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Design Thinking

Web Dev Weeks 2014



— 2014 — Startup Tour

*resume dropoff // meetup with local entrepreneurs
steel city's vivid startup culture // startup workspace*

CIE Connects

- Talk Series
- How to Evaluate if an Idea is a Good One
- Friday, Sept, 12th 3-4:30 in Gates 4405

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Design Thinking

Web Dev Weeks 2014

What is Design?

*Clear thinking
made visual*

*Good design is all about
making other designers feel
like idiots because that idea
wasn't theirs.*

What is Design?

*Staring at a
computer screen
until your eyes bleed*

*A designer is a planner
with an aesthetic sense.*

*There is no design without discipline. There
is no discipline without intelligence.*

**Making things that
don't suck.**

How does one design?



**Design Solves
Problems**

How does one design?



Good Design/ Bad Design

1 inch
(2.54 cm)

0.5 inch
(1.27 cm)

1

David Jackson
Dr. Webber
Literature 101
22 May 2012

Double Spaced, Times New Roman: 12 px

1 inch
(2.54 cm)

1 inch
(2.54 cm)

A Portrait of the Artist as a Young Man

“A Portrait of the Artist as a Young Man” is a stylistic and artistic breakthrough of its author, James Joyce, combining the famous ‘stream of conscience’ technique and inner dialogues of the main hero. The novel itself is believed to be autobiographical, as it incorporates some episodes of Joyce’s real life and describes the process of how an artist is formed. The life of Stephen Dedalus, the protagonist of the novel, is described throughout its development, where Stephen is first depicted as a child and then is presented as a mature, grown up man with his own, well-formed system of views, beliefs and attitudes.

New Project

* Name

Manager

Start Date

End Date

Domain

Description

Create Project

Cancel

Arbeit

localhost:3000/projects/new

JUL
17

Arbeit: Project Management System

Prof. H's Little Task Manager Using the Chronic Gem

Dashboard

Projects

Tasks

Assignments

Users

Domains

Welcome, Professor

New Project

* Name

Manager

Start Date

End Date

Domain

Description

Create Project

Cancel

Add some tasks to this project

* Task

Due

Priority

Choose ...

+ Add Task

EXAMPLE 5

EXAMPLE 6

EXAMPLE 7

EXAMPLE 8

EXAMPLE 9

EXAMPLE 10



Exceptional Service

Personalized to your needs



Creative Storytelling

Advanced use of technology



Infographical Education

Understanding visually



Sophisticated Team

Professionals in action



Unconditional Support

24/7 for your needs

[http://tympanus.net/Tutorials/CreativeCSS3AnimationMenus/
index.html](http://tympanus.net/Tutorials/CreativeCSS3AnimationMenus/index.html)

Cancel

Pay

Request

Send

To: Jeff Hilnbrand, Sarah Ransohoff,

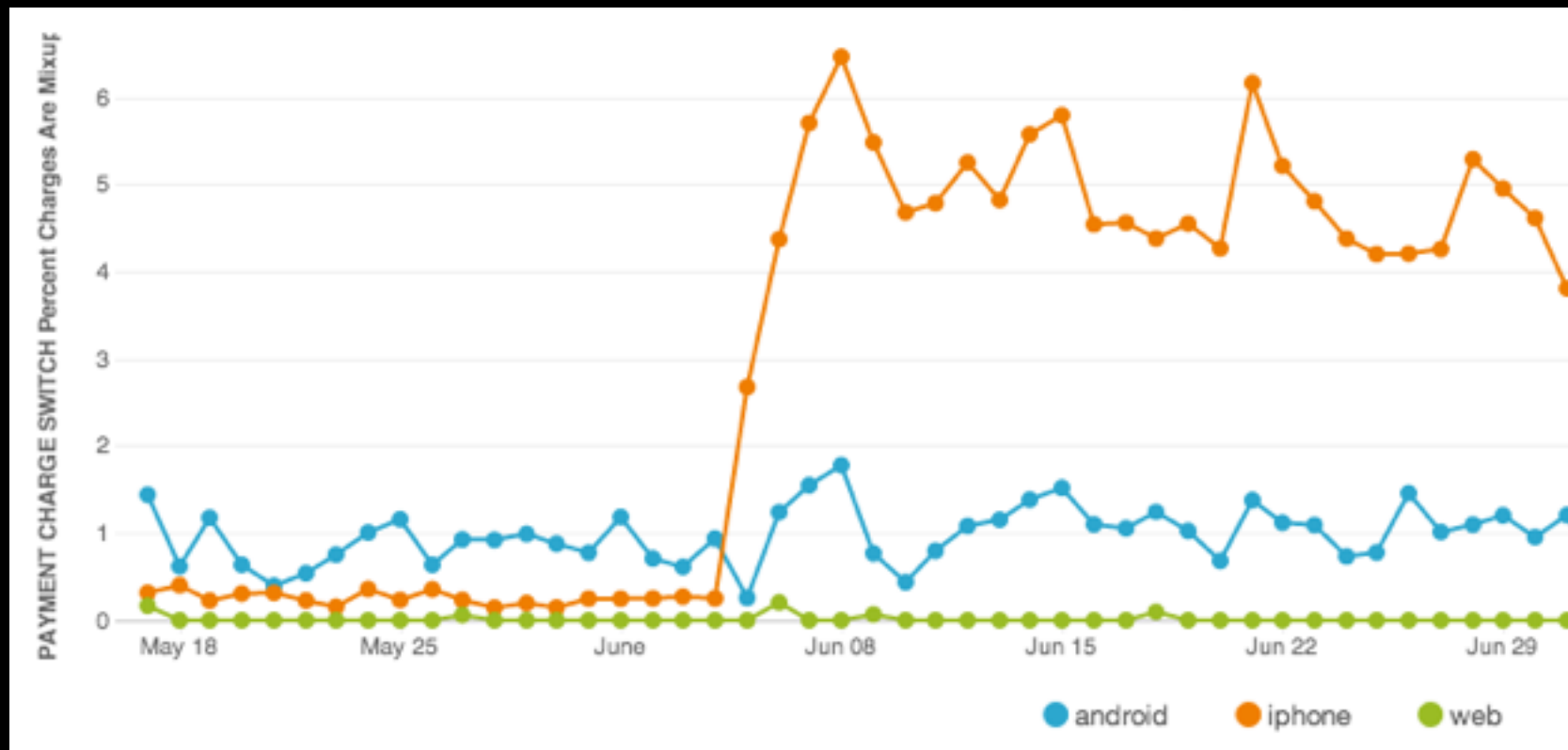
|

Amount: \$2.00

per person

Multipay!

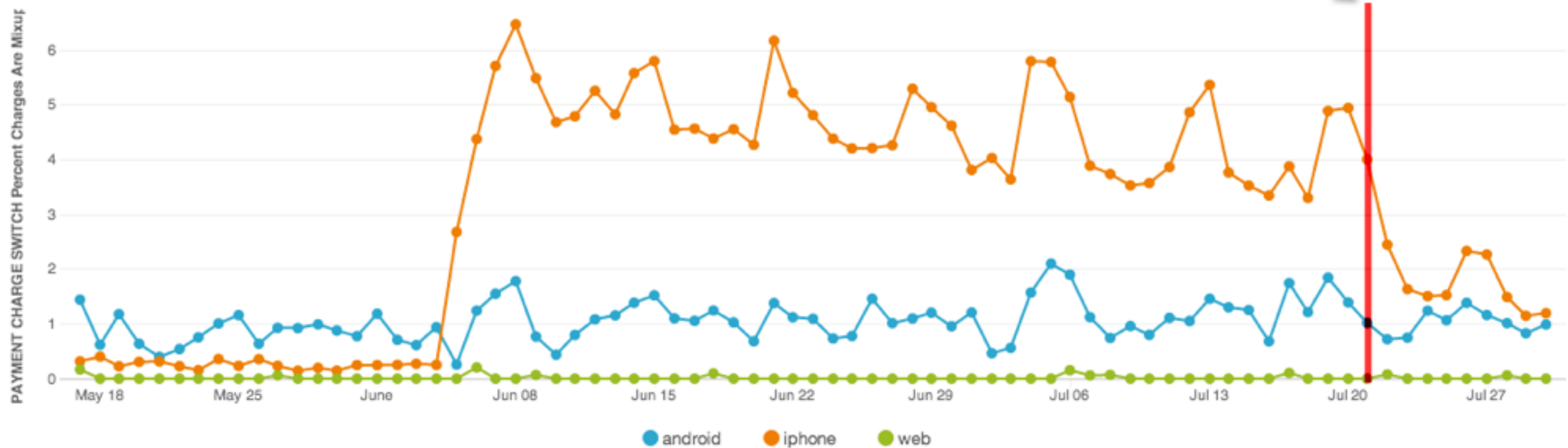




Payment Dashboard

iOS v 6.2.0 released, with
separate pay + charge buttons

Pay/Charge Mistakes over time



How can you tell?

Heuristics

- Nielsen's Usability Heuristics
- Vignelli Cannon
- Gestalt Principles

**Put yourself in the
mind of a user**

The user is not like us

Simple User Study

- Make a list of tasks
- Watch someone complete them without help
- Cry

Exercise Time!

Design a Space Ship

- Normal people use it (think your grandmother)
- The ship can:
 - Turn on/off
 - Fire thrusters on the top, bottom, left, right, front and back
 - Self destruct
- Every function must have a button

How does one design?



How does one design?

Identify Problem ➡ Create Solutions ➡ Evaluate

- Think about the problem
- Thumbnail
- Make a mind map
- Pair design
- Look at similar interfaces
- Take a long walk

Design Patterns

OS X

Submit

Safari

Submit

Firefox

Submit

Camino

Submit

Netscape

Submit

Opera

Windows XP

Submit

Internet
Explorer

Submit

Firefox

Submit

Netscape

Submit

Opera

Name

Description

Start Date



End Date

Landing Page

- bitte auswählen - ▼

Absenden

<< < September 2008 > >>						
M	D	M	D	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

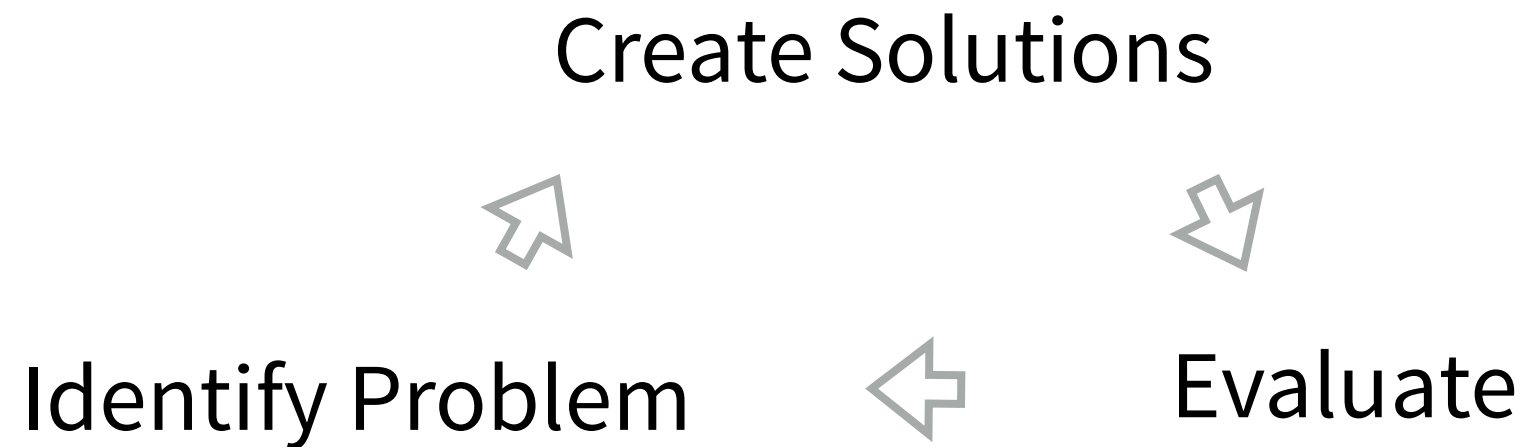
Yahoo Design Pattern Library

- <https://developer.yahoo.com/ypatterns/>

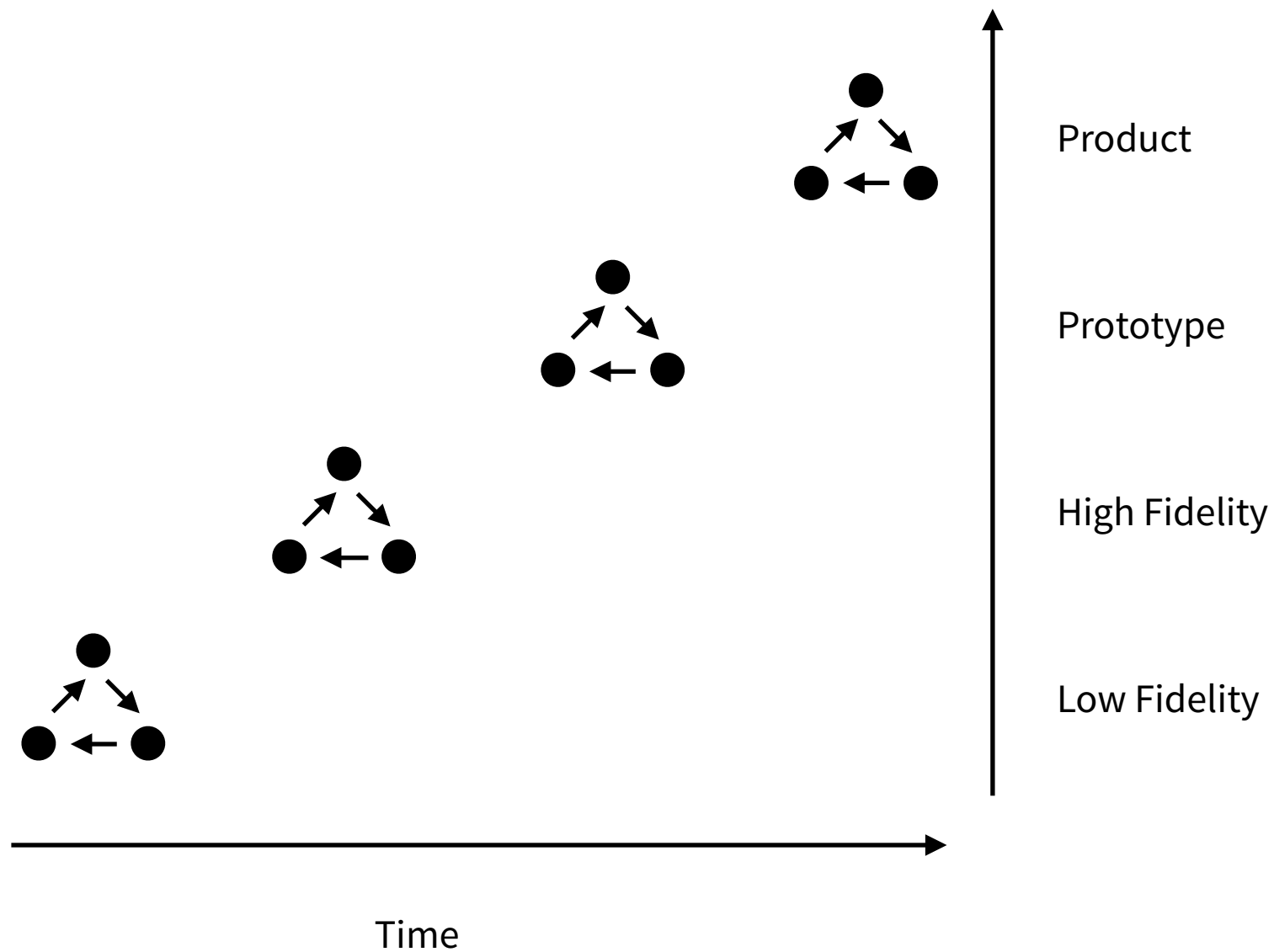
How does one design?

Identify Problem ➡ Create Solutions ➡ Evaluate

How does one design?



How does one design?



**Does this ever actually
happen?**

**How do I become a
designer?**

1. Design Everything

2. Look for Projects

3. Take Classes

4. Read