

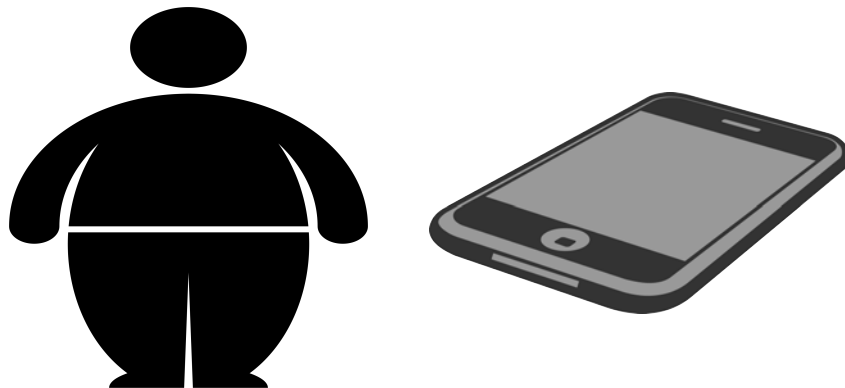
What We Mean by (UX) Design

UX Design I

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Imagine you need to design a new mobile app to help with weight loss

How would you figure out what this app should do and how it should do it?



This problem is “wicked”



Wicked problems...

- Are ill-defined / underspecified
- Don't have a right or wrong solution
- Are context-dependent (and, so, unique)
- Don't have a clear test for solutions

got design?

*Most people make the mistake of thinking design is what it looks like. People think it's this veneer – that the designers are handed this box and told, 'Make it look good!' That's not what we think design is. It's not just what it looks like and feels like. **Design is how it works.***

- Steve Jobs



*[Design is] a plan for arranging elements in such a way as to best accomplish a particular **purpose**.*

- Charles Eames

Purpose: what is the function of this object?

*...every design problem begins with an effort to achieve fitness between two entities: the form in question and its **context**.*



-Christopher Alexander

Context: in what situations does this thing need to be used?





Design is compromise.



- Bill Buxton

Constraints: what determines how this thing can be made and used?

Design is about creating things that fulfill their purpose well, given the constraints.

Core design skills

- To frame, or reframe, the problem and the objective
- To create and envision alternatives
- To select from those alternatives
- To visualize and prototype the intended solution
- To synthesize a solution that addresses all important constraints

Interaction design applies design skills to the creation of interfaces for computational artifacts.

This course

- **Week 1: Design in a nutshell**
 - Overview of the design process
 - Framing the design problem
 - Formative research
- **Week 2: Generating many solutions**
 - Ideation as a central design activity
 - Sketching
 - Brainstorming
- **Week 3: Designing to constraints**
 - Personas
 - Scenarios
 - Storyboards
 - Design rationale