

Framing Design Problems

UX Design I

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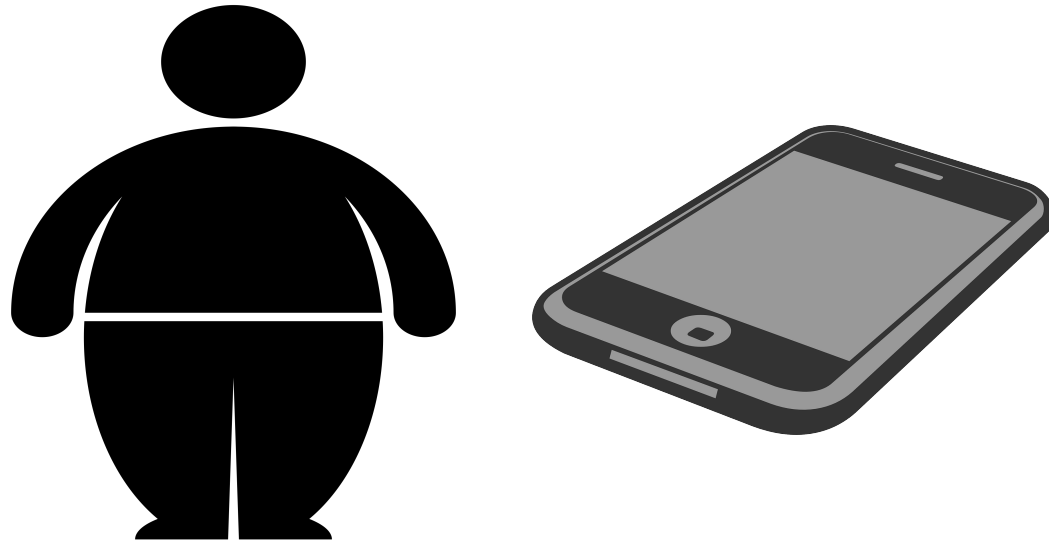
goal: formulate the problem and understand important constraints a solution needs to satisfy

A frame is an active **perspective** that both describes and perceptually changes a given situation

-Jon Kolko



What's in and what's out: Frame describes aspects of the design problem the designer considers to be important and will focus on.



mHealth for weight loss

Which behaviors will you target?

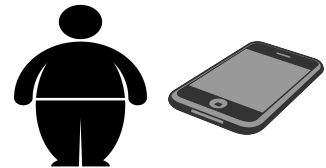
Activity? Diet? Sleep? More than one?

Who is the population?

Kids? Adults? Patients with diabetes? With hypertension? Multiple groups?

Would this be a time-limited or an ongoing intervention?

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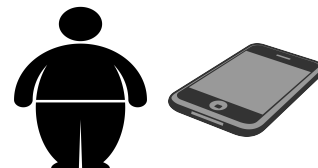


Scope: How “big” is the problem you are focusing on?

Are you wanting to affect all behaviors that influence weight loss or just one (e.g., diet)?

Are you wanting to build comprehensive weight loss support (e.g., including counseling), or just support just one aspect of weight loss (e.g., tracking calories)?

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Design space: what can vary in how you are thinking about the problem?

Aspects of the problem that can vary:

Population

Level of motivational readiness

Weight-loss behaviors

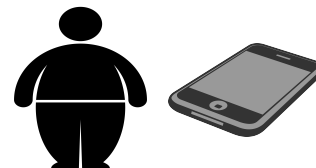
Situations where the system is used

Types of technology

Forms of support

Behavior-change strategies

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No design problem exists fully formed. A key job of a designer is to specify the exact problem that needs to be solved.

Framing is an iterative process

- Project timeline changes
- Budget gets cut
- Designer's understanding evolves