

Designing & Prototyping Smart Applications

ViaX James Landay CS Summer School

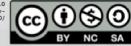
Summer 2018

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
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Summer 2018

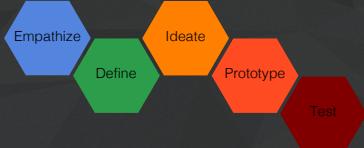
July 16, 2018

Slides adapted from d.leadership Define + Ideate slides (http://dschool.stanford.edu/groups/dleadership/wk5908/leadership_2015.html)
Additional resources from bootcamp bootleg (<http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf>)

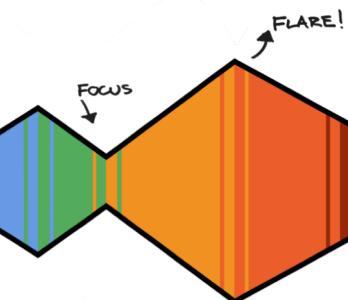
Outline

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

Design Thinking



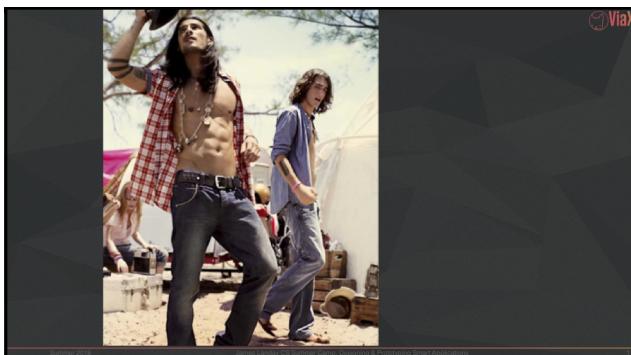
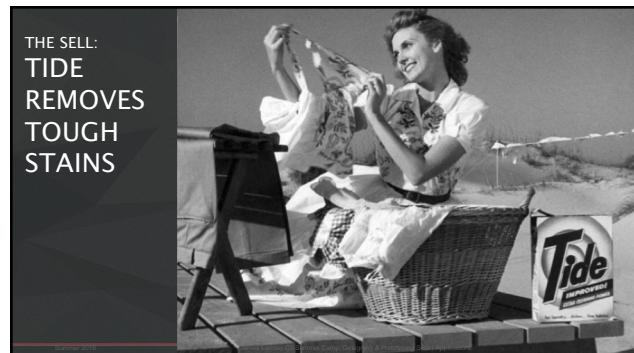
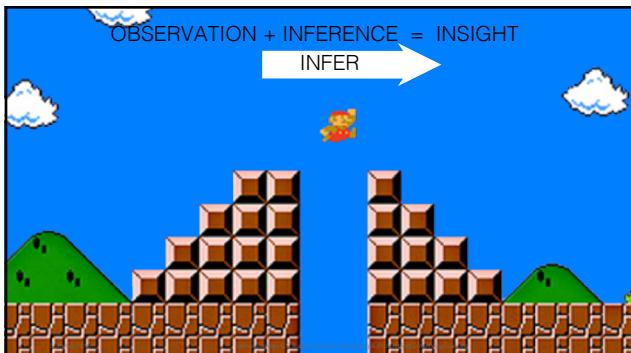
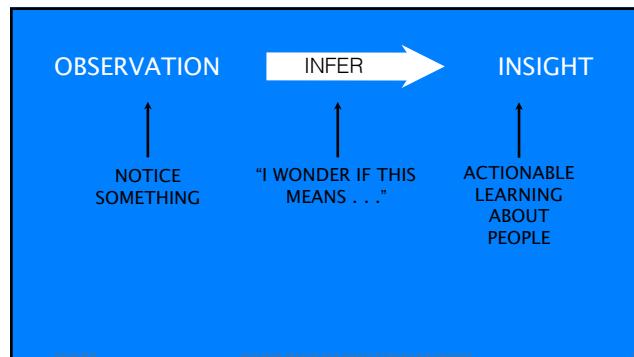
Design Thinking

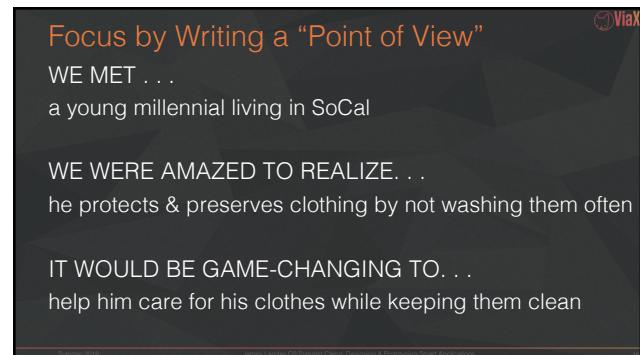
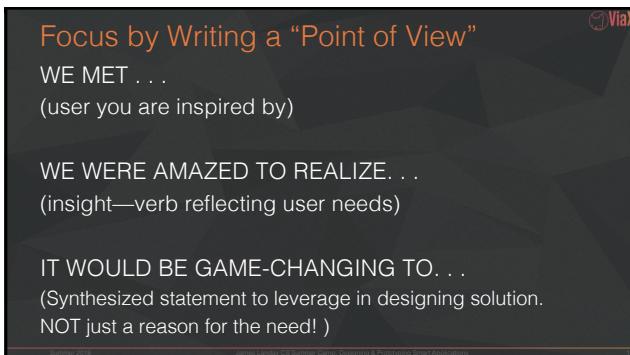
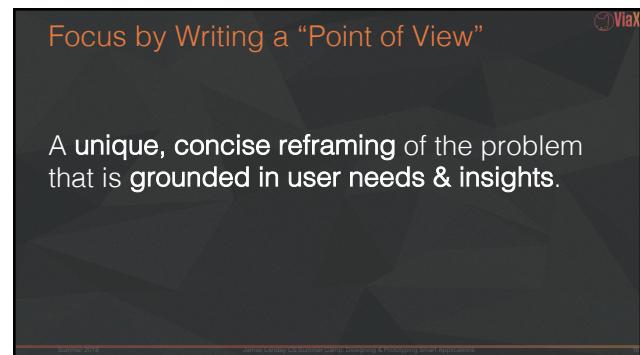


REALIZE

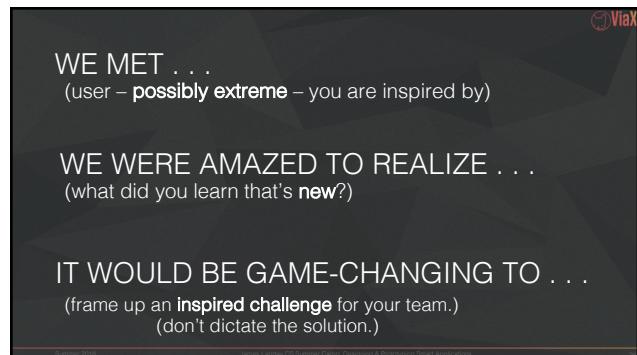
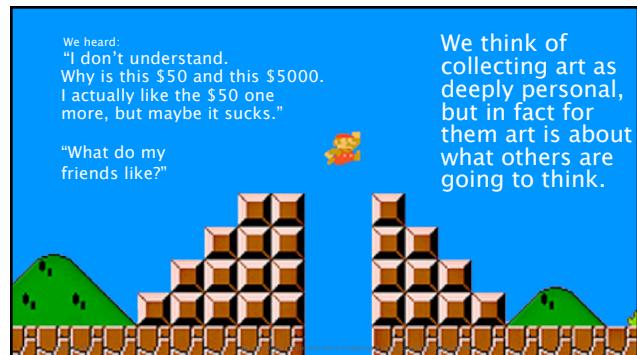


FOCUS





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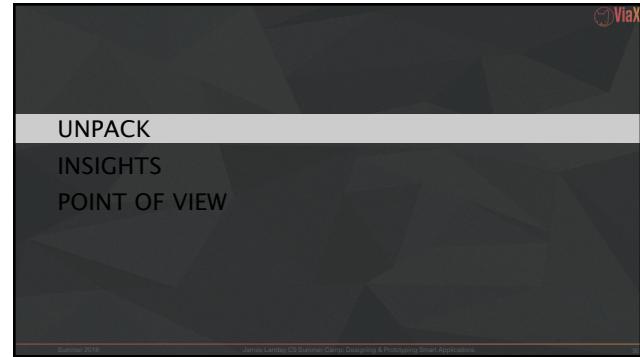
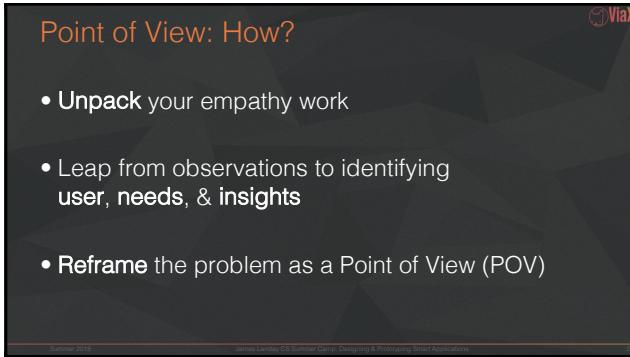
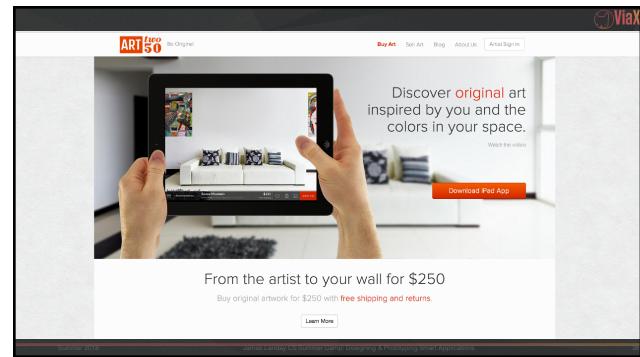
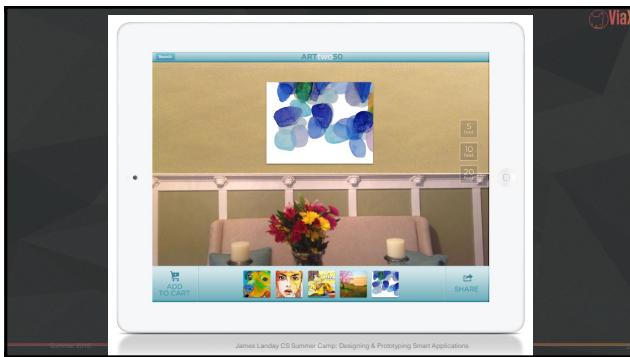
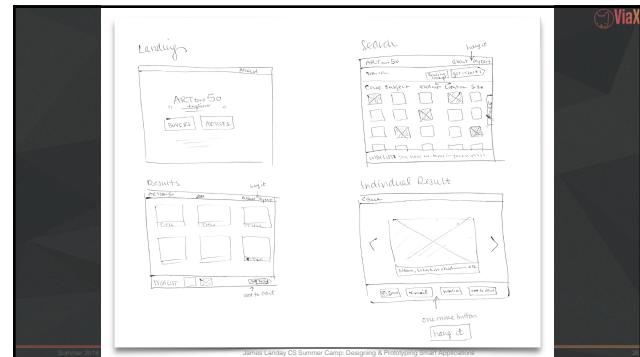
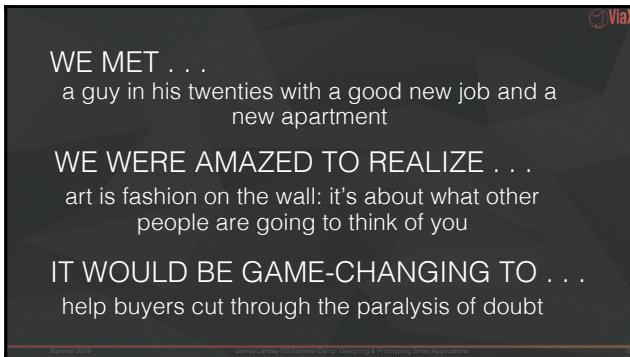
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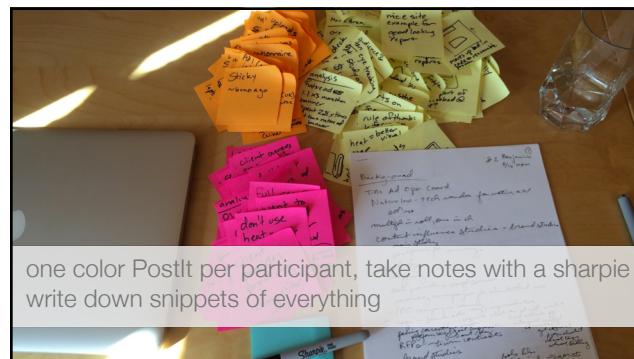


Using the Data Collected in the Field

- 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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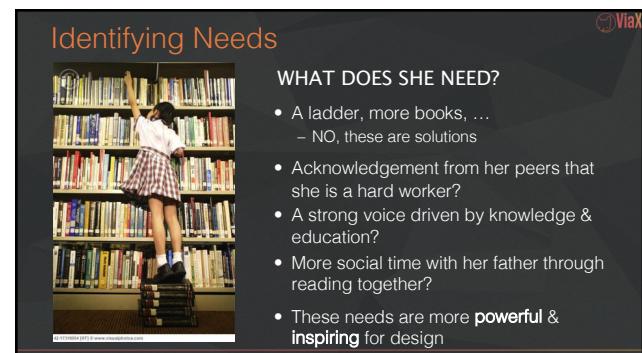
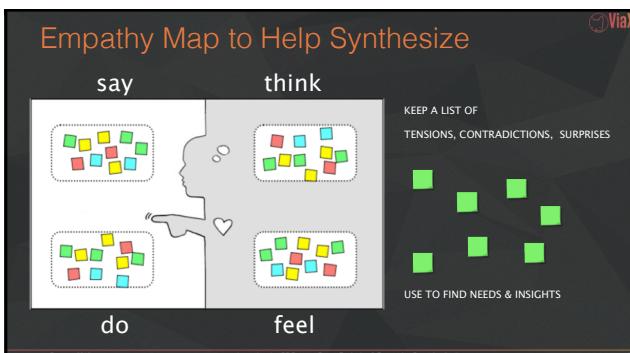
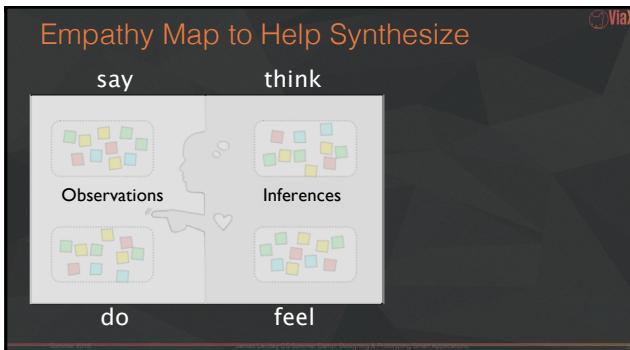


Share your field stories



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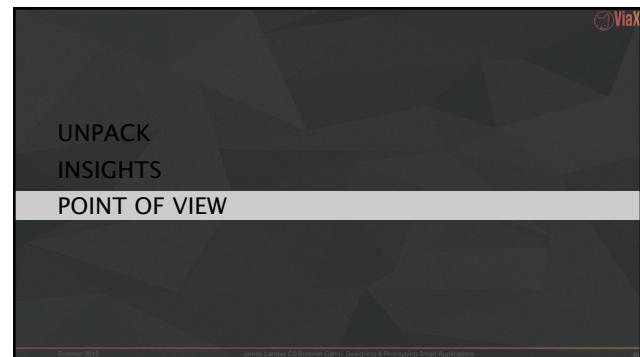
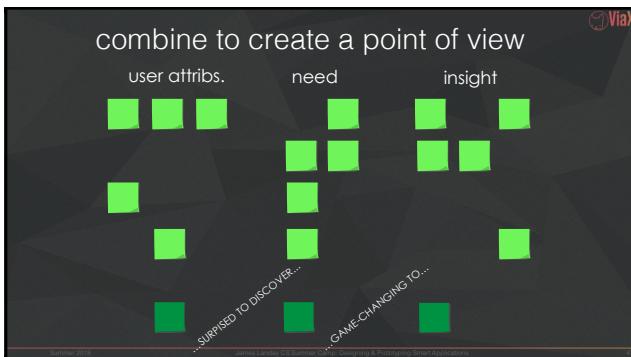
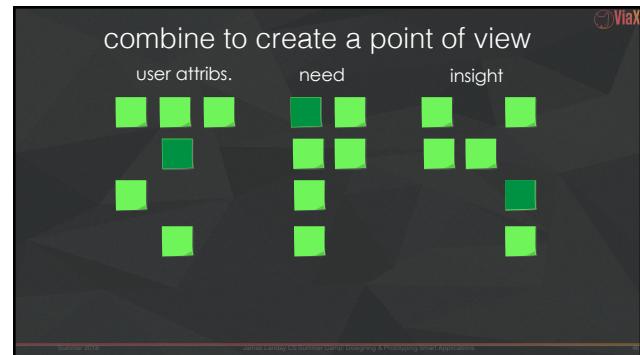
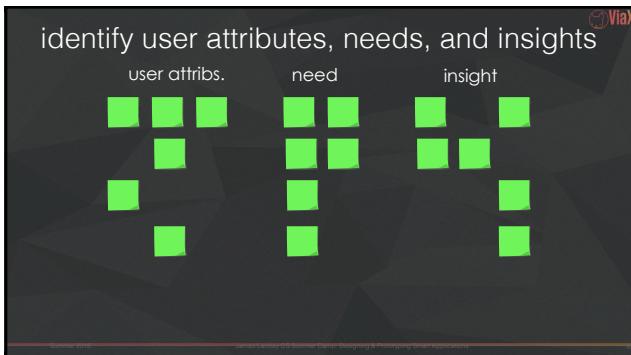
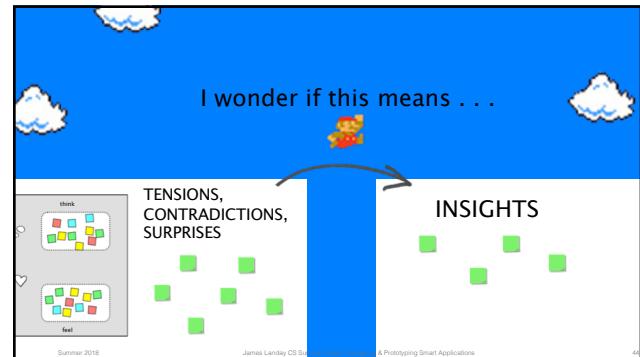
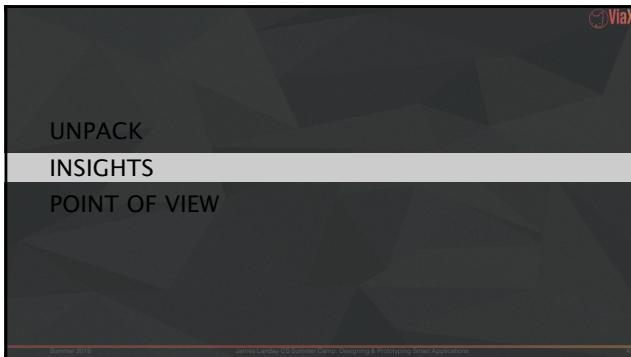
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Point of View

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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