Bespoke Design Project

Design Thinking Journal

PART II

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| --- | --- |
| *Name* | **YOUR NAME** |
| *Student ID* | **YOUR ID** |
| *Academic year* | 2019-2020 |



**USER EXPERIENCE DESIGN**

 Faculty of IT & Design

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# Introduction to The Design Thinking Journal

## Introduction

See Design Thinking Journal Part II for general information on the purpose of the Design Thinking Journal.

## Design team versus individual work

Remember: the individual and group assignments will be marked with the following icons. For the Design team you will see a group icon () and the letters DT. For individual work you will see a single icon () and the letters IW. Please double check which parts are individual to avoid doing double work.

## Assessment

This design thinking journal is a mandatory deliverable to pass the course. **The Journal is divided in two parts.** Part I is 40% of the Journal’s final grade, it contains the empathize and define stages of the Design Thinking Process. This part (Part II) is the remaining 60% of the grade and it contains the ideate, prototype and test phases. This part needs to be handed after the EXPO in week 18. The specific evaluation criteria for the Design Thinking Journal will be posted in Blackboard in due time.

## Delivering your journal

For this part (Part II) you need to upload a **digital copy** of your journal as a pdf file to Blackboard and hand in a **physical copy** in SL 6.01. Check the study guide for the specific the date and time of the deadlines.

## Remove Chapter 1 and all instruction texts

You should delete this chapter, the annex and all the instructions that are written *inside the grey boxes* throughout this document*.* This is to avoiding unnecessary printing and to make the assessment process more efficient.

Also don’t forget to put your name on the first page of this document.

# Step 4: Ideate (week 14)

**WHAT TO EXPECT**

In the Studio we will discuss creativity, HMW’s and use that to start sketching ideas. After that you will work on your own HMW’s and select Creative Techniques to use in the tutor meeting with your fellow students who will help you ideate. After the tutor meeting and during Christmas you will have time to sketch and create draft concepts.

TO-DO LIST

**Before the tutor meeting…**

* IW **Brain dump ideas**

Start sketching ideas without thinking about it too much, just a first brain dump. Remember what you learned about sketching in Design & Creativity, don’t just draw also describe.

When you brain dump is done reflect: what are you designing? Does this give extra input for your design vision? What HMW’s can you deduce from this?

* IW **Make a list of possible HowMightsWe’s (HMW’s)**

Start formulating possible HMW’s. Break down your design vision into actionable pieces. User insights, needs and UX factors might be helpful starting points. Get inspired by each one separately but combining them can also work. Make sure all three parts of the gift experience are represented in separate HMW’s. Try for 10 or even 20 in total. You are diverging.

* DT **Select a list of HowMightWe’s and bring to the tutor meeting**

Discuss your first sketches and your list of HMW’s with your Design Partner. Together choose HMW’s that are a good representations of the important elements of your joint design vision and the assignment that you are working on. We think 6 to 8 HMW’s should be enough to cover the different elements of your design vision. Rephrase your HMW’s if necessary. Make sure they are clear, actionable and activating. They shouldn’t be too narrow or too broad. They should inspire people to call out lots of ideas. Choose a HMW each that you want help with and will do the next assignment with.

* IW **Bring 1 HowMightWe and instructions for 1 creativity technique to the meeting**

Find a creative technique online that fits the HMW you selected for yourself. Make sure it is a divergent creativity technique for idea generation and that you haven’t used the technique before. Make sure the creativity technique is suitable for creating lots of different ideas in a group. Try out the technique yourself so you understand how it works. Prepare instructions so you can execute this technique with your tutor group.

**After the tutor meeting…**

* IW **Diverge; sketch lots of ideas (bring your sketches to Studio next year)**

Improve your HMW’s based on feedback from the tutor meeting. Create more ideas and sketches for all the parts of the gift giving experience using your HMW’s and other creative techniques. A very creative UX designer might be able to create a 100 sketches or more. You should strive for 30, if you have 6 HMW’s and 5 sketches per HMW, that is a reasonable number to try to achieve.

You could use a morphological chart if you want to. It is a nice tool for combining diverging and converging. You can find examples online. The HMW’s can be used to create the rows.

* IW **Converge; choose and combine ideas to create a complete experience**

Choose a way of converging, apply and describe how you applied it. You could do it in the same way a morphological chart works: per HMW choose ideas that you value. Combine ideas from different HMW’s that go together well, that best fit your persona and design vision.

* IW **Converge; prepare 3 draft concepts to bring to Studio next year**

Prepare 3 promising and clearly different ways of fulfilling the design vision. We call this a concept. Try to give these concepts different names that explain what makes them different from each other. You could also create a little story for each to explain them. Each one of your concepts needs to contain all the parts of the gift giving experience (personalisation tool, card and digital unwrapping).

* IW **Review your week**

Review this week (approximately 150 words): How did your activities help you to create a great design for your user? With which of your activities and achievements are you pleased? Why? What did you find difficult? Why? Tip for this week:

* Compare your own HMW list with your Design teams list of HMW-s: what improved after discussing with your design partner?
* How are you using the HMW’s? Is it working for you? Could you also use them in a different or better way?
* How did you manage to sketch a lot?
* How did using your creative technique help you come up with surprising new ideas (in a group)?
* Talk about your converging technique. What did you think about your ideas and how did you decided on your three concepts?
* Talk about your concepts, in what way are they different from each other, how do the names express that?
* Erase this instruction box after checking all the To-Do’s of the week.

**\*\*PLEASE NOTE\*\*:** We advise you to start with some tutorials of digital prototyping tools.

Don’t start prototyping just yet, you really do need to sketch first but if you don’t have a lot of experience with prototyping tools than it might be wise to start with some tutorials for instance from Linkedin.com/learning (introduced in Programming Class). Check out for instance [UX design tools Axure](https://www.lynda.com/Web-User-Experience-tutorials/UX-Design-Tools-Axure/157028-2.html?srchtrk=index:1%0Alinktypeid:2%0Aq:axure%0Apage:1%0As:relevance%0Asa:true%0Aproducttypeid:2) for website & mobile wireframes or [UX design tools InVision](https://www.lynda.com/Prototyping-tutorials/UX-Design-Tools-InVision/461846-2.html) for clickable, interactive prototypes for mobile. You could even prototype in Powerpoint if you wanted to. If you are considering that also try out if that works for you already.

HAVE A GREAT HOLIDAY we hope you get to share good times with your friends and family and get some caring gifts with supportive messages as well.

## Brain dump

*Add sketches of your first ideas*

## Individual list of HMW’s

## Design Teams list of HMW’s

## Creative technique with instructions and results

## Sketches

*Add scans or pictures of thirty or more sketches. If you use pictures make sure that they are big enough and have enough contrast so we can still read your notes.*

## Three draft concepts

*Add a sketch or story about each of your three concepts. Each concept contains all three parts.*

## Week 14 review

# Step 5 Concepts & Prototypes (week 16)

**WHAT TO EXPECT**

In the Studio we will look into creating and telling a story so you can design a cohesive, coherent experience with a fitting dramatic arc. We will try to give you some feedback on your sketches and concepts. After the Studio you can discuss with your partner and, as a design team, create three final concepts that we will discuss in the tutor meeting. In the tutor meeting we will also introduce paper prototypes so you can start on low-fi prototypes after the meeting.

TO-DO LIST

**Before the tutor meeting…**

* DT **Create three team concepts**

Discuss each other’s sketches, draft concepts and the feedback you got. Choose and combine parts of your draft concepts. Use what you learned about storytelling to make the concepts even better. Improve the dramatic arc for each part of the experience. Together create 3 team concepts that have clearly different ways of fulfilling the design vision. Remember 1 concept contains all three design parts (card personalisation, card and digital unwrapping).

* DT **Make storyboards or scenarios of the 3 team concepts and bring to the Tutor Meeting**

Choose if you want to make scenario’s or storyboards to explain your three team concepts. Use the situation that you described in your design vision about the giver and their emotional message. Based on that write or sketch a story where you amongst other things explain about the flow of card personalisation to the card sending to the digital unwrapping. Show how they work together and create the complete experience you want to achieve for your user.

**After the tutor meeting…**

* DT **Choose a final concept**

Based on the feedback from the tutor meeting, choose one of the team concepts to work on further. If needed, improve and combine things from different concepts based on the feedback you received.

* DT **Decide who will be in charge of with part of the experience**

Discuss who will be in charge of the card personalisation tool and who will be in charge of the digital unwrapping. Being in charge means you are responsible for the (paper and digital) prototyping of your part because we want you both to learn how to prototype. You will still design the gift giving experience as a team, come up with ideas together, help each other out and make sure you are creating a consistent and coherent experience. Together you are responsible for the example card.

* IW **Create paper prototypes for your design part and bring to the Studio**

Create paper prototypes to detail and further explore your part of the gift giving experience as described in your final concept. Paper prototypes are a very quick and easy way of trying ideas out. Use them to explore the design space, all possible design alternatives for the most interesting features of your concept. *Try out and dare to fail!* Next week you will digitalize the paper prototypes. *Remember you will design together but each team member will prototype one part.*

* IW **Make physical prototypes for the card and bring to the Studio**

Both of your will create a first prototype for the card. As a team you will end up with two prototypes for the card so together you have more diverse ideas. We want you to surprise Hallmark with the way the card expresses an emotional message. Cards are often about text and image. We challenge you to try out other things, appealing to other senses that help with expressing an emotional message. Think about the materials, using audio, etc. Try things out. See what is possible with paper and cardboard. Think about the shape, the appearance, the functions; how to hold it, how to display it, how to interact with it etc. Make it fit the giver and their emotional message. This will also give you input for the Card Personalisation Tool.

* IW **Review your week**

Review this week (approximately 150 words): How did your activities help you to create a great design for your user? With which of your activities and achievements are you pleased? Why? What did you find difficult? Why? Tip for this week:

* Describe how your design team came up with the three team concepts and how storytelling and dramatic arcs were used to improve the concepts
* How did team work help improve your concepts?
* Describe how your design team choose the final concept
* How did team work and feedback help you come up with a better final concept?
* Talk about what you were trying to achieve with your prototypes, what did you try out, what worked and what didn’t work (celebrate failure!)
* Erase this instruction box after checking all the To-Do’s of the week.

**\*\*PLEASE NOTE\*\*:** Your Design Thinking Journal needs to show that you learned to work with different kinds of prototypes so it needs to contain all three types of prototypes. Physical, paper and digital.

## Team concepts

*Add a storyboard or scenario for each of the three team concepts*

## Final concept

*Add a description or storyboard or scenario of the final concept*

## Paper prototype

*Add visuals of the paper prototypes that you made for your design part > only prototypes made by you, not your partner*

## Physical prototype of the card

*Add visuals of physical prototype(s) that you made for the card > only prototypes made by you, not your partner*

## Week 16 review

# Step 6: Prototype (week 17)

**\*\*PLEASE NOTE\*\*:** Make sure you save your draft prototypes in such a way that you will be able to compare them to your final prototype and can reflect on the changes you made. Your Design Thinking Journal needs to show your progress so just handing in the finished digital prototype is not enough we need a first draft to see what adjustments you made.

**WHAT TO EXPECT**

In the Studio we will introduce digital prototypes so you can start to create digital prototypes for your part of the gift giving experience. After the Studio you will start working full-time at school. There will always be one tutor available for questions. We will make arrangements with the client and let you know when they will be joining the Project Week for a Feedback session. You will present your experience to the client to receive feedback and improve your design.

**TO-DO LIST**

* DT **Evaluate individual low-fi prototypes**

Discuss paper and physical prototypes. Explain what you wanted to achieve, what worked and what didn’t. Tell your partner what you discovered about your final concept when you were prototyping. Discuss how the ideas for the different design parts work together in the whole experience and how they influence each other. Decide how you want to continue with your ideas and what needs to be added or changed to the different design parts. If needed do some extra ideating together.

* IW **Decide which digital prototyping tool you will be using for your design part**

If you didn’t try out digital prototyping yet during Christmas try some out now (see studio slides; Invision, Axure, Powerpoint, …). Use the information you collected to choose a tool that is suitable for what you are designing and that allows you to create a pdf or a link so you can share it with the client and your assessor. Maybe try out making the pdf or link already.

* IW **Create draft digital prototypes for your design part**

Start with making the paper prototypes of your design part clickable. Add the improvements and new ideas your design team came up with.

* DT **Try out your design**

Try out (parts) of your design in any way you can. You can test things with other people, use paper prototypes again, build stuff together. Discuss which parts of your design have the potential to be great and which don’t really work yet. Come up with new ideas. Discuss what needs to be done and how to continue with both design parts. Also discuss who will do what for the Example card.

* IW **Iterate digital prototypes**

Work on the new ideas and improvements your design team decided on for your design part.

* DT **Reflect**

Take a step back and evaluate your prototypes. Take your persona and design vision and check if your design fits the needs of the users and your design statements. Check if you meet the criteria in the Study Guide. Also check if your design vision has evolved while you were designing. Analyse your prototypes: what can you conclude about what you want to achieve for your users, how the experience should work and what the users should feel and do? What fundamental qualities should your experience have? Together decide what needs to be done and how to continue with the final digital prototypes.

* IW **Final digital prototype for your design part**

Create a final digital prototype.

* IW **Review your week**

Review this week (approximately 150 words): How did your activities help you to create a great design for your users? With which of your activities and achievements are you pleased? Why? What did you find difficult? Why? Tip for this week:

* Talk about what you were trying to achieve with your prototypes, what did you try out, what worked and what didn’t work (celebrate failure!)
* Describe feedback you got on prototypes from tutor, partner, users, colleagues, client, friends…
* What did you do with your feedback and how did you use it to iterate and create your final prototypes?
* Erase this instruction box after checking all the To-Do’s of the week.

## Draft digital prototypes

*Show and describe things you tried out (don’t only show us the final prototype) > only prototypes made by you, not your partner*

## Try outs

*Show and describe things you tried out for your design part*

## Iterations of digital prototype

*Show and describe things you improved or added to your first draft. New things that you tried out > only prototypes made by you, not your partner*

## Week 17 review

# Step 7: Test (week 18)

**WHAT TO EXPECT**

You will continue working full-time at school until the EXPO. Your user will also be there so you could use them and others to test your prototypes. There will always be one tutor available for questions. You will prepare for the EXPO. The EXPO will be similar to the poster presentations of IUX. Your design team sets up their prototypes and supporting material and fellow students and lecturers will come talk to you. On Friday the client will be there. They don’t have time to see all your presentations so they will get your handout and we will select designs teams for them to talk to. You will need to finish your journal after the EXPO not forgetting to reflect on the whole design thinking process.

**TO-DO LIST**

* IW **Test your final prototype and reflect**

If your user is available test your final prototype with your user. You can also test it with a fellow student, a friend, a tutor, etc. Document your test; take pictures and notes. Reflect on the results and use them to tweak little things if you still can or otherwise mention things you would change in your recommendations.

* DT **Create recommendations for the client**

We wanted to inspire Hallmark with your designs so we gave you enough freedom to create something bespoke and fitting for your users which is what you will be assessed on in the project. In your recommendations advice Hallmark how they can use your ideas and translate them to something they can use in the near future. Explain how your designs can go from fitting your users to fitting Hallmark‘s customers. How they can become scalable and sellable for Hallmark.

* DT **Prepare your pitch**

Think about how you want to demonstrate your design during the EXPO, how you will make the experience come to life and what you want to tell about it. Read your Design Thinking Journals to look back on what decisions you made to better justify your design. Use what you learned in Intro to UX on critiquing the quality of the user experience of your design. Don’t forget about the recommendations.

Prepare all the material you need to demonstrate your experience and justify your design decisions. Use a combination of laptop and posters. We advise you to print out your persona on A3 and have something with the highlights from your design vision. You could also make a storyboard to explain the whole experience and how the parts work together.

* DT **Practice your pitch together**

You will have ten minutes to present to your assessor during the EXPO. Prepare what you will say to explain your product to the client. Tips:

* Remind them of your users, describe who your users are. Use the persona.
* Describe your design vision and what needs your users had
* Describe how your product helps your users fulfil their needs
* What behaviour would you like to see in the users, what do the users need to do?
* What should the users feel and experience?

Decide on the chunks of your pitch and order them into a clear and concise story. Divide the chunks over the two of you and practise your story.

* DT **Bring TWO Design handouts to the EXPO**

You need 2 handouts; one handout is for your tutor. Your Gift experience will be graded based on the handout. The other will be given to the client during the CLIENT EXPO. The hand out contains:

* persona
* design vision
* visuals of the example card
* links to digital prototypes
* recommendations
* names + contact details (for the client)

The best way is probably using a couple of A3 sheets but you can do whatever makes sense. Please make sure sheets are stapled together or bind it for a more professional look. The persona that you will display during the EXPO can be handed in as part of a handout but it does need to be stapled together with the rest when you hand it in. Make sure your laptop is charged and ready for the EXPO.

* DT **Upload a PDF of your Design Hand-out on Blackboard**

Your Design Handout should be uploaded the day of your EXPO in week 18 by 23:59.

**After the EXPO…**

* IW **Finish your journal**

Check the criteria for the Design Thinking Journal. Collect all the needed materials and complete your journal. Note: the last assignment to add to your journal is the review below. Don’t forget it because there are two criteria to be assessed based on that.

* IW **Review your Design Thinking Process !!!**

Now that your design work is finished you can reflect on your Design Thinking Process. Read d.school Design Thinking Bootcamp page 0 (D.mindsets) through 5 (modes).

Go through your Design Thinking Journal (Part 1 & 2), reread all your week reviews and reflect on your Design thinking process (approximately 500 words).

The following questions might help your reflection:

* What phase (mode) of the Design thinking process are you good at? How did that affect your results?
* What phase did you find difficult and do you need to work on? How did your work in that phase affect your results?
* What phase (mode) of the Design thinking process (see reading material) do you think is most important in realising great UX design?
* Did you get into the mindset (see reading material)? Give an example of where you applied an aspect of the mindset.
* Which aspects of the mindset should you start training? Why?
* What did you learn? What insights did you gain about designing for users?
* Looking back what would you have done differently? How might your process change in the future?

## Pictures, notes and reflection from tests

## Review of your Design Thinking Process

# APPENDIX

## Appendix A X Use if needed, remove if not X

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