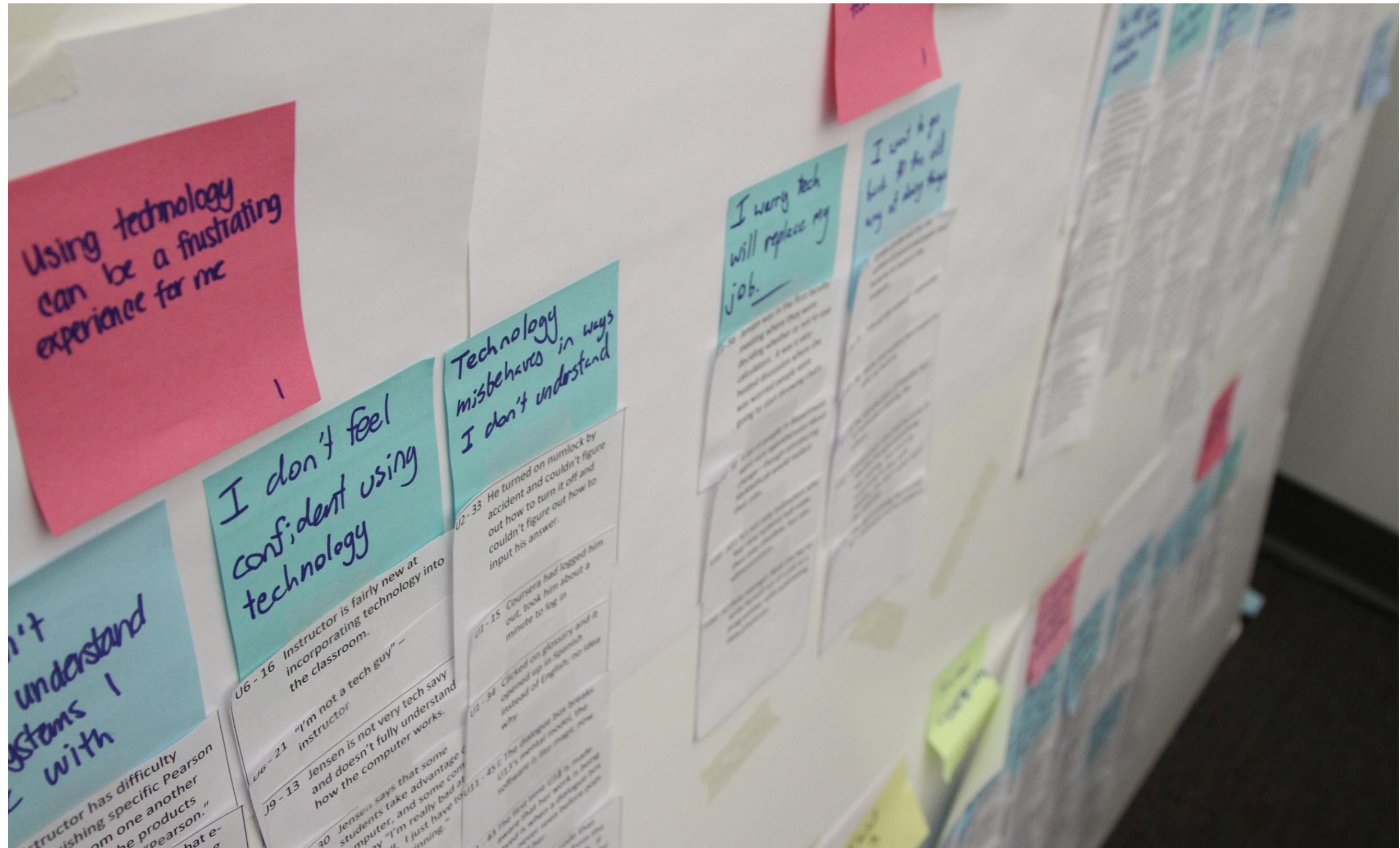


Outputs

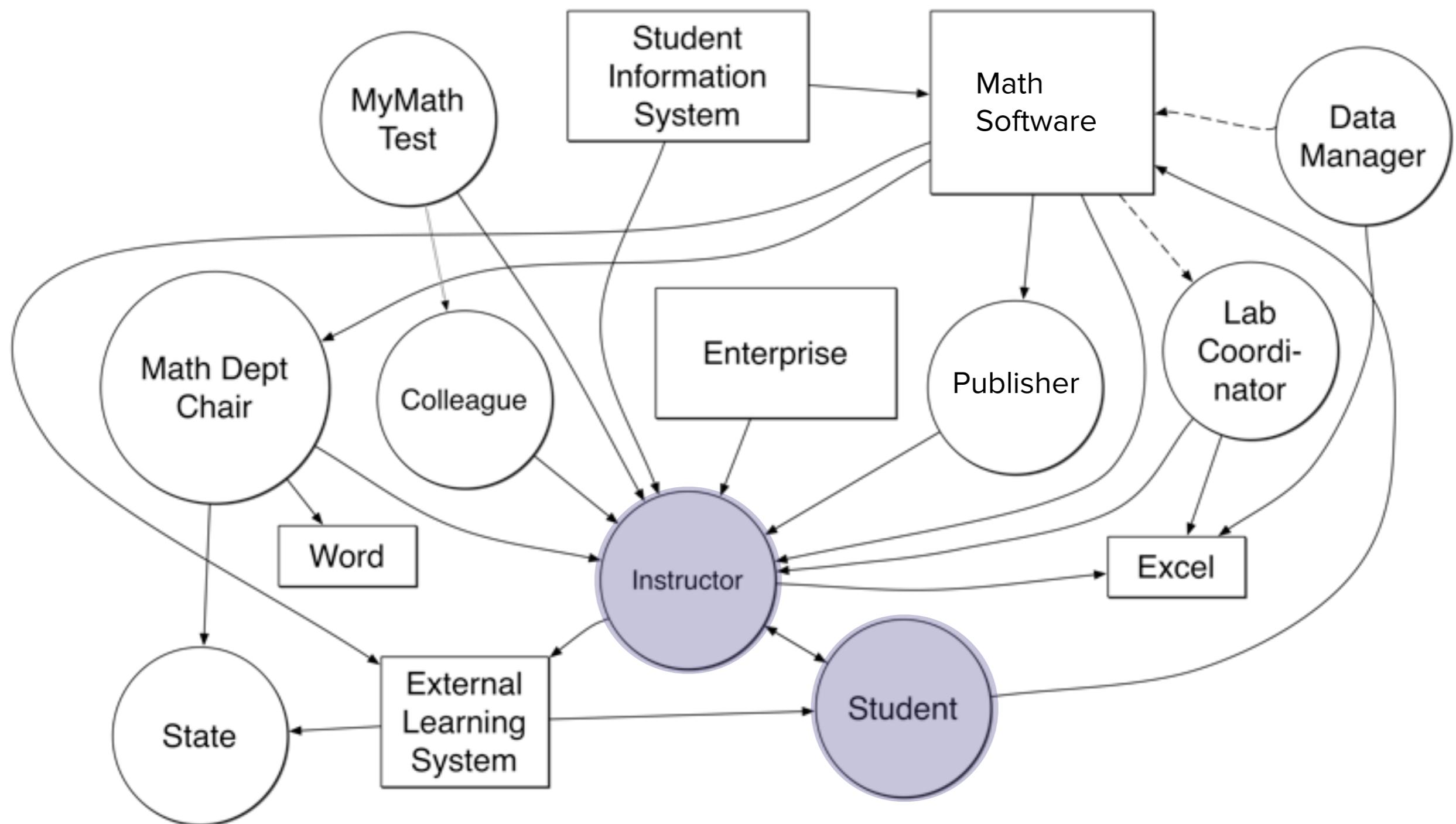
Synthesize Interviews for High-Quality Qualitative Information

Synthesize. Analyze. Understand.

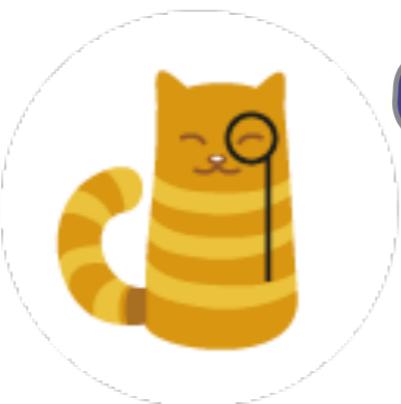
Affinity Diagrams



Information Flow Models



Personas



Likes...

Naps
Fine literature
Sushi grade tuna
Catnip

Dislikes...

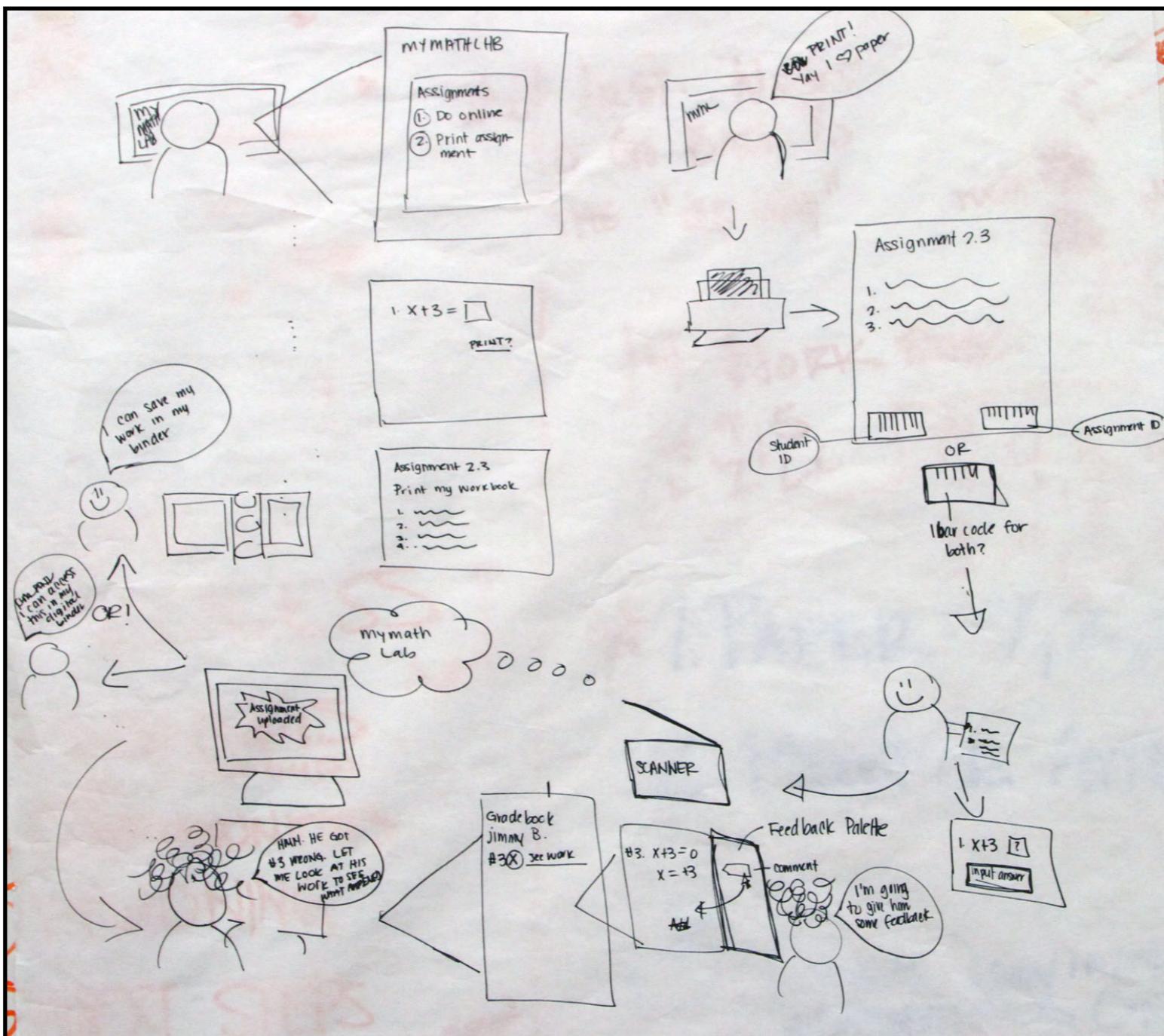
Large groups
Cold places
Water
The dog next door

Challenges...

Finding the warmest spot in the house
Optimizing to get in the way of owner
Chasing the mouse on owner's mouse iPad app

Visioning

What does life look like once these problems are solved?



The Life of a Product

Early Stage

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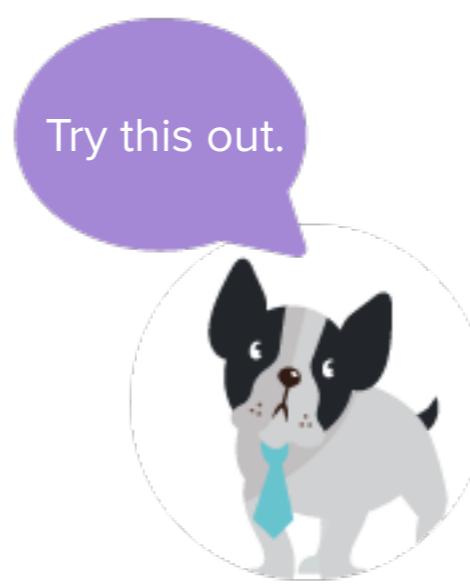
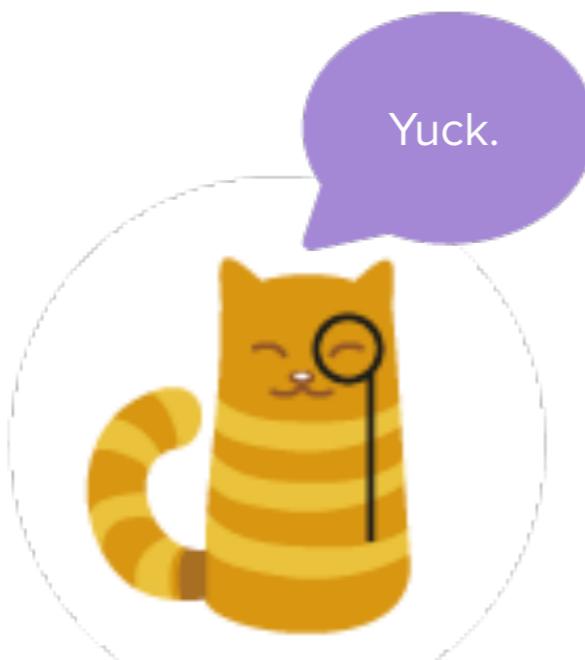
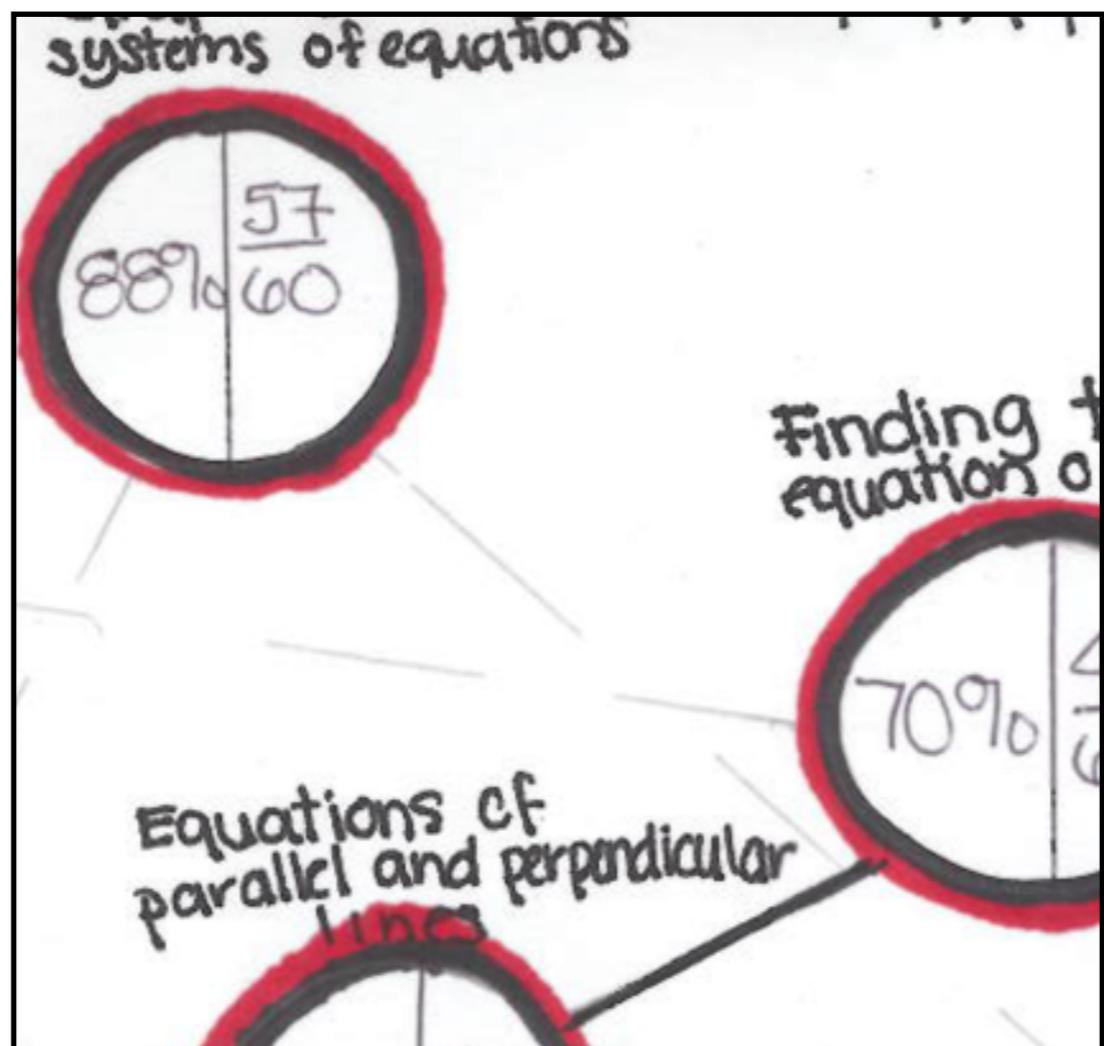
Contextual Inquiry

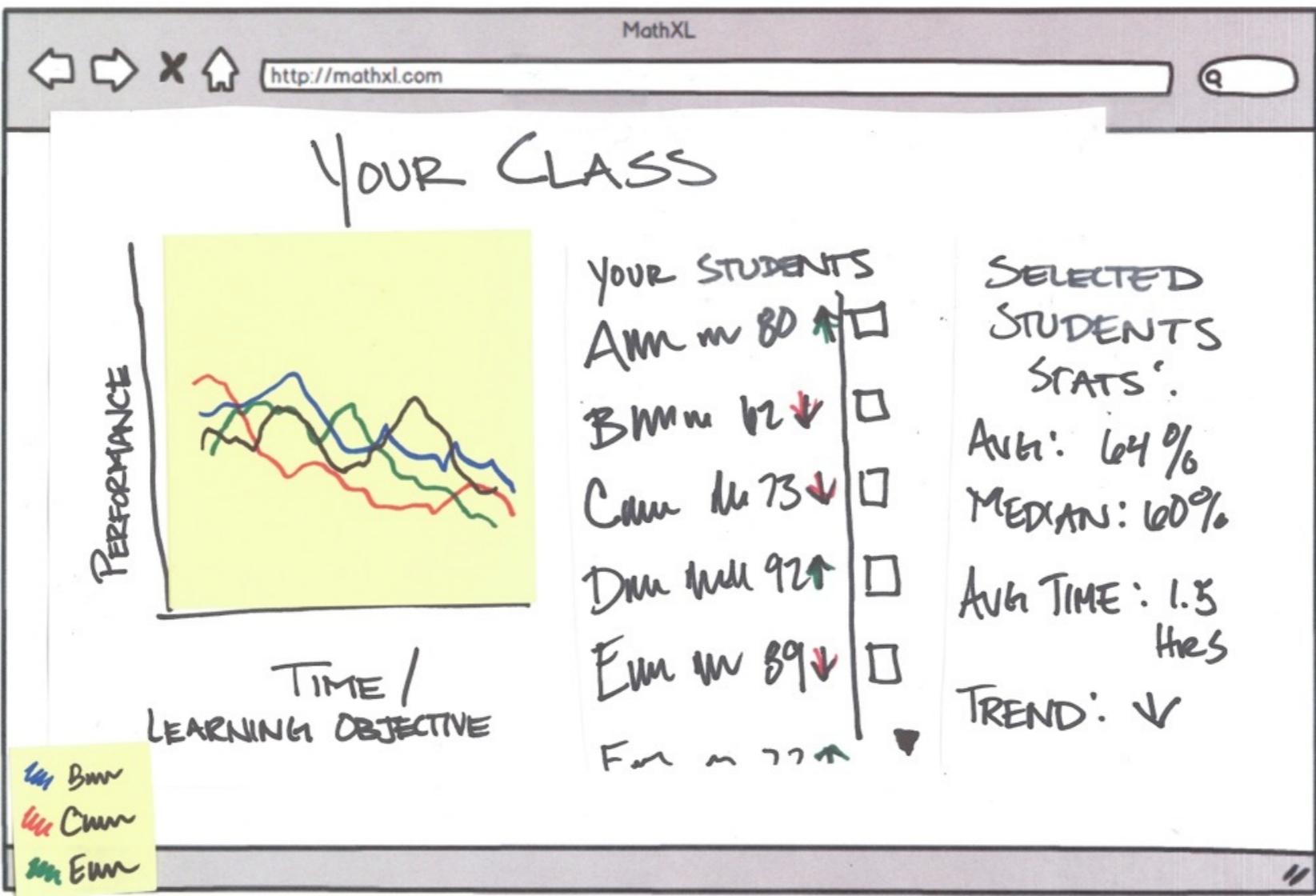
In Development

Build Ideas and Test Them

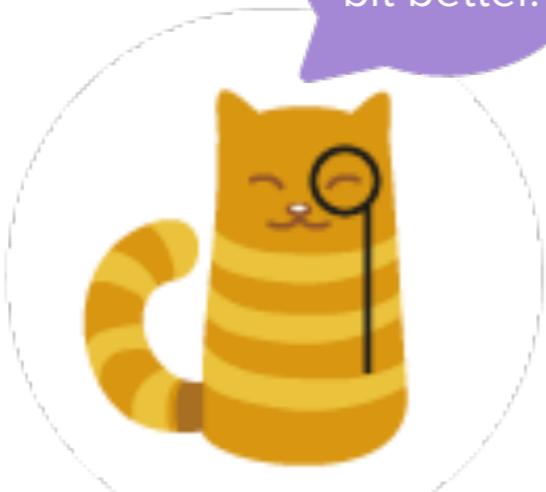
Ideation → Testing → Refinement



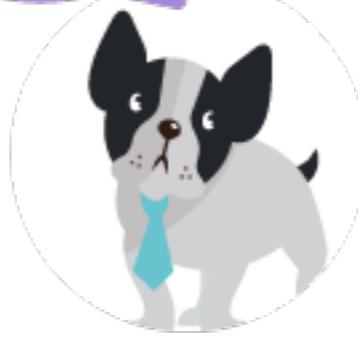


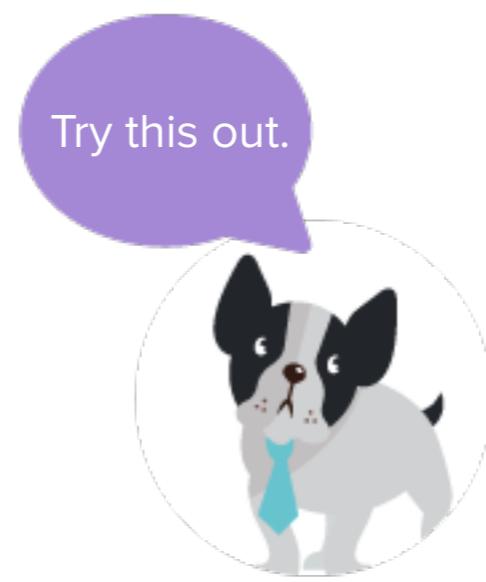
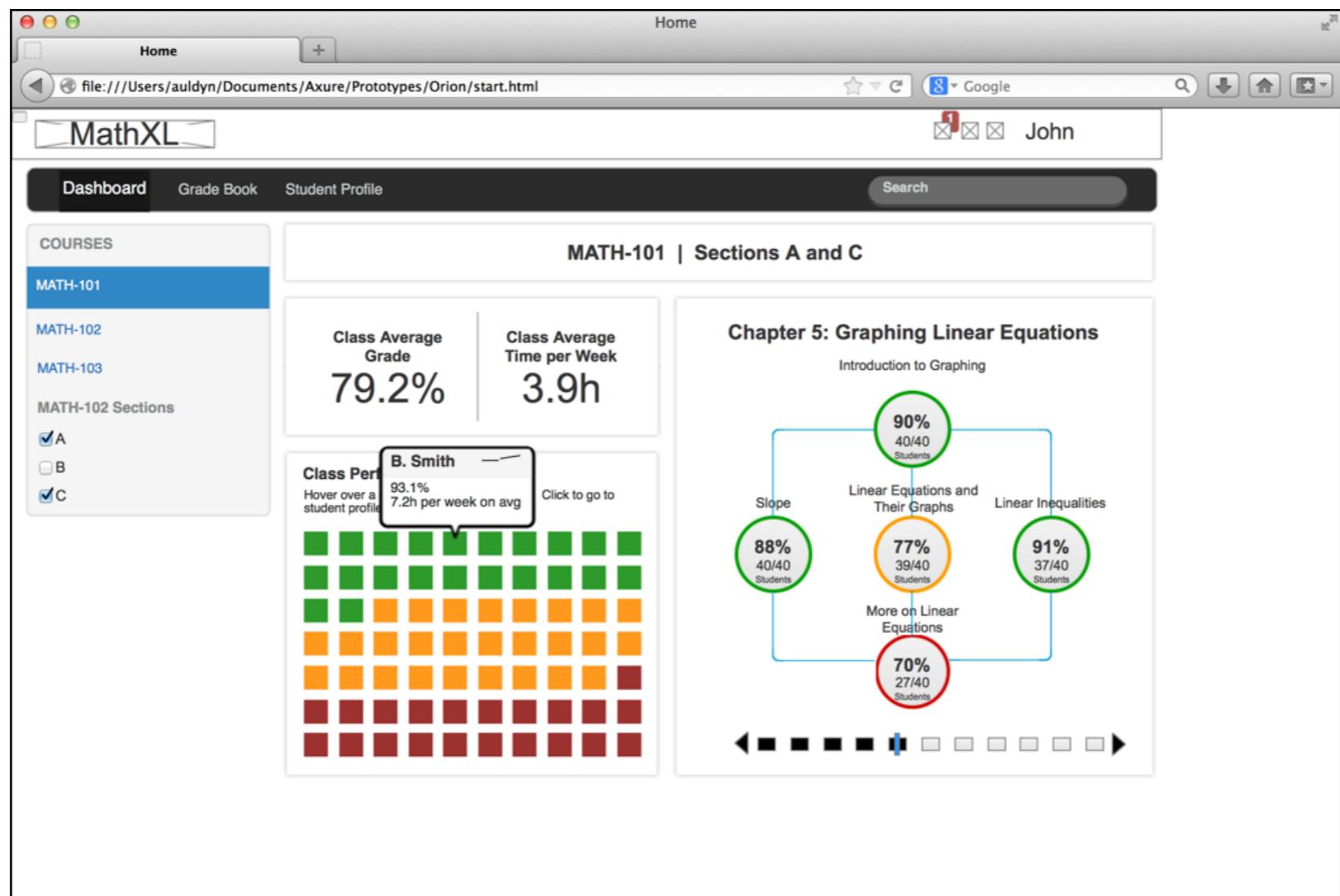


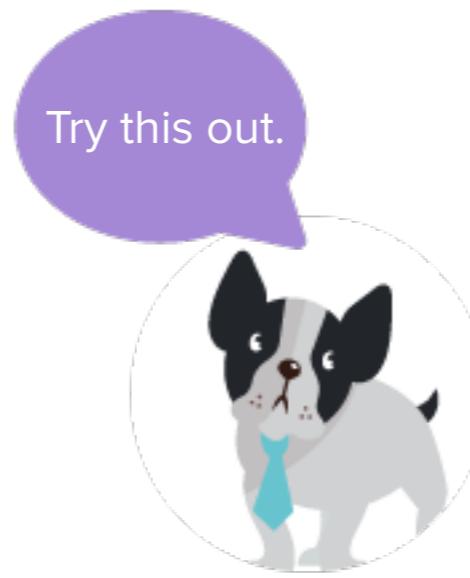
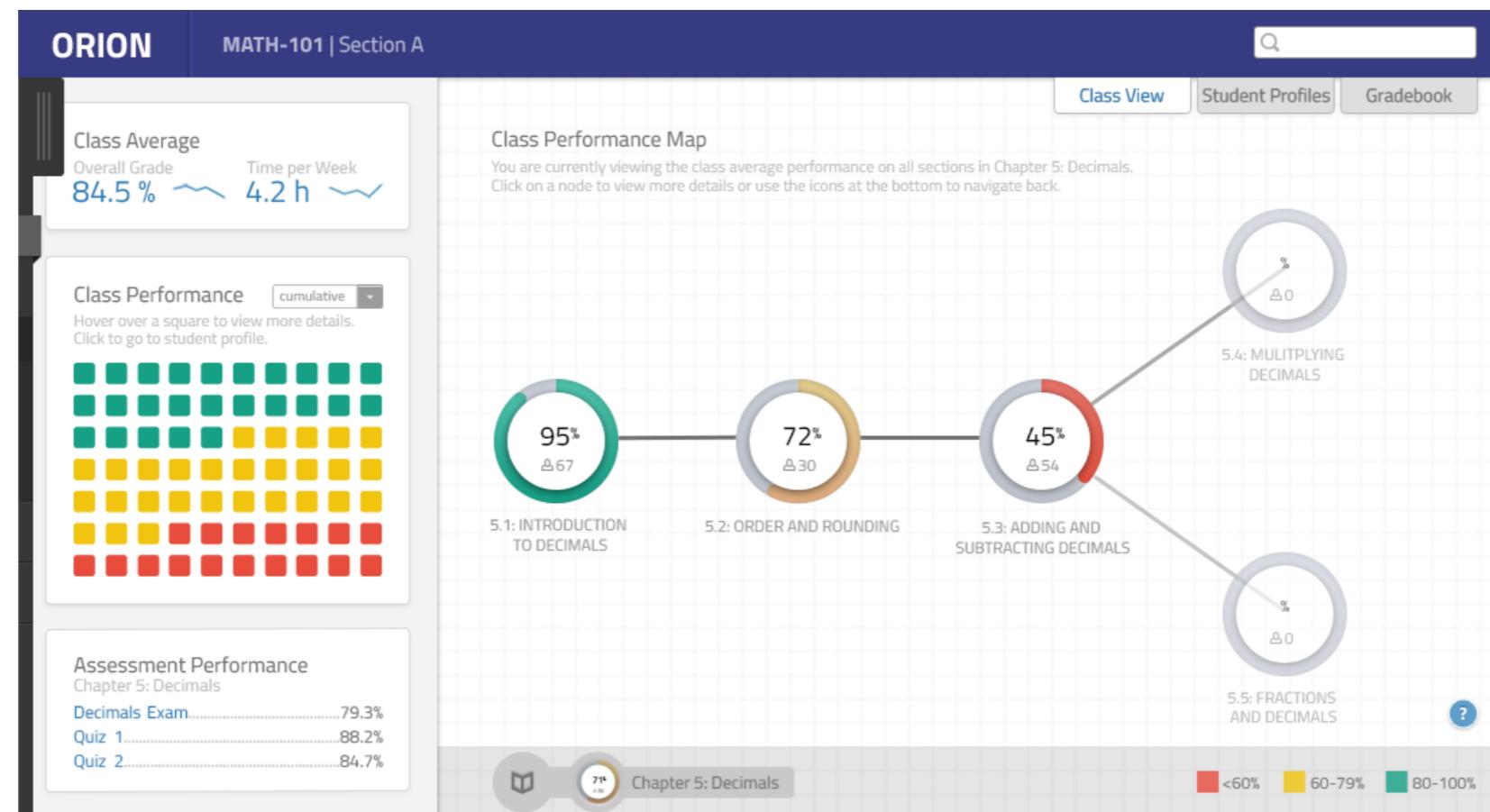
Eh, this is a bit better.

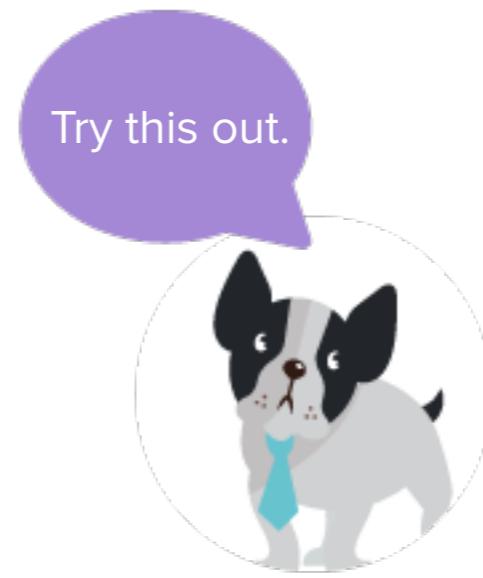
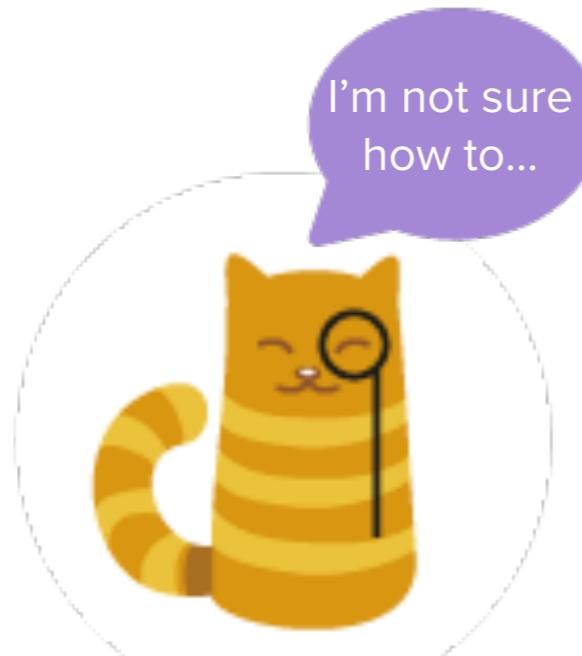
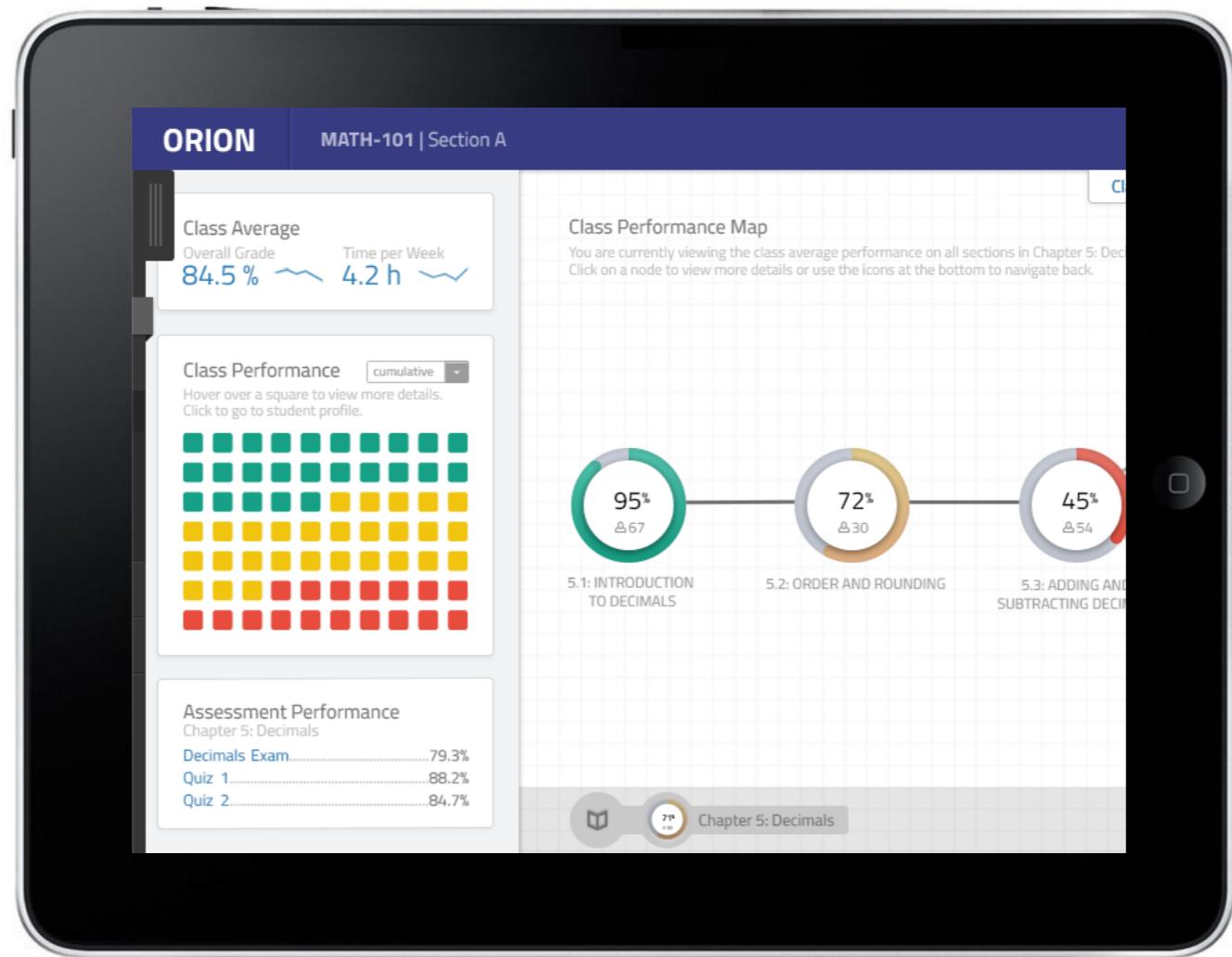


Try this out.









Defining Success

Define What is Most Important and Threshold for Success

Determine your measure of success **before you test.**

Hold yourself accountable to an unbiased view of the work.

Prioritize new ideas and product fixes **based on your results.**

Provide **structure for the team to understand results and next steps.**

Quantitative Measures



Critical

The user articulated a goal and does not attain that goal within 3 minutes.



Suboptimal

The user takes more than 30 seconds to recognize meaning.



Optimal

The user completes the task in under one minute.

Qualitative Measures



Critical

The user expresses a negative effect or says there is a problem.



Suboptimal

The user expresses confusion over how to execute/complete a task.



Optimal

The user expresses a happy surprise.

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Use Analytics and Measurements

Numbers can tell you what questions to ask next

Analytics can give you a precise view into what people do.

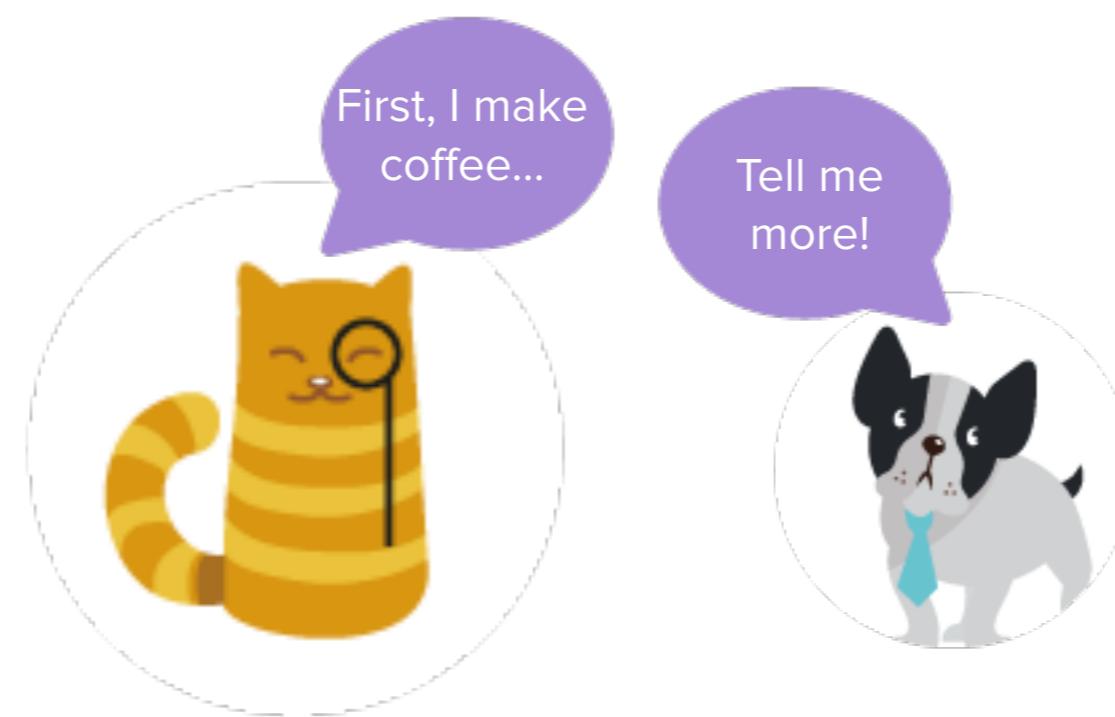
It can't tell you *why* they're doing what they're doing.

Analytics can drive new research questions.

Start Over

Use Your Existing Product to Keep Working with Users

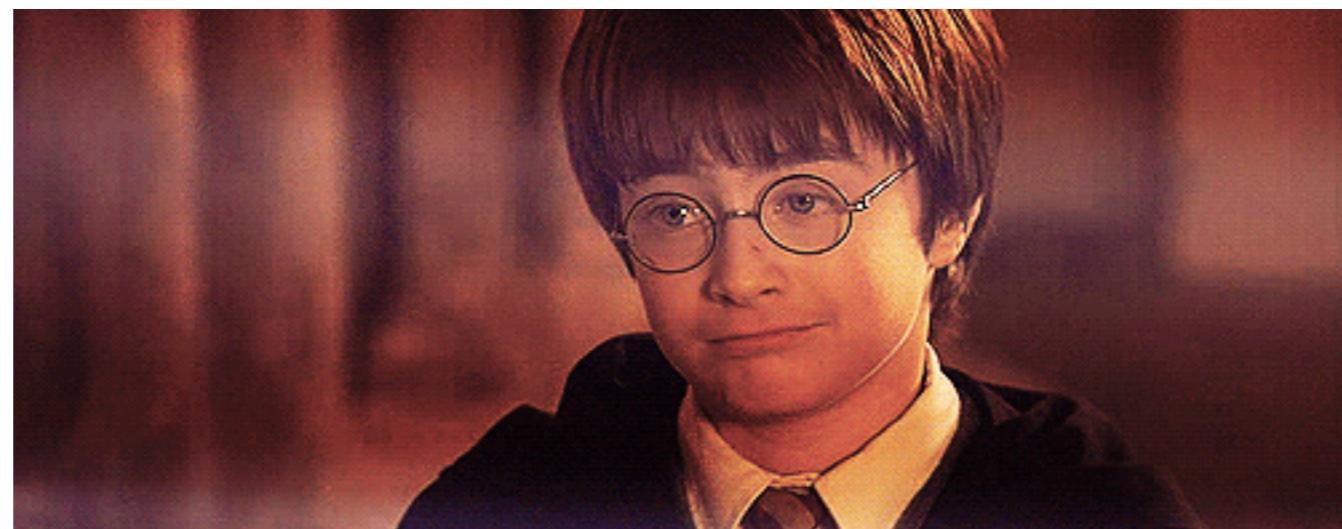
Return to all the methods you've already used to keep improving the product.



Why Do All of This?

Getting to Better Products

If They're Going to Feel This
Way...

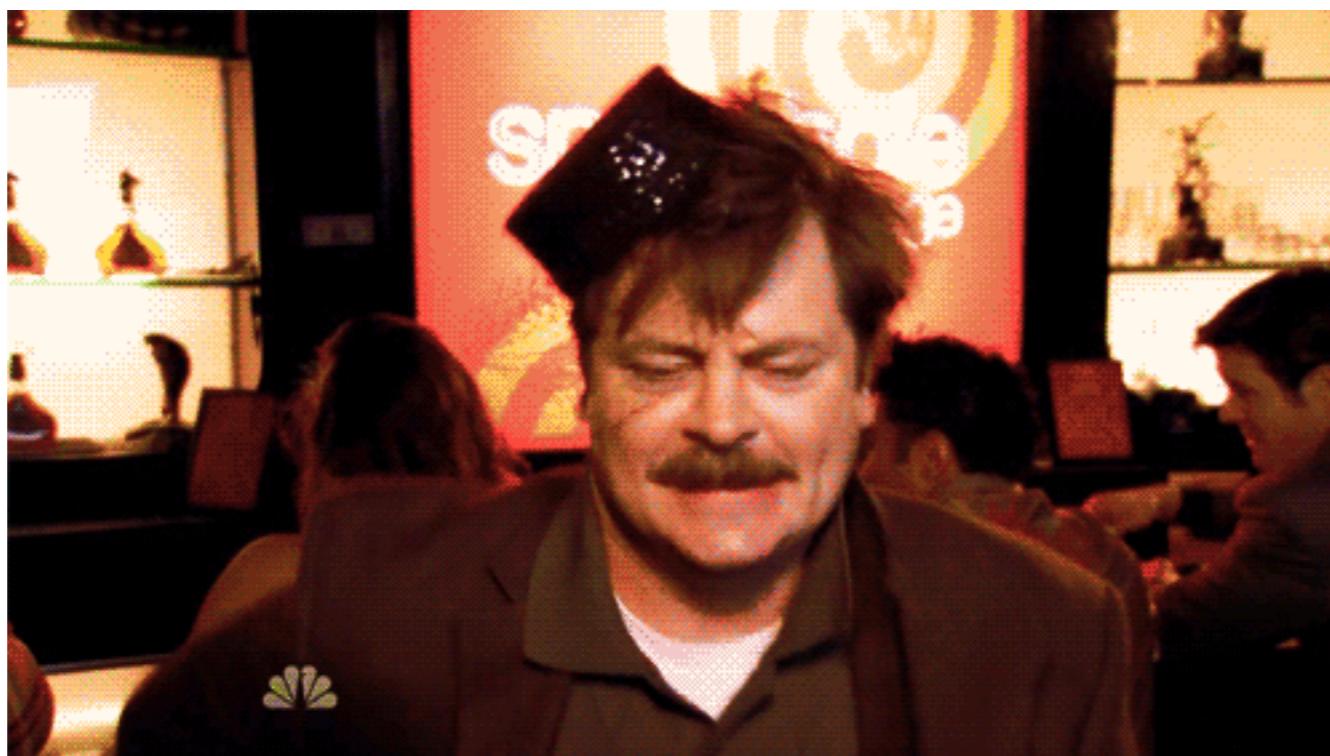


...Or This Way...



Find Out Before You Launch!

Make People Feel Like This



Thanks!

Questions?

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