THINKING LIKE A UXER

DESIGN THINKING PROCESS

From Understand to Present

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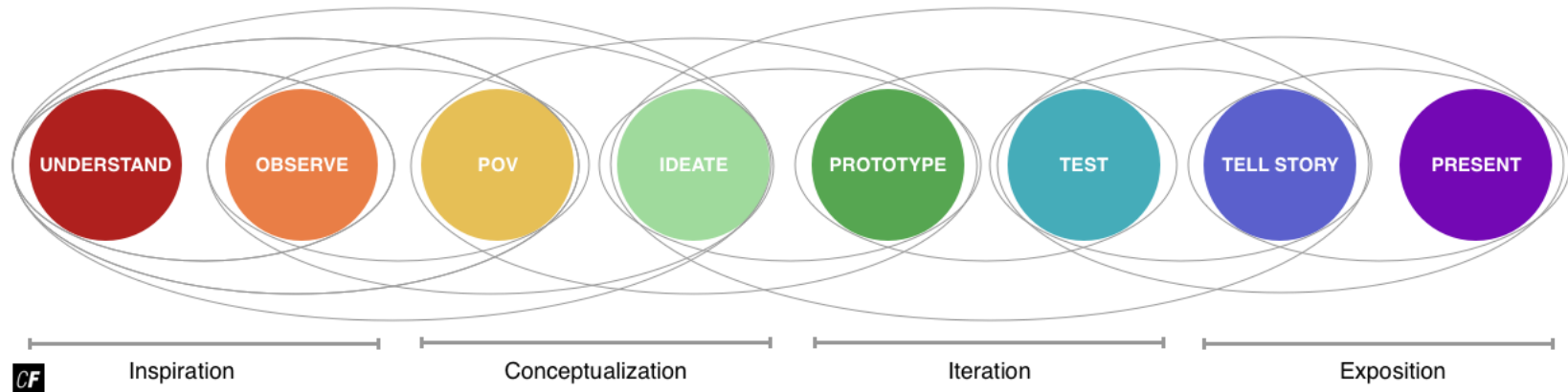LinkedIn: /jamesfruth

Design Thinking Process

THE DESIGN THINKING PROCESS

Adapted from Paris-Est d.school at Ecole des Ponts

UNDERSTAND · OBSERVE · POV · IDEATE · PROTOTYPE · TEST · TELL STORY · PRESENT

Inspiration · Conceptualization · Iteration · Exposition

INSPIRATION

UNDERSTAND

Understanding how things are structured and what sparks interest in different people will be key in getting in a good direction early. As a person who has experience in doing urban scavenger hunts and geo-caching, I feel I have a good sense on structuring, however I want to work and see if we can find a target audience and focus on them.

OBSERVE

Interviewing and finding out more from potential users, as well as hardcore and non-users will be vital to creating a successful experience and finding that x-factor to separate it from the others.

CONCEPTUALIZATION

POV
For the project, I anticipating building a decent amount of user personas. It will be important to understand the needs of a variety of people, interest and potential goals. This will create a more inclusive experience.

IDEATE
The initial thought is to put together solutions and add in different avenues of experiences. Thinking about different ideas, some initial thoughts:

1. Create a way to engage other people in real time.
2. Create a feeling of exclusivity and secrecy.
3. Build in that the app can be used without wifi.
4. Find a way to place markers and hide what needs to be found.

ITERATION

PROTOTYPE
Going from paper to using a program like Illustrator or mockingbird will allow me to create a more in-depth version. Because the app will be used in a game, and will be the driver of the game, its important that the design is simple, sleek and enjoyable to use. This could calm any frustration one could find during a scavenger hunt.

TEST
During this state, its important to receive feedback for both the design and the functionality. Allowing feedback from users will fill in any gaps in between the app and the physical act of doing the scavenger hunt.

EXPOSITION

TELL A STORY

During this stage, we will take our personas, ideas and artwork and craft a narrative both for the hunt as well as the users. We will show how these two stories intertwine with each other and how each will benefit and give a good experience to the other.

PRESENT

Using the story and feedback received, we will present our idea in a way that it can be handed off to the development team at that moment. We will generate excitement and interest from all parties using different types of media and possibly also doing a mock hunt with the prototype.

SCHNITZELJAGD
FIND HIDDEN THINGS