Unit 5

Toolbox

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(Text book 2: Part III)

- As-is experience design review –

- as- is/to-be process mapping –

- camera as documentation –

- collaborative design –

AS-IS EXPERIENCE DESIGN REVIEW

- Expert review of the customer experience of an existing product.

- Early stages of a new product development project (evaluating competitors).

- Understand what works and what doesn't from a customer experience perspective.

AS-IS EXPERIENCE DESIGN REVIEW(contd..)

- How to do it?
  - Grab your personas and their goals and get ready for some role-play.
  - Complete the tasks to achieve the goals from each persona's perspective.
  - Consider all dimensions : usefulness, usability, desirability, value, findable, engaging, sticky, interaction, content, informative, efficient, integration with social media, user-generated content, and so on.
  - Revisit the session, pulling out highs and lows in the experience.

AS-IS EXPERIENCE DESIGN REVIEW(contd..)

- Project the website on a large wall so that everyone can see.

- Have everyone else write important observations on sticky notes and do an affinity map to finish.

AS –IS/ TO-BE PROCESS MAPPING

- Visual way of mapping tasks that a customer does when using a specific system to achieve a specific goal.

- Do it to record and understand either the existing (as-is) process flow or to design the future state.

- The as-is map is done at the beginning of the new product development process to understand existing process flows and identify opportunities for improvement.

AS –IS/ TO-BE PROCESS MAPPING (contd..)

- The to-be process map can be done at the beginning of the process to understand
  - the macro processes
  - development to work out the micro process for smaller goals.

AS –IS/ TO-BE PROCESS MAPPING(contd..)

- How to do?
  - Start with your persona, his characteristics, and one of his goals.
  - To create an as-is map you need a good understanding of the existing process, ideally through direct observation. Plot the activities in the process on a flow chart using sticky notes.
  - To create a to-be map take your persona and any as-is maps and brainstorm improvements for the process. Plot the activities in the process on a flow chart using sticky notes.
  - A variation on this is the lean version of value-stream mapping.
  - Based on value-added activities, then plot the time between the activities.
  - This lets you see where time is spent on low- or no-value activities.
  - Use this map to identify areas of improvement.

AS –IS/ TO-BE PROCESS MAPPING(contd..)

- Regroup and present the as-is maps to get a shared understanding.

- Brainstorm the opportunities for improvement

Camera as documentation

- Camera as a documentation tool.
- Record of the activity, findings, and the outcome, then make the outputs of the activity visual and take a photograph.
- Create something visual
  - scribble on a sheet of paper
  - sketches on a whiteboard
  - process mapping
  - affinity mapping
- It saves missing or mistranslating any detail, too.

Camera as documentation(contd..)

- How to do it?
  - Capture the detail well enough.
  - Point your camera,
  - Frame your shot,
  - Shoot the picture
  - Check it and walk away.
  - publish the pictures to a photo-hosting site and share them with a closed group

COLLABORATIVE DESIGN

- Small team of people to work together to create the design.
- Apply specific domain knowledge to the emerging design
- Understand the context of activities to the design
- Shared understanding from the team.
- To generate the initial design vision, then do it throughout
- This process is to get the next iteration of design.

COLLABORATIVE DESIGN

- How to do it
  - Decide who you are to collaborate with.
    - project team, domain experts, content specialists, product owners, and real customers.
  - Work as a whole group, or divide into smaller groups.
    - Identify personas,
    - scenarios process maps,
  - Give each team a design challenge and ask them to generate six quick alternative ways of solving the problem.
  - The team reviews the six options and selects the strongest candidate.
  - Present back to the whole team to get feedback and a shared understanding.

COLLABORATIVE DESIGN

- Collaborative design
  - Can explore low-fidelity design
  - options with groups of people. It doesn't get much more agile than that.
  - complete the activities within a limited time period.
- A design thinking to the next step in the process.
- A rapid solution generation through design thinking.