

Designing the Product

... MAKE **FRESH** BAKES ...

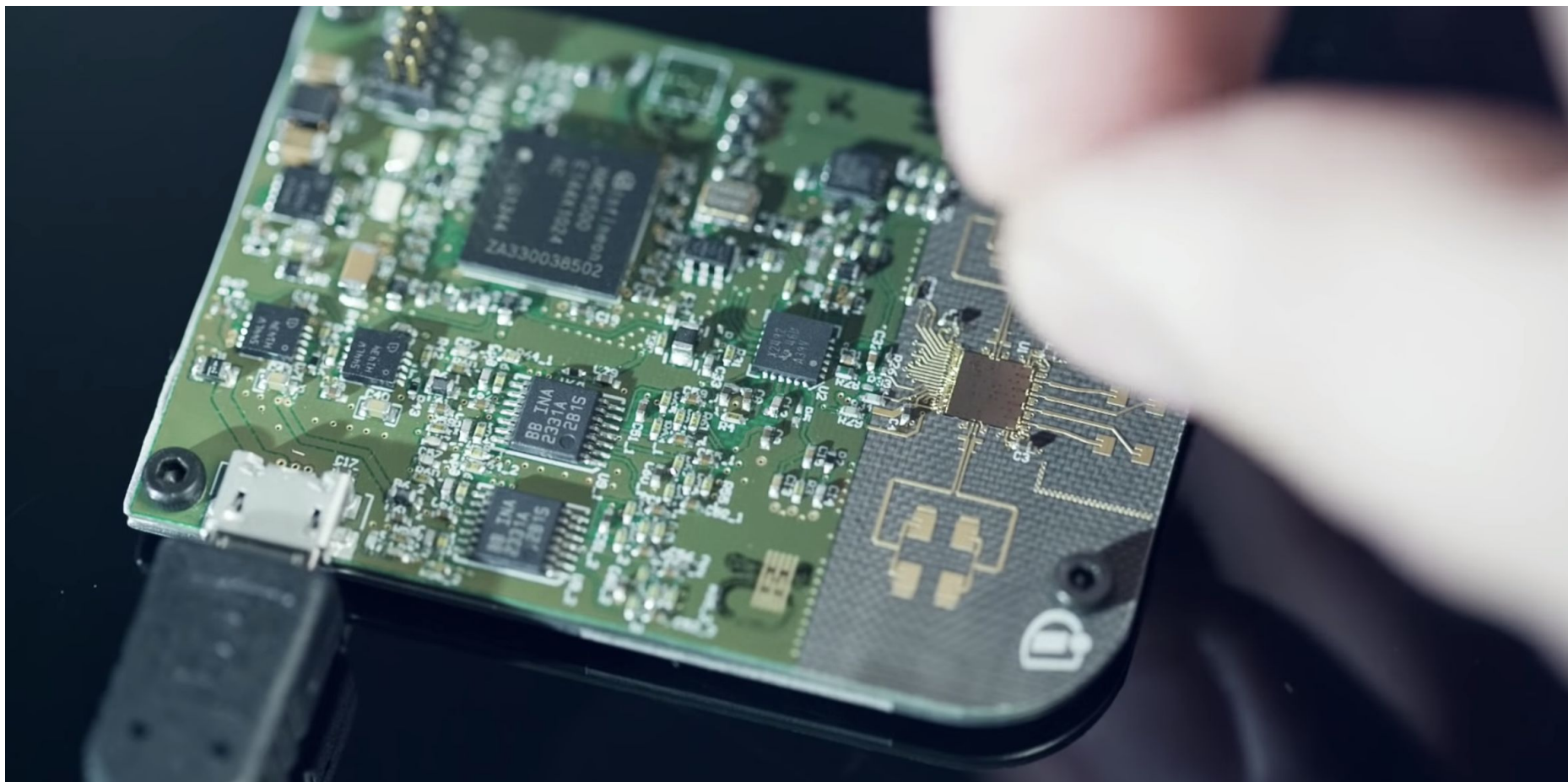
ALL DAY BREAKFAST 

JUST WALK OUT TECHNOLOGY



1:11 / 1:49





The Best Interface is No Interface

Principles taken from UX designer Golden Krishna

Consequences of
screen-based thinking...

Check our phones

221

times a day

Distracted

The CDC has found that 1,000 people are injured, nearly 10 people die everyday because they are distracted by their cell phones while driving.



Ruins sleep

Relative Sleepiness adjusted to pre-light exposure (% sleepiness)

50

40

30

20

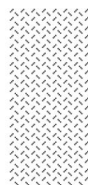
10

0



6500K

Smartphone



3000K



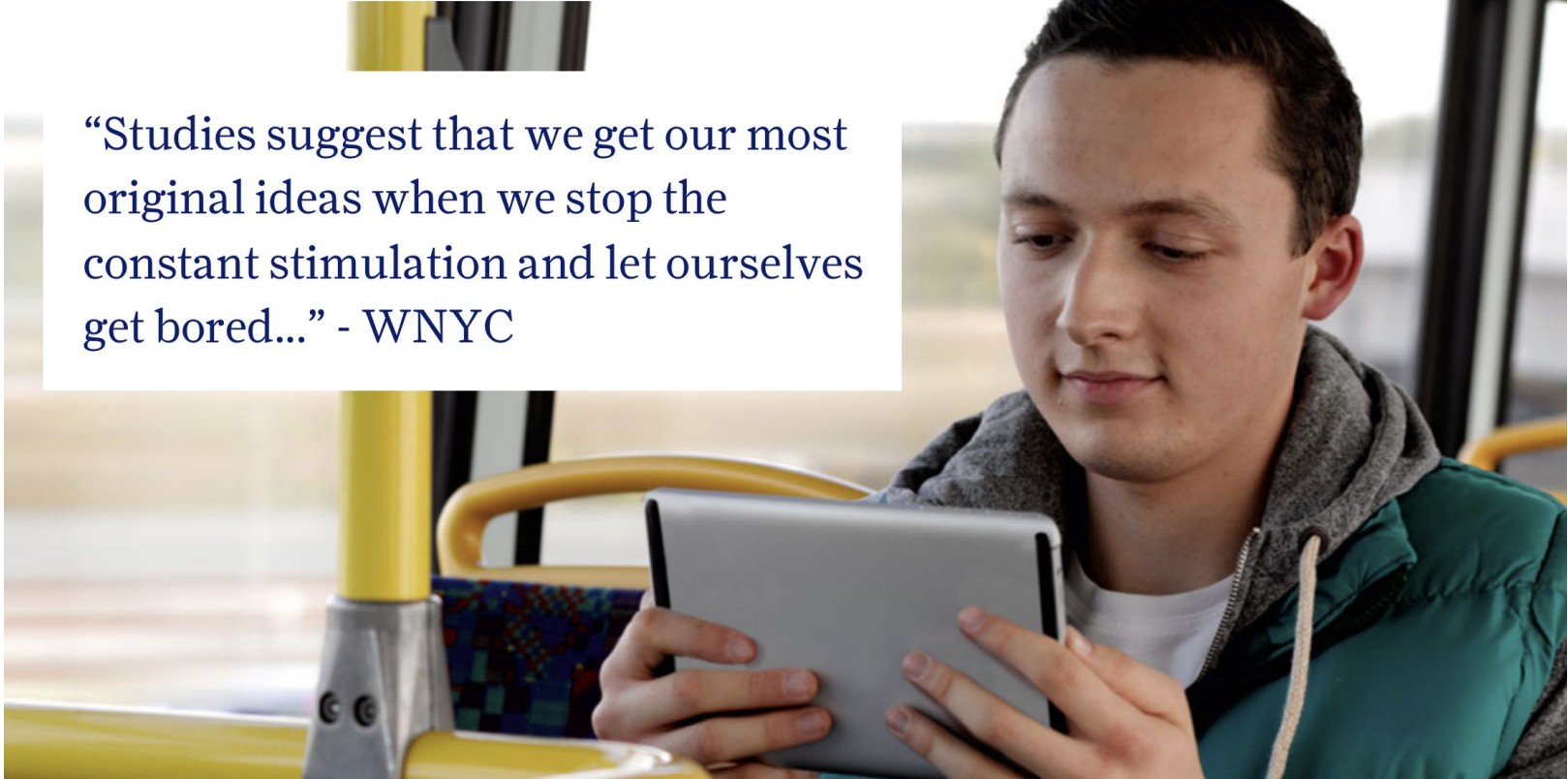
2500K

Yellow light



Less creative

“Studies suggest that we get our most original ideas when we stop the constant stimulation and let ourselves get bored...” - WNYC



Embrace Typical Processes Instead of Screens

We do this through observation

Online grocer applies machine learning to shopping lists

By Dan Berthiaume - 05/01/2019

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Farmstead is turning shopping lists into a highly targeted promotional tool with predictive analytics.

The San Francisco-based online grocer is introducing a new feature called Smart Shopping List that goes beyond recommendations to predict what customers need. Smart Shopping List bases predictions on multiple data-driven factors, including weekly shopping history, buying signals, and what's already in their cart.



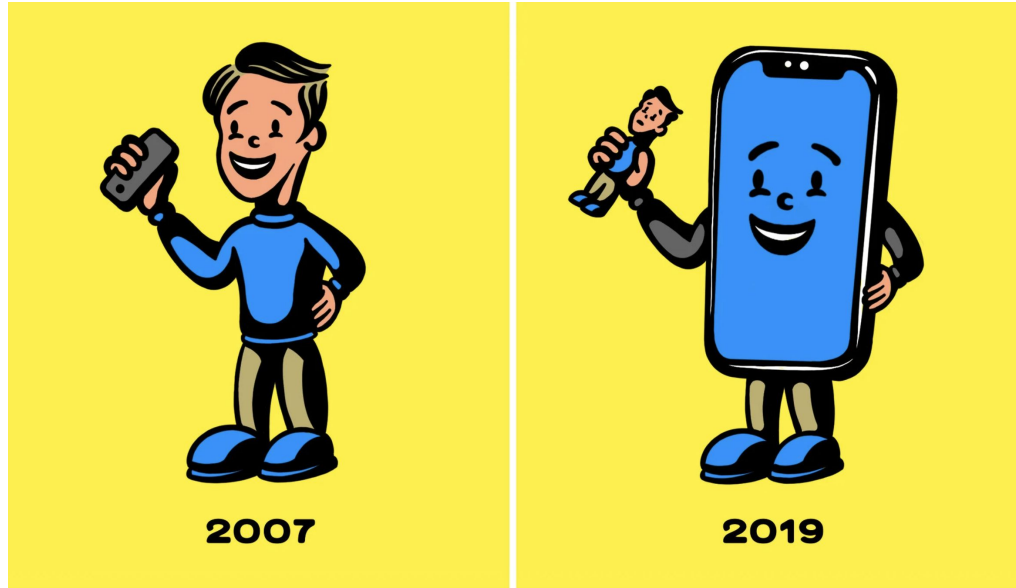
1. Walk up to my car.
2. Pull my smartphone out.
3. Wake up my phone.
4. Slide to unlock.
5. Enter my passcode.
6. Swipe through a sea of icons, searching for the app.
7. Tap the app icon.
8. Wait for the app to load and try to find unlock action
- 9. Make a guess with the menu and tap “control”**



Ford created an app for unlocking your car



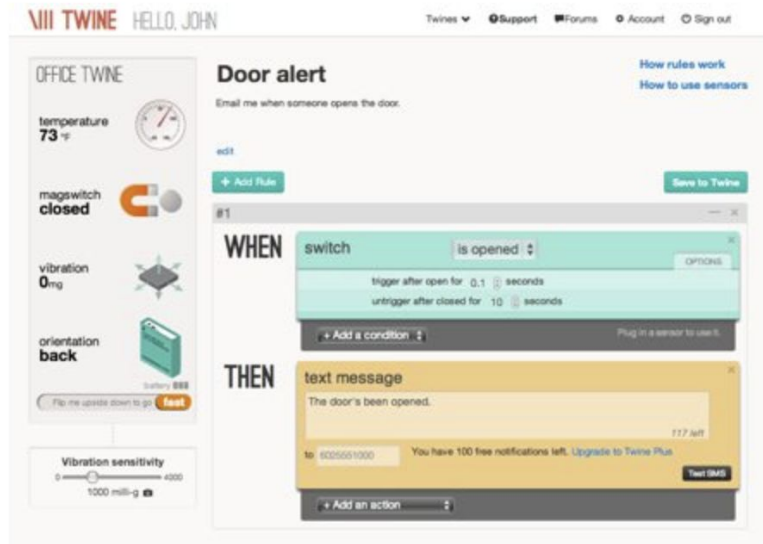
Instead, smart keys allow you to just get in your car and drive



Leverage Computers
(instead of serving them)

HOW IT WORKS


Twine is a wireless sensor block tightly integrated with a cloud-based service. The durable, rubbery block has Wi-Fi, on-board temperature and orientation sensors, and an expansion connector for other sensors. Power is supplied by micro USB or two AAA batteries that will run for up to 3 months (and Twine will email you when you need to change the batteries).



The Twine web app makes it simple to set up and monitor your Twines from a browser anywhere. You set rules to trigger messages — no programming needed. The rules are put together with a palette of available conditions and actions, and read like normal sentences: **WHEN moisture sensor gets wet THEN text "The basement is flooding!"**

Because the hardware and software are made for each other, setup is easy. There's nothing to install — just point Twine to your Wi-Fi network. Sensors are immediately recognized by the web app when you plug them in, and it reflects what the sensors see in real time, which makes understanding and testing your rules easy.

Computers should do
things we don't want to do
or don't even know we
should do



A silver-colored ballpoint pen is shown horizontally against a light gray background. The pen has a clip on its side and a textured, spherical end cap. Engraved in the center of the barrel is the text "Obama's Energy Plan". On the left side, near the tip, there is some small, partially visible text that appears to say "50".

Obama's Energy Plan



Toyota chose to address the problem of under inflated tires with a terrible interface



Goodyear chose to solve the problem with a self-inflating tire

Computers should Adapt
to Individuals

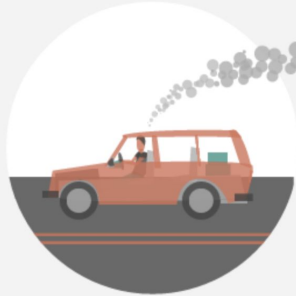


Nest learns what time you wake up, come home from work, and automatically adjusts the temperature based on your habits

Why Ginger.io?

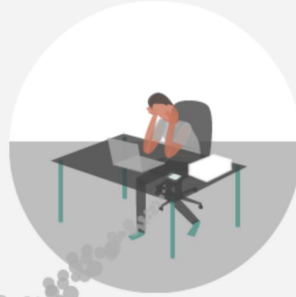
YOUR DATA CAN HELP YOU

We turn how you use your phone into insights for your care provider



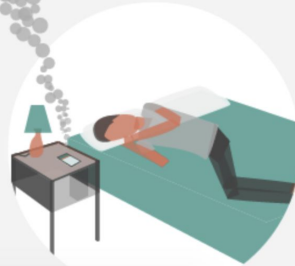
YOU CONNECT WITH INFORMATION

Your behavior patterns become valuable, sharable information



YOU GET SUPPORT

Your clinical team can receive alerts when something has changed



Ginger.io created an app that senses a person's habits and can detect if they are struggling with depression

[See instructions](#)

No UI Design Challenge

Stay high level

At this stage, if we were designing a house we'd be concerned with what rooms the house should have and where they should be. We would not be worried about the measurements of each room or things like the door-knobs and countertops.

For Lab today...

Last lab we followed Alan Cooper's steps for bridging the gap between research and design. Today we are going to follow Jake Knapps (Google Ventures) method called the Design Sprint

Revision is a fact of life in design.

The trick, then, is to render the solution in only enough detail to provoke engaged consideration, without spending too much time or effort elaborating details that are certain to be modified or abandoned.

Sketching

Makes abstract ideas concrete, and yes... everyone can do it.