

Thursday, 12 February 2015

USERS NFL TEAMS & CO

DESIGN THINKING



Today's Plan and Objectives

Part 1: 10:00am – 11:15am

Homework and Topic Review

Design Thinking Steps

Break: 11:15am – 11:25am

Part 2: 11:25am – 12:30pm

Quick Usefulness

Ideation Activity

Take-Home Review Points

Homework

Soo...

your homework.

Sam's UX ProTips

Constraints are awesome.

Critique is not opinion.

All UX is knowledge based.

For every rule, there is a reason to break it.

You are not, and never will be, your user.

Users are bad designers, but they know bad design.

Expect to be wrong, and embrace it.

It depends.

Be reflexive.

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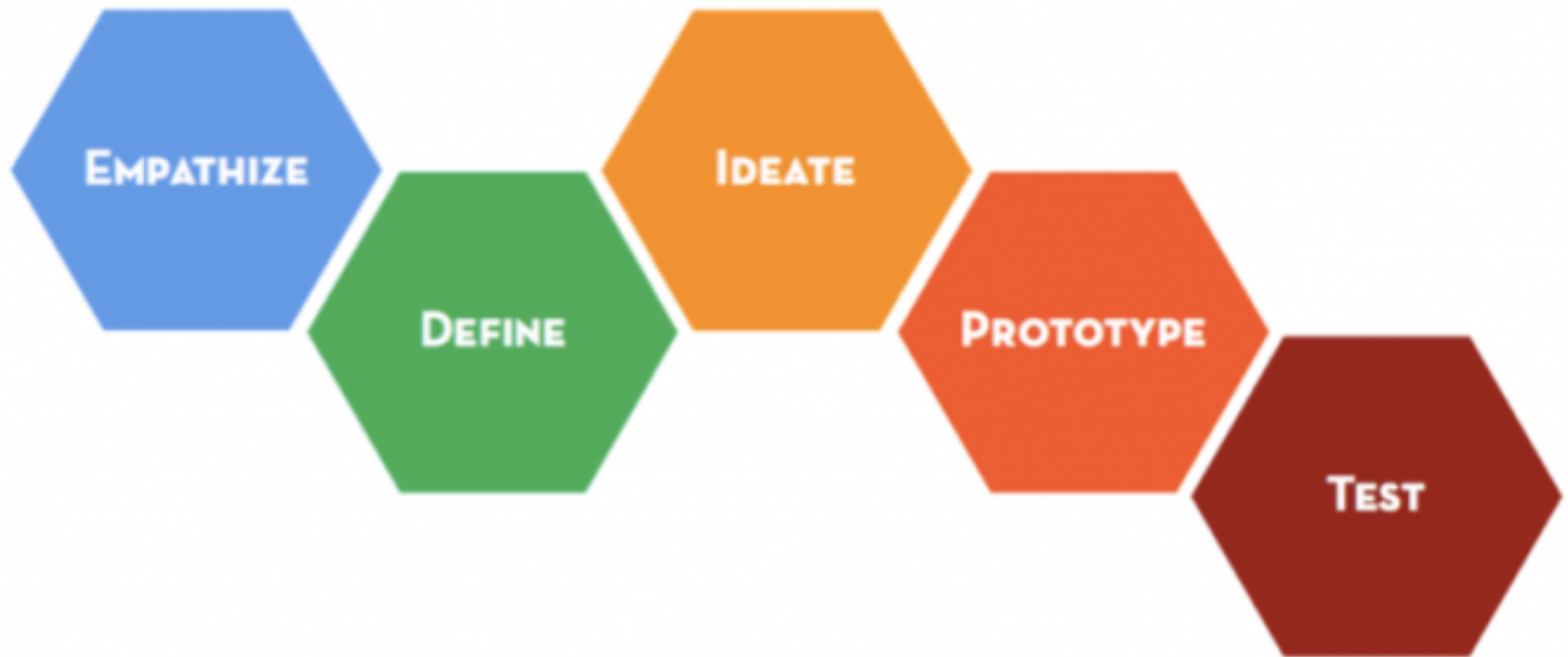
Design Thinking: Six Steps-ish

1. Empathize
2. Define
3. Research
4. Ideate
5. Prototype
6. Test
7. (Repeat)

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Design Thinking: (... according to Stanford.)



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Quick Usefulness

Ideas are cheap.

Take Homes, What are they?

Terms:

Design Insights

Iteration

Rationale

Ideas are ...

The Whole Game

Homework

For your selected Project:

Conduct your interview with 5-7 real participants.

Deliverable: Your data.
(Bring it to class.)

Try to make design insights from your experience.

Deliverable: Email Sam three design insights by Wednesday night.

Ask me questions!