



DESIGN  ODYSSEY

3-Day Design Innovation Program with Thammasat University

// 2 May -4 May 2018 //

Angela Ho
SUTD-MIT International Design Centre

  J.P.Morgan

Learning Mindsets

Be beautiful,
Be Yourself

Dare to try

Respect One another



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Thammasat University: Agenda for Day 3

| | |
|--|-----------------|
| DELIVER: Project Time // User Testing | 9:00am-10:30am |
| Break | 10:30am-11:00am |
| DELIVER: Project Time // Create Presentation <i>(including lunch bento)</i> | 11:00am-1:30pm |
| Presentation Preparation (load slides into project laptop) | 1:30pm-2:00pm |
| Project Presentation Time | 2:00pm-4:30pm |
| Wrap – Up | 4:30pm-5:00pm |

USER TESTING TIPS

Show. Don't tell!

Let the user *experience*
and *co-design* it

Preparing the Testing

- Prepare a script to introduce the test to the participant
- Make tasks realistic, actionable and hint free
- Aim for 3 – 5 users to test your prototype
- Define clear testing objective
- Roles: main narrator, note takers, observers or videography

During the Testing

- Maximum 1 hour
- Record the session (ask for permission)
- Observe your users interacting with the prototype
- Also, ask them:
 - What do you like?
 - What do you not like?
 - What other ideas/suggestions do you have?
 - What new questions does this raise?
- Iterate, iterate, iterate

After the Testing

- Debrief in your team... Look at Feedback from users
 - What do they like?
 - What do they not like?
 - What other ideas/suggestions do they have?
 - What new questions does this raise?
- Iterate, iterate, iterate.

Project Time Until 10:30am

Users coming in for testing at 9.15am

Test with users. Have fun! Be open-minded. Probe.

Continue to refine based on users' feedback

Take your break at 1030am.
Be seated by 11am for next segment!

Tip: Start to prepare your slides for this afternoon!

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Project Time 11:00 - 1:00 pm

Prepare a **5-minute presentation** telling a compelling story on:

The problem
The users and their need, Insights you found
Your Concept, Prototype
What did users say about it?
What's next

There will be a break at 2:45pm – 3:15pm. Be prepared to show your prototypes to the guests at this time at your tables.

Presentation materials loaded at 1:00pm.
Prefix the name of Slides with your Team Number.
E.g. 01_XXX.pptx
Presentation order as per group number.

Take your lunch, by 1pm



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Agenda for Afternoon Presentation

| | |
|--|---------------|
| Slides Upload and Arrival of Guests | 1:00pm-1:30pm |
| Opening & Welcome of Guests | 1:30pm-1:45pm |
| Project Presentation Time: Group 1- 6 | 1:45pm-2:45pm |
| Break & Exhibition Showcase | 2:45pm-3:15pm |
| Project Presentation Time: Group 7- 12 | 3:15pm-4:15pm |
| Closing by Guest-of-Honour and Departure of Guests | 4:15pm-4:30pm |
| Wrap – Up | 4:30pm-5:00pm |



