

# Designing & Prototyping Smart Applications

ViaX James Landay CS Summer School

Summer 2018

Prof. James A. Landay

Stanford University

James Landay CS Summer Camp: Designing & Prototyping Smart Applications

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## Define

Prof. James A. Landay  
Computer Science Department  
Stanford University

Summer 2018

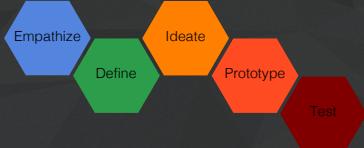
July 23, 2018

Slides adapted from d.leadership Define + Ideate slides ([http://dschool.stanford.edu/groups/dleadership/wk5908/dleadership\\_2015.html](http://dschool.stanford.edu/groups/dleadership/wk5908/dleadership_2015.html))  
Additional resources from bootcamp bootleg (<http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf>)

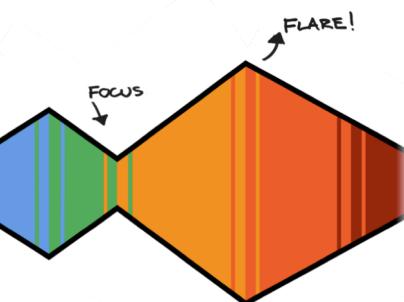
## Outline

- Design thinking process
- Inferring insights
- Point of views
- Unpacking data
- Unpack your data

## Design Thinking



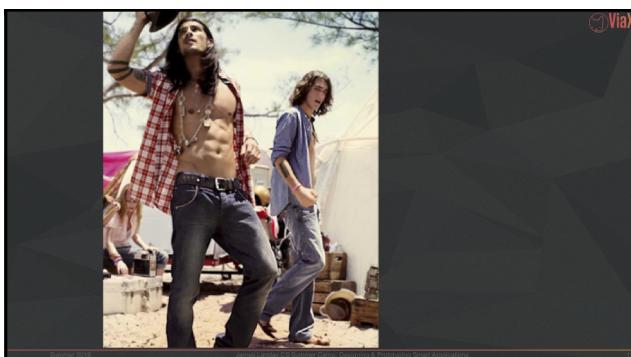
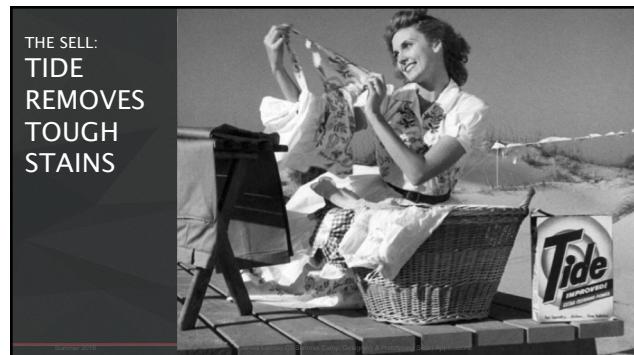
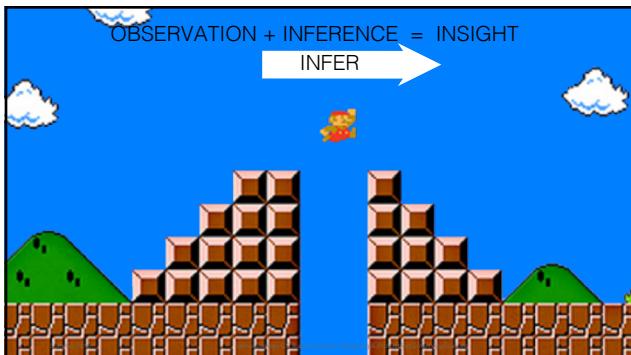
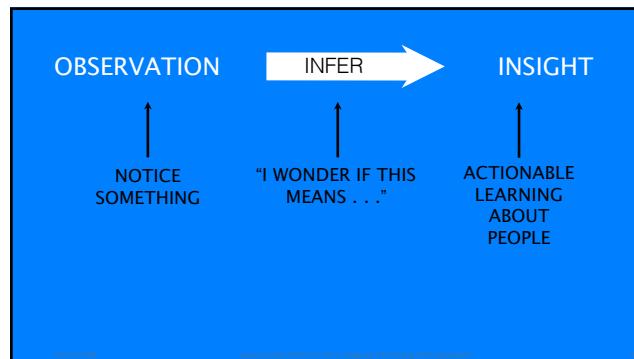
## Design Thinking

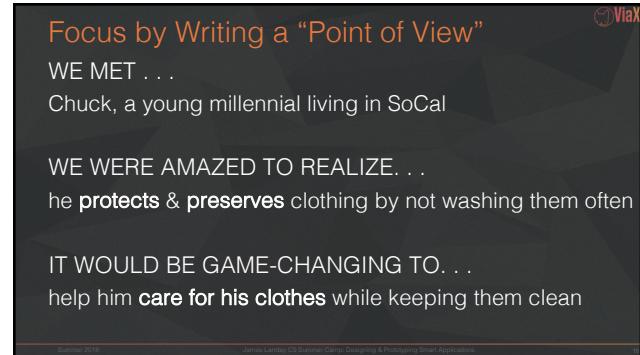
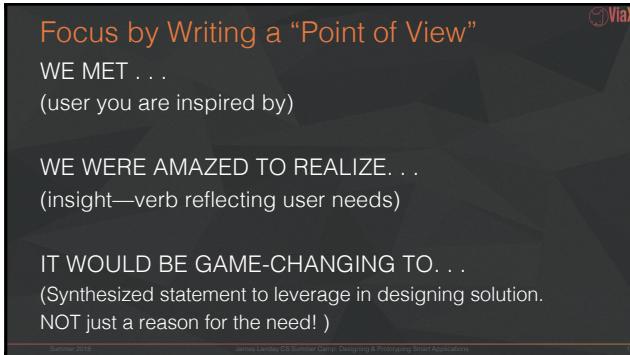
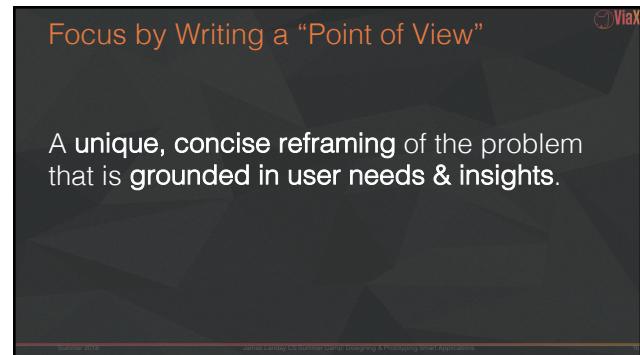


REALIZE

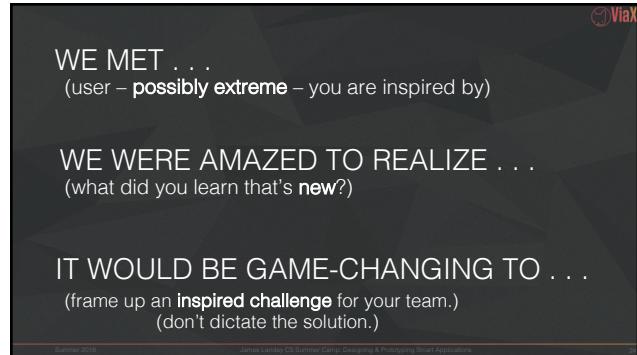
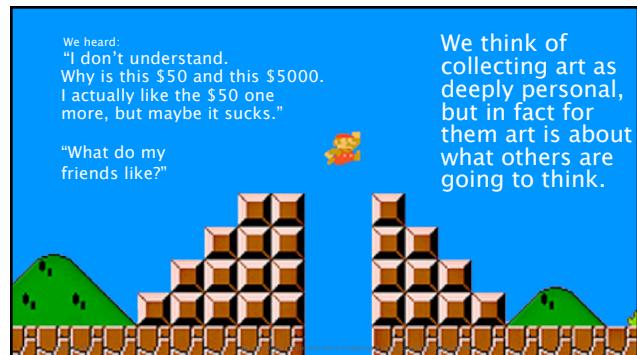


FOCUS

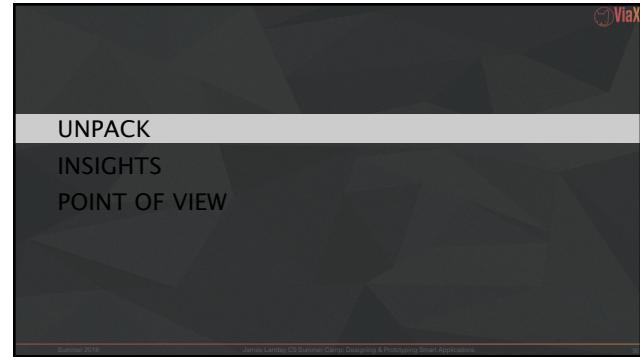
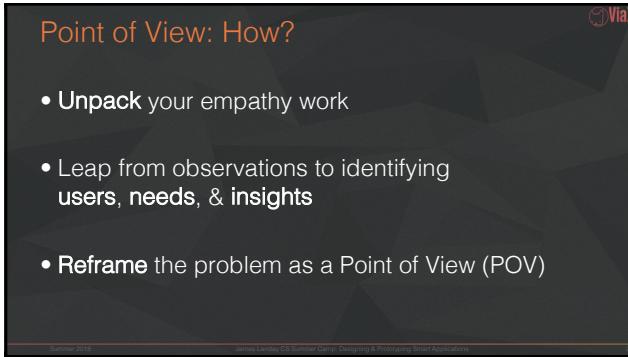
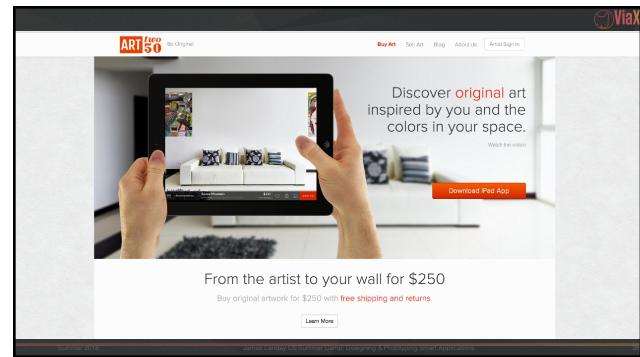
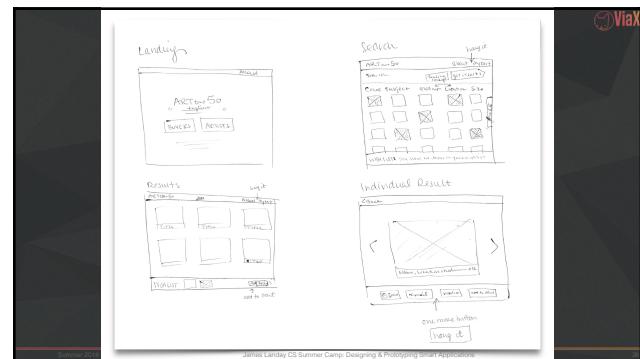
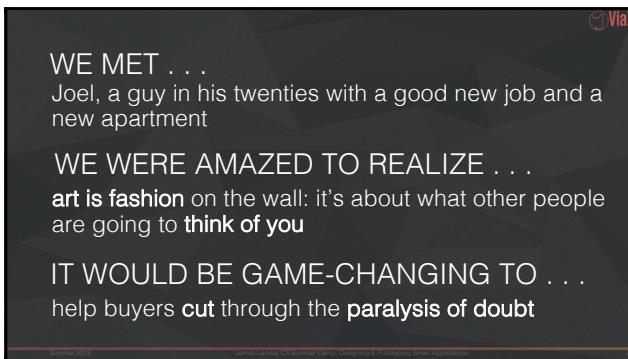




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Using the Data Collected in the Field

- Figure out what is important
- Affinity diagramming
  - group info & find relations between groups
  - Post-Its on large surfaces



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Get them up on a wall...



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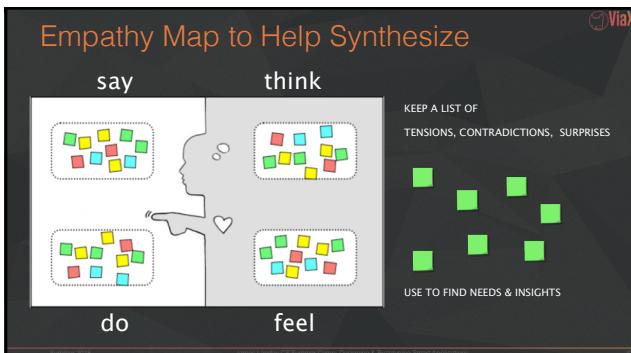
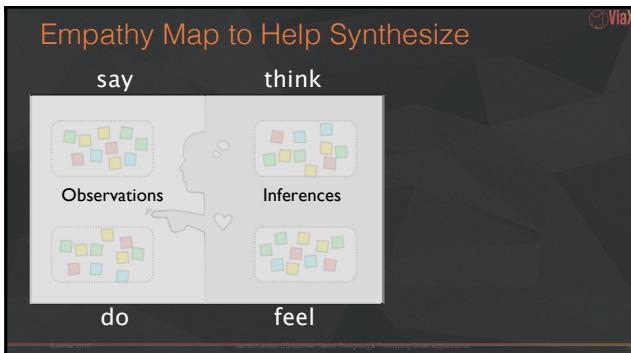


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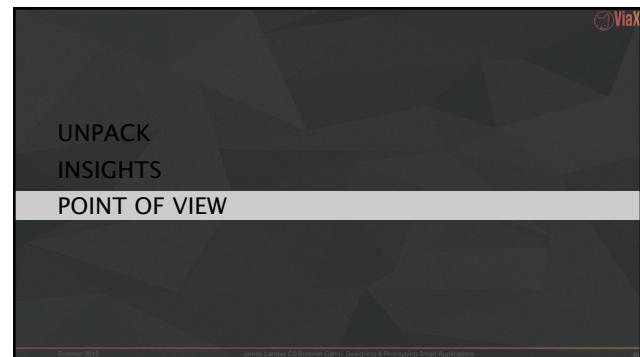
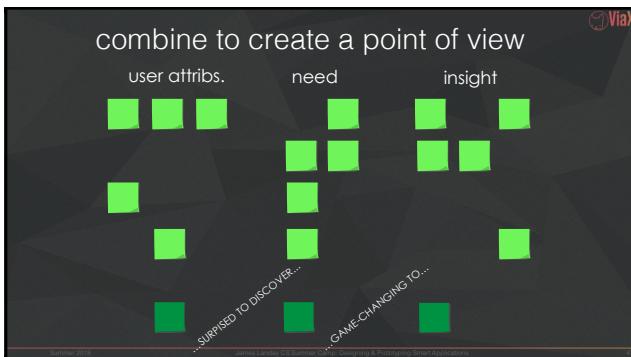
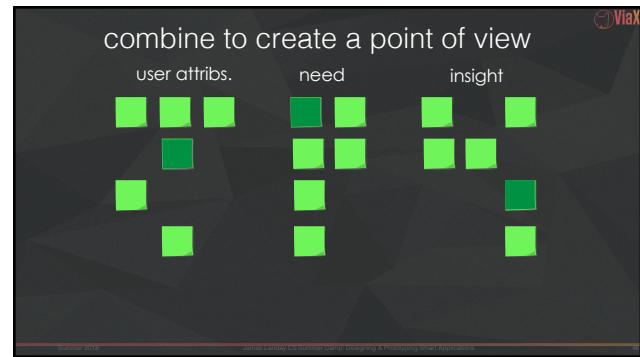
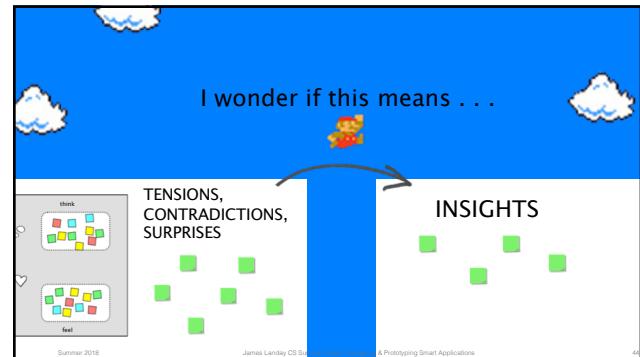
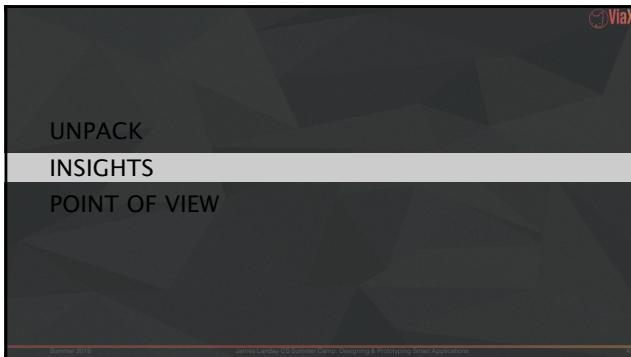
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**Point of View**

**WE MET . . .**  
(extreme user you are inspired by)

**WE WERE AMAZED TO REALIZE . . .**  
(what did you learn that's new? What is their need?)

**IT WOULD BE GAME-CHANGING TO . . .**  
(frame up an inspired challenge for yourself – the insight.)  
(don't dictate the solution.)

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**Characteristics of A Good Point of View**

- Provides focus and frames the problem
- Inspires your team
- Provides a reference for evaluating competing ideas
- Fuels brainstorms by suggesting “how might we” statements
- Saves you from the impossible task of developing concepts that are all things to all people
- Is something you revisit & reformulate as you learn

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**DO IT NOW:**

**UNPACK:** note the say, do, think, & feel (10 min)  
**INSIGHTS:** infer from observations (10 min)  
**POINT OF VIEW:** 1 written sentence (10 min)

We met X  
We were amazed to realize...  
It would be game-changing to...

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