

design.book

# design.book

*capture and share your design process*



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Project: HACK DAY ▼

Design Stage: DEFINE ▼



≡ All Projects



Project: HACK DAY ▼

Design Stage: DEFINE ▼

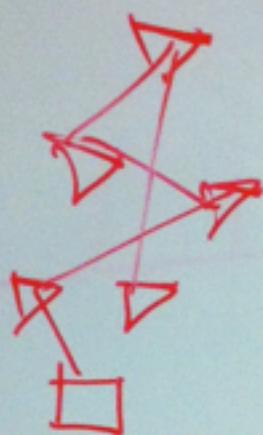
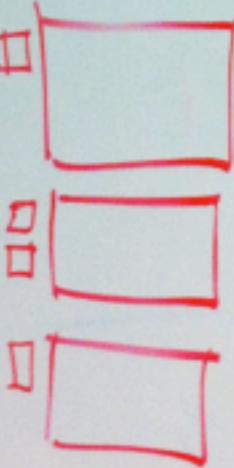
upload

attaching  
Post

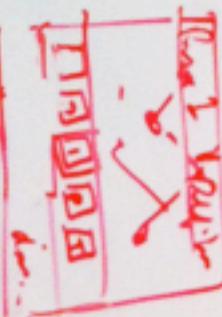
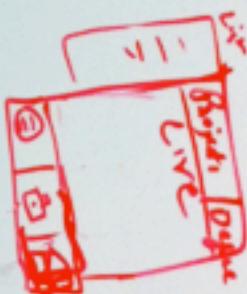
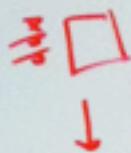
Share

define

define



define  
ideate  
prototype  
test



conceptualize

define

ideate

prototype

test



All Projects



Project: HACK DAY ▼

Design Stage: DEFINE ▼



≡ All Projects



Project: HACK DAY ▼

Design Stage: DEFINE ▼

✓ HACK DAY

KARMA INC.

LIFELINES

GEORGIA TECH STINGER

BERKELEY APP

TRANS-SIBERIAN RAILWAY

+ NEW PROJECT



≡ All Projects



Project: HACK DAY ▼

Design Stage: DEFINE ▼

EMPATHIZE

✓ DEFINE

IDEATE

PROTOTYPE

TEST



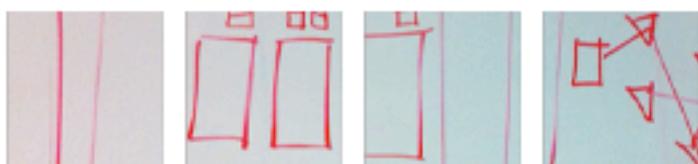
≡ All Projects



Process View

Timeline View

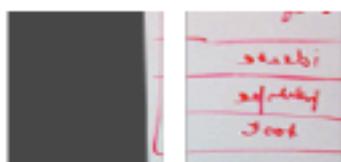
## EMPATHIZE (4)



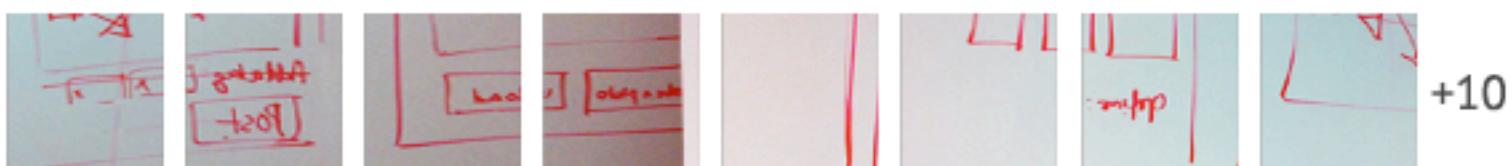
## DEFINE (0)



## IDEATE (2)



## PROTOTYPE (18)



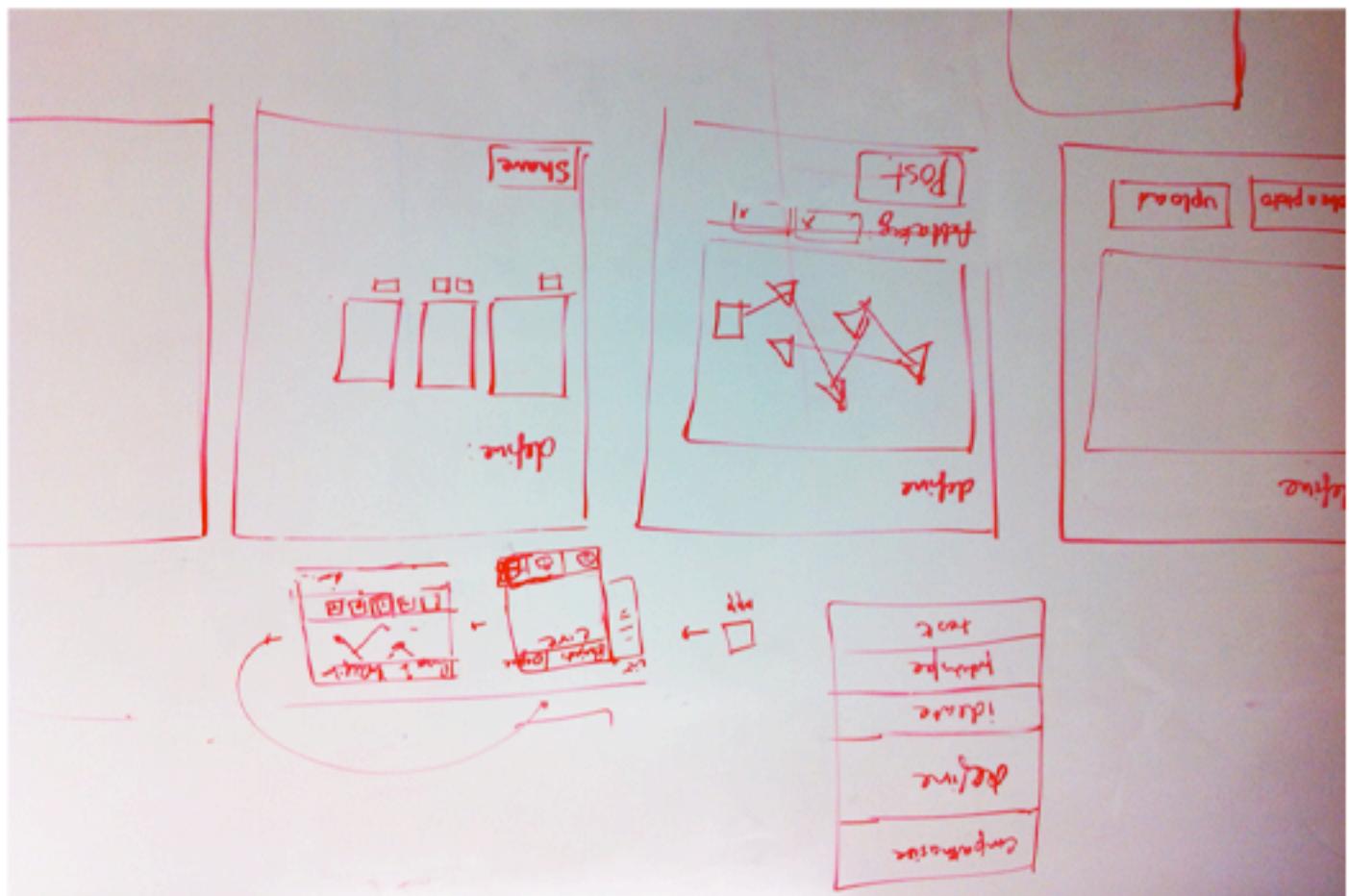
## TEST (1)



Process View

Timeline View

## Design Stage: EMPATHIZE

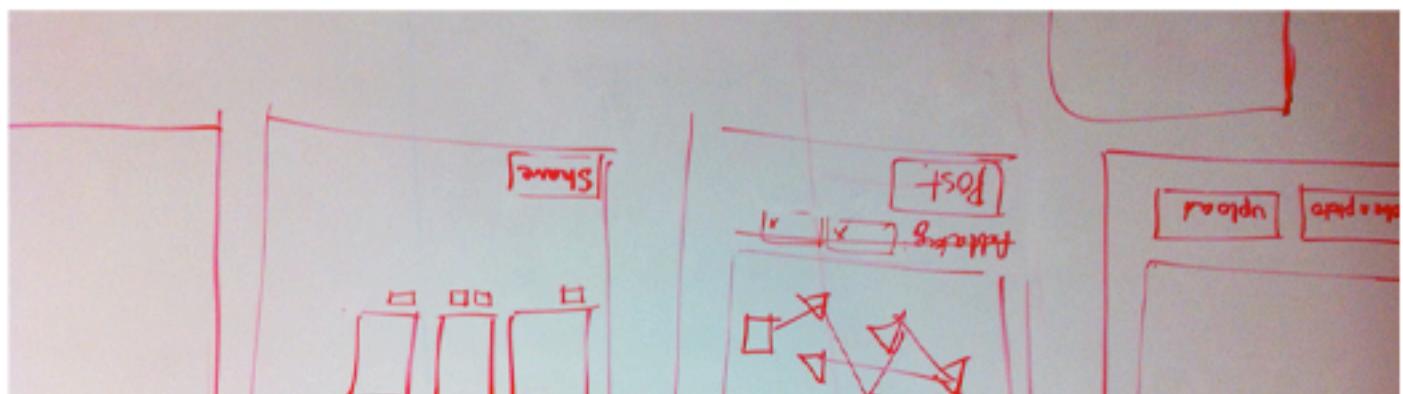


## Design Activity: USER FLOW

“I have made a huge mistake”

22 hours ago

## Design Stage: EMPATHIZE



 New Project

---

All Projects

HACK DAY

KARMA INC.

LIFELINES

GEORGIA TECH STINGER

BERKELEY APP

TRANS-SIBERIAN RAILWAY



Project: HACK DAY ▼

Design Stage: DEFINE ▼



HACK DAY

KARMA INC.

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TRANS-SIBERIAN RAILWAY

+ NEW PROJECT



All Projects



Project: HACK DAY ▼

Design Stage: DEFINE ▼

EMPATHIZE

✓ DEFINE

IDEATE

PROTOTYPE

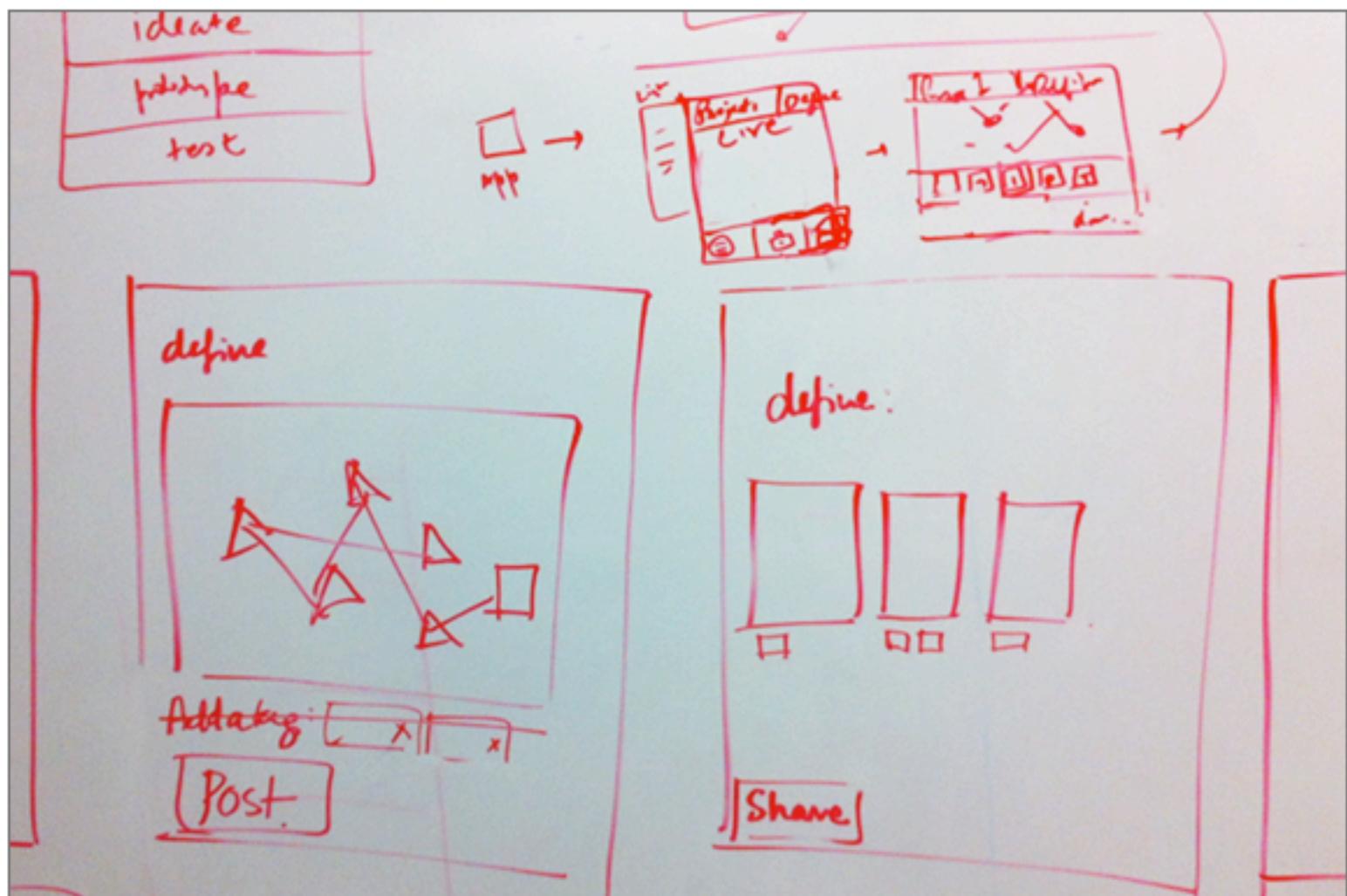
TEST

Share



All Projects





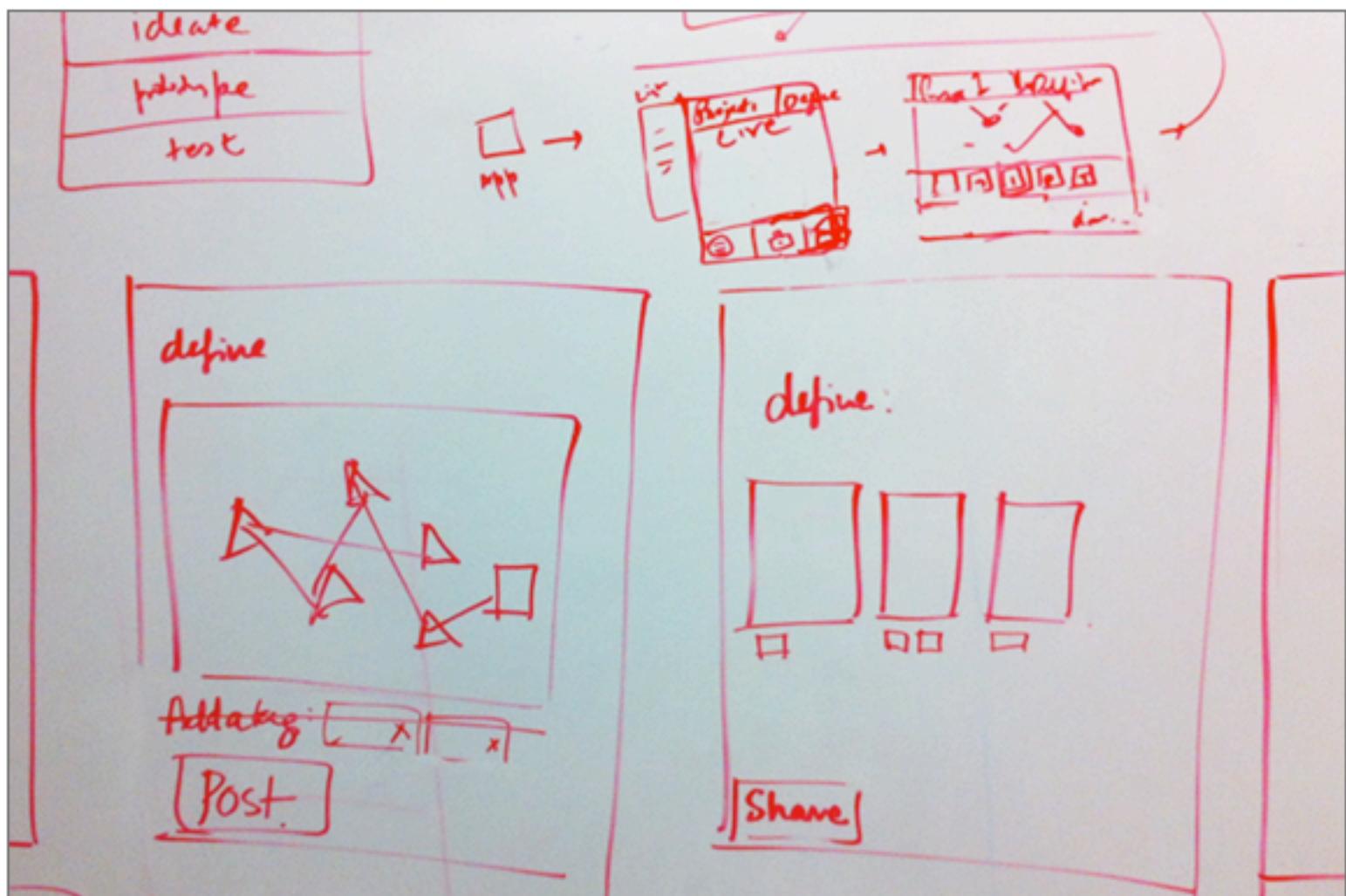
What Design Activity is this?

Requirements

Affinity Wall

User Flow

Notes



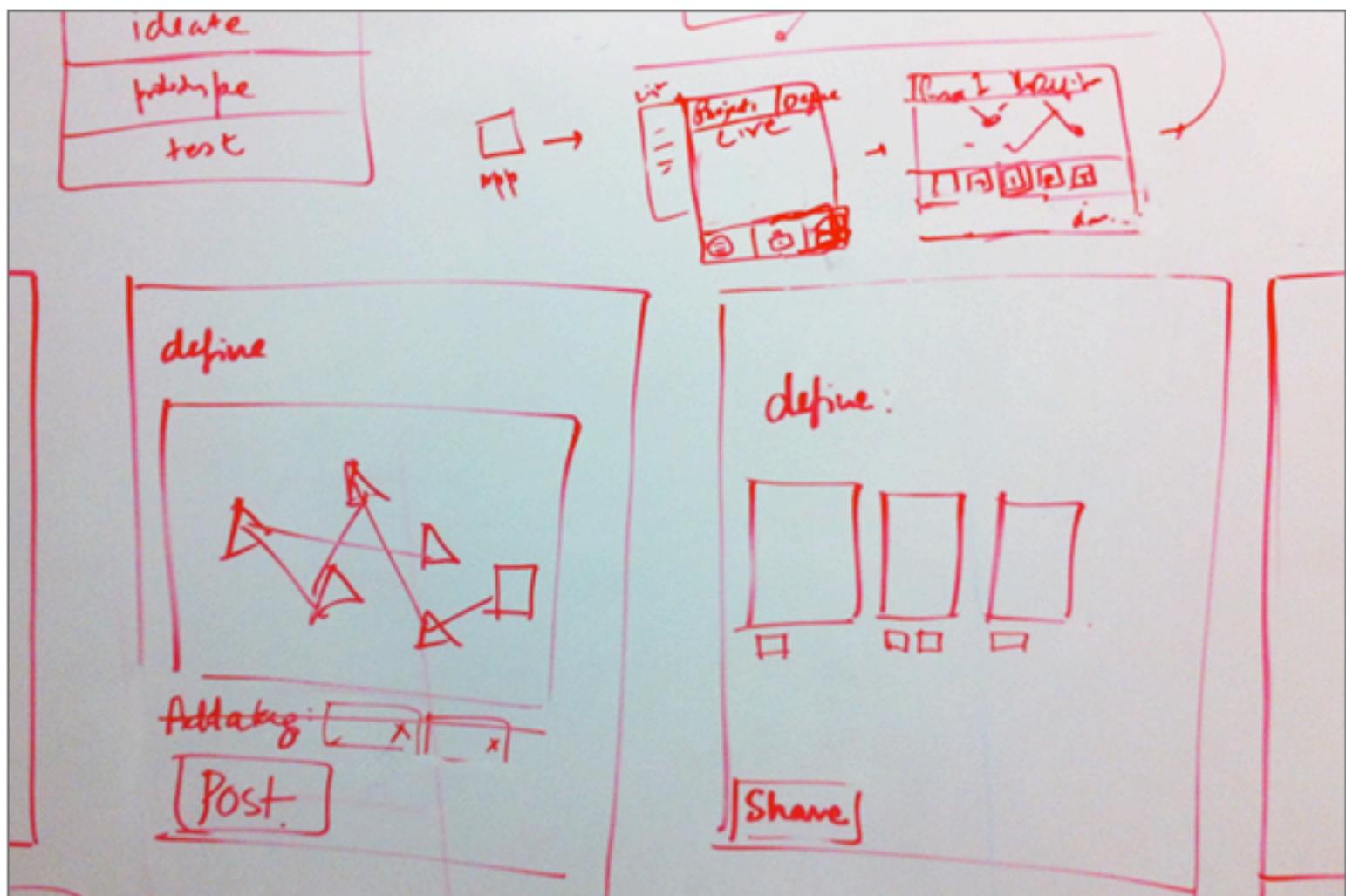
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Affinity Wall

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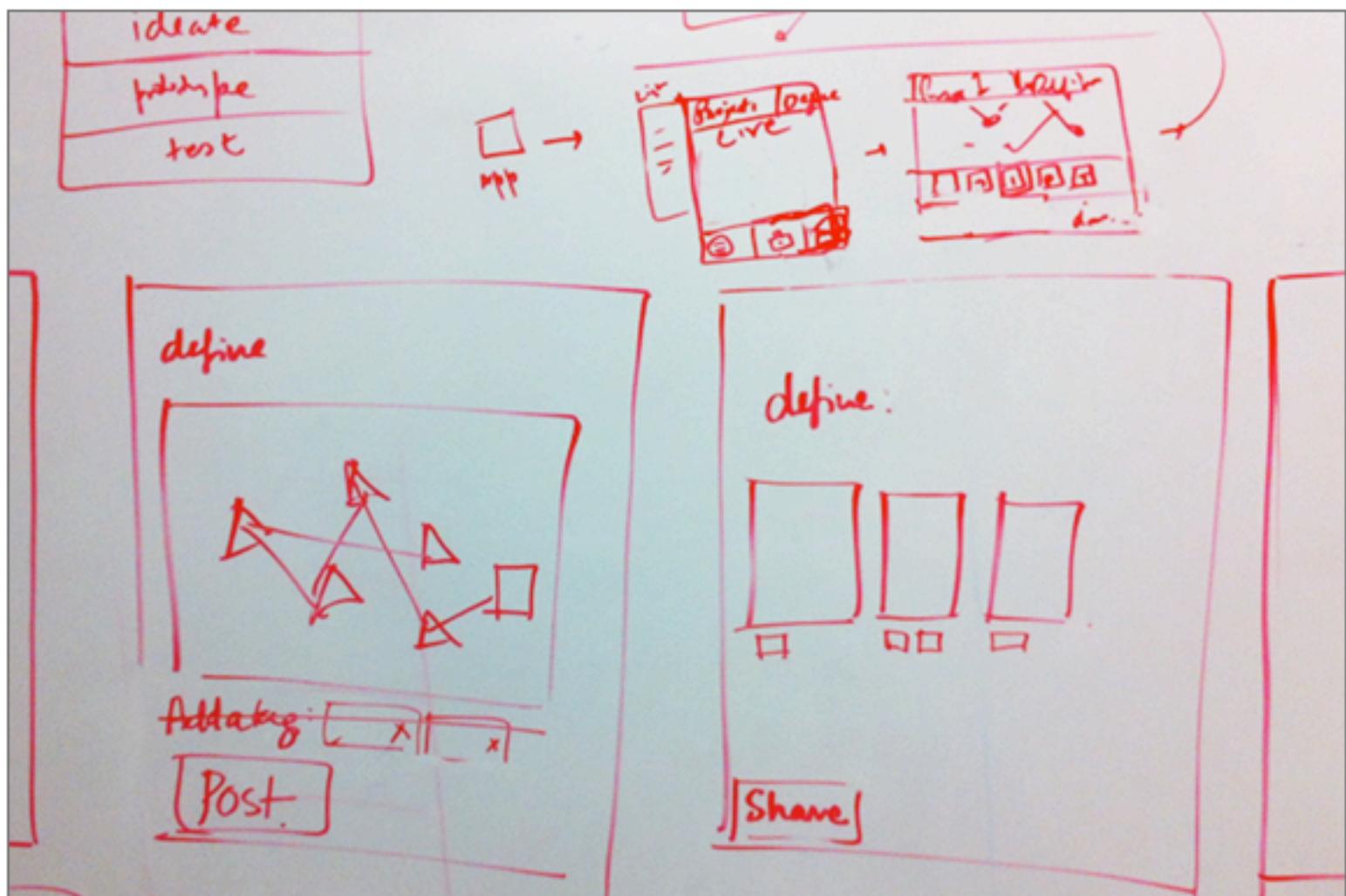
What Design Activity is this?

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Affinity Wall

User Flow

Notes



What Design Activity is this?

Requirements

Affinity Wall

User Flow

Notes

Project: HACK DAY ▼

Design Stage: DEFINE ▼



What Design Activity is this?

Requirements

Affinity Wall

User Flow

Notes

◀ Back

POST

Project: HACK DAY ▼

Design Stage: DEFINE ▼



What Design Activity is this?

Requirements

Affinity Wall

User Flow

Notes

◀ Back

POST

Project: HACK DAY ▼

Design Stage: DEFINE ▼



What Design Activity is this?

Requirements

Affinity Wall

User Flow

Notes

◀ Back

POST

Project: HACK DAY ▼

Design Stage: DEFINE ▼



What Design Activity is this?

Requirements

Affinity Wall

User Flow

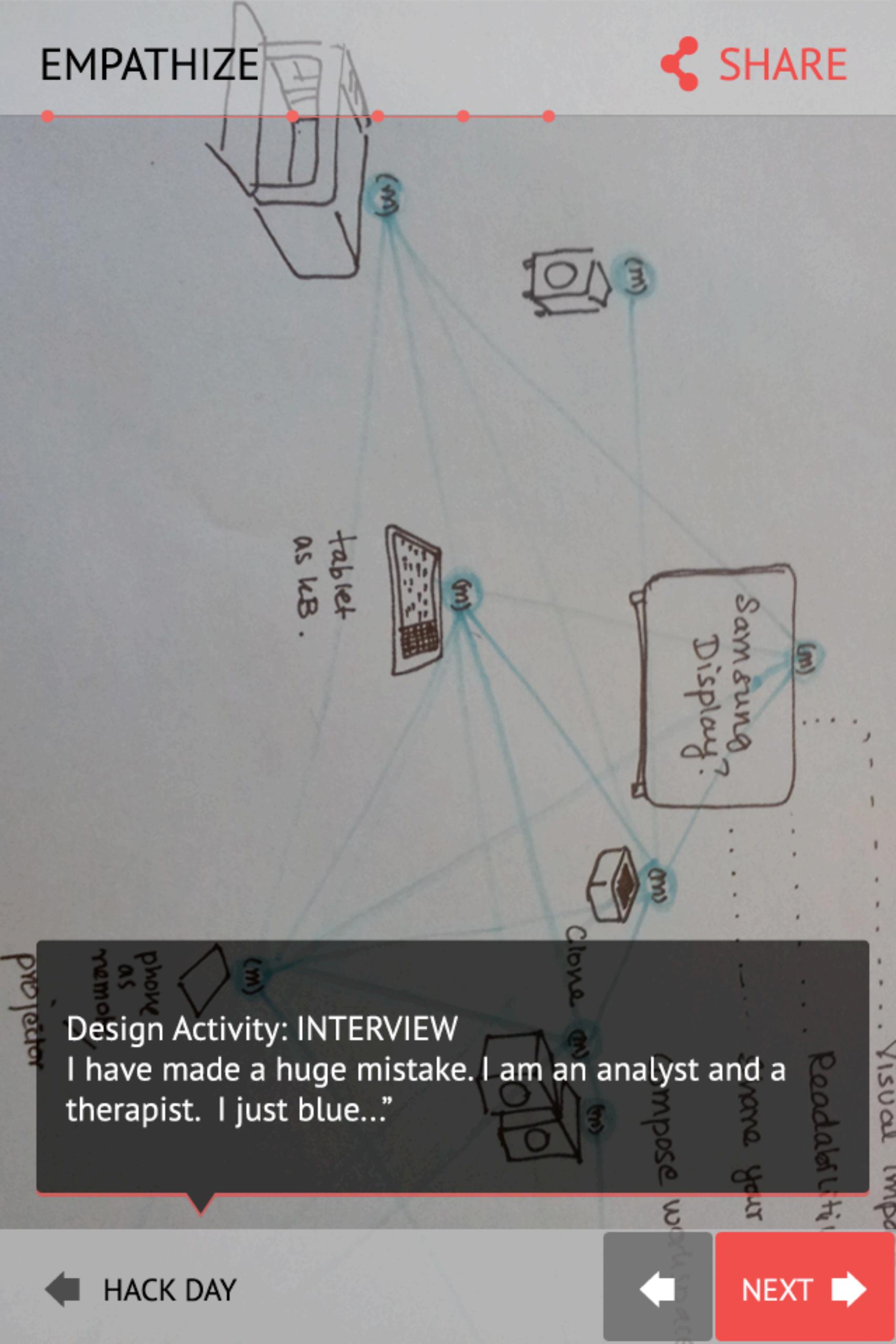
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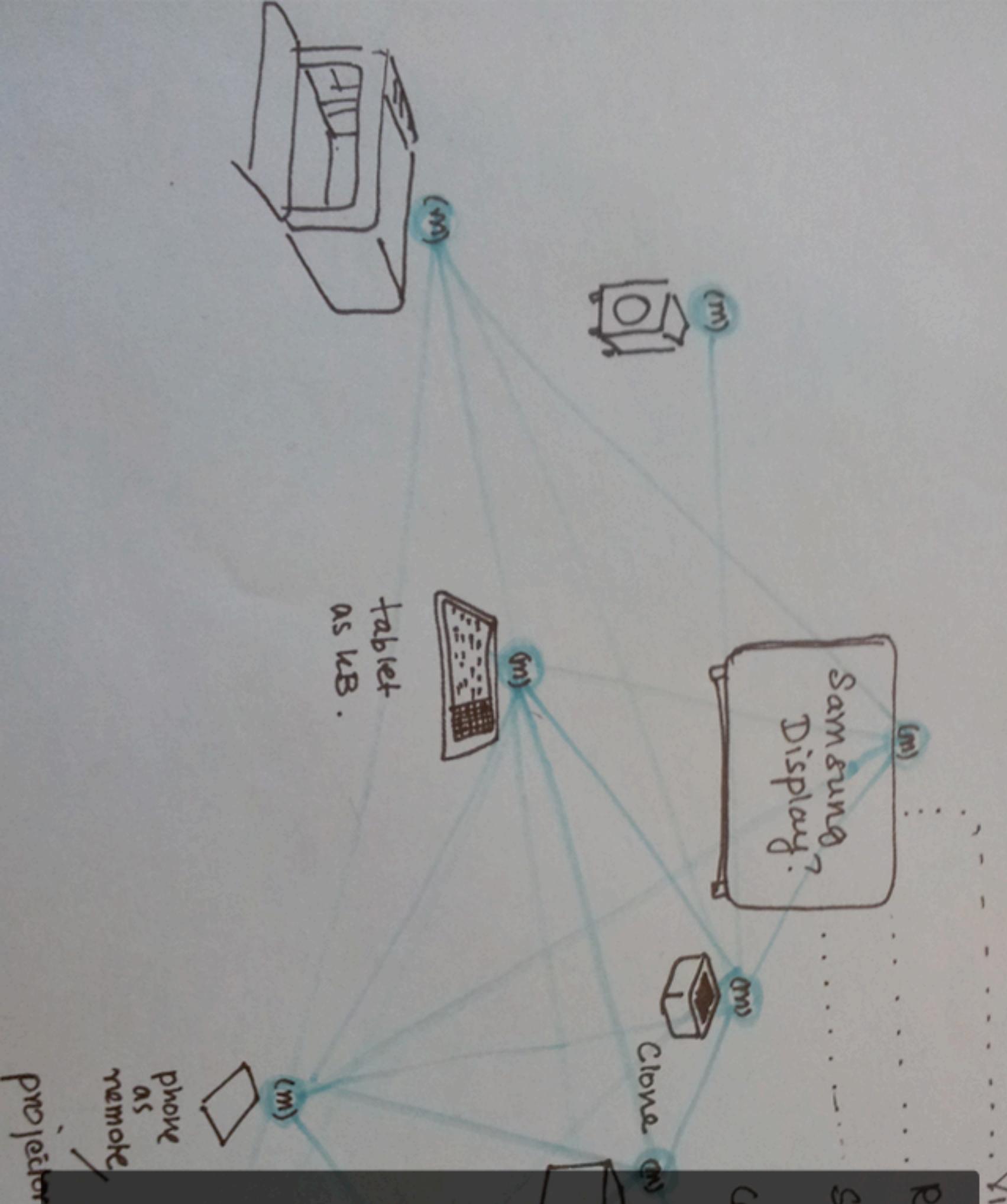
◀ Back

POST

# EMPATHIZE

SHARE





## Design Activity: INTERVIEW

"I have made a huge mistake. I am an analyst and a therapist. I just blue..."

Readability.

Share our view

Compose workspace

Visual Impact

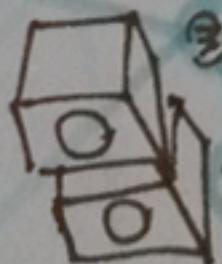
Readability.

Share your view

Compose workspace

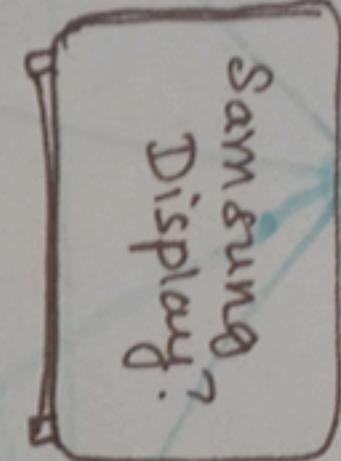


Close (m)



(m)

Samsung  
Display?



(m)

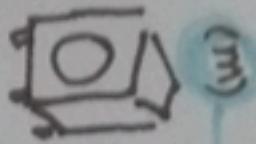


(m)

tablet  
as KB.



(m)



(m)

phone  
as  
remote

/

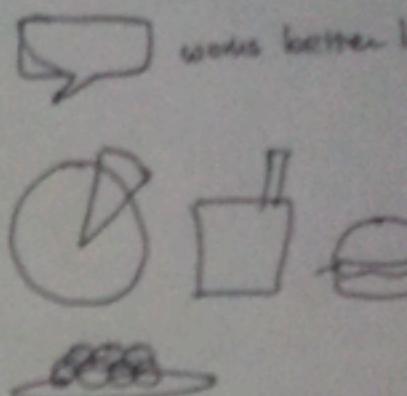
projector

## POPULAR VISUAL TREATMENTS

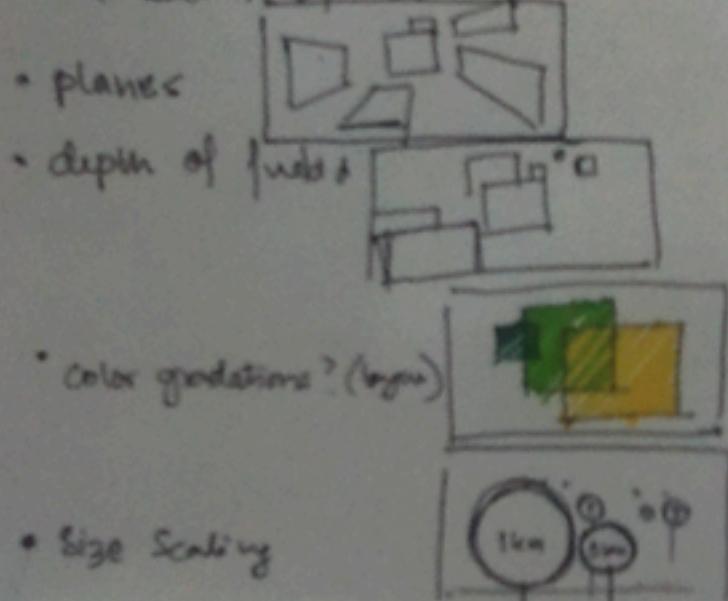
08/30/10

- Transparency - creating a visual hyper reality.  
- suggests there's more [deeper] / overlaps

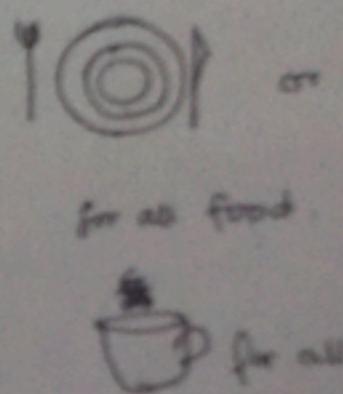
- Vector graphics - Scalable — to represent distance  
to represent categories.
- strong solid outlines - minimal gradation.
- Consistent palette of color: not a million colors.



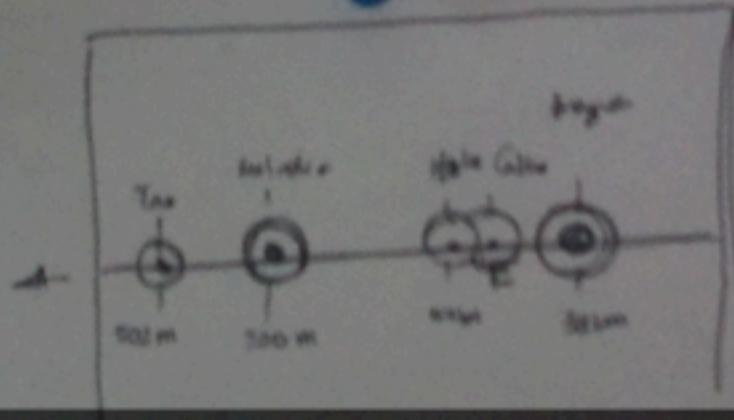
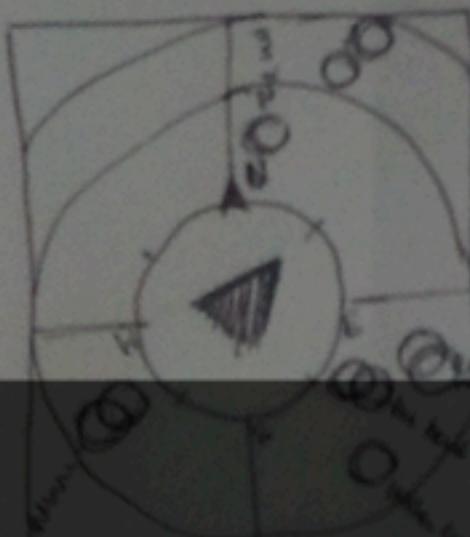
- Simulation of 3D Space within the phone:



VS.



08/30/10



## Design Activity: FIELD OBSERVATION

"I'm half machine. I'm a monster. Guy's a pro."

INRU

(when building a plant)  
(horizontal parallel to the ground)

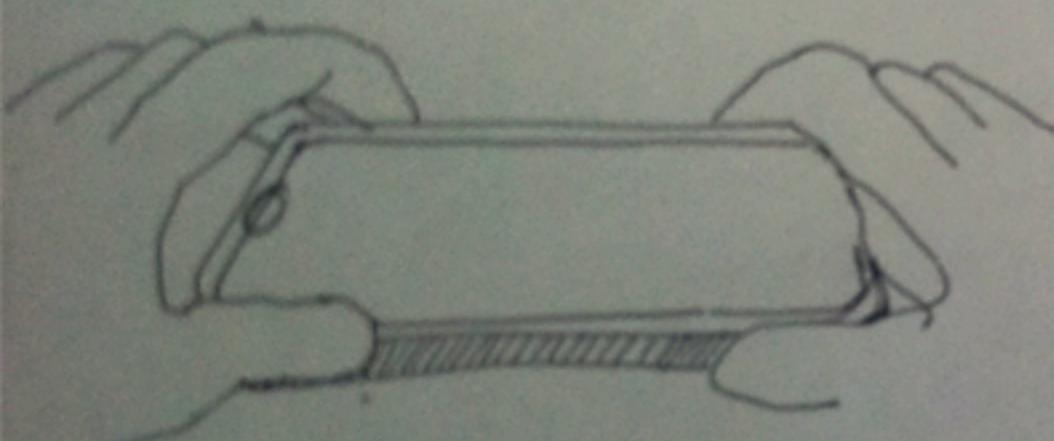
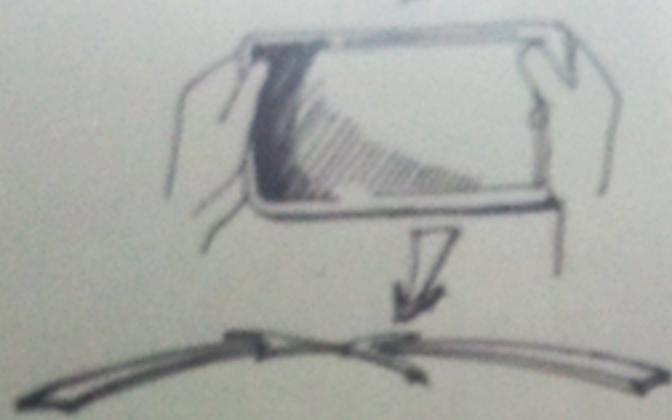
things to do  
places to visit



## Design Activity: INTERVIEW

“It's the carpenter who blames his shoddy -  
[touches cornballer]”

an *garage  
(garage)*



parallel to ground

parallel to ground

- multitouch capacitive
- swipe capability
- hold and glide

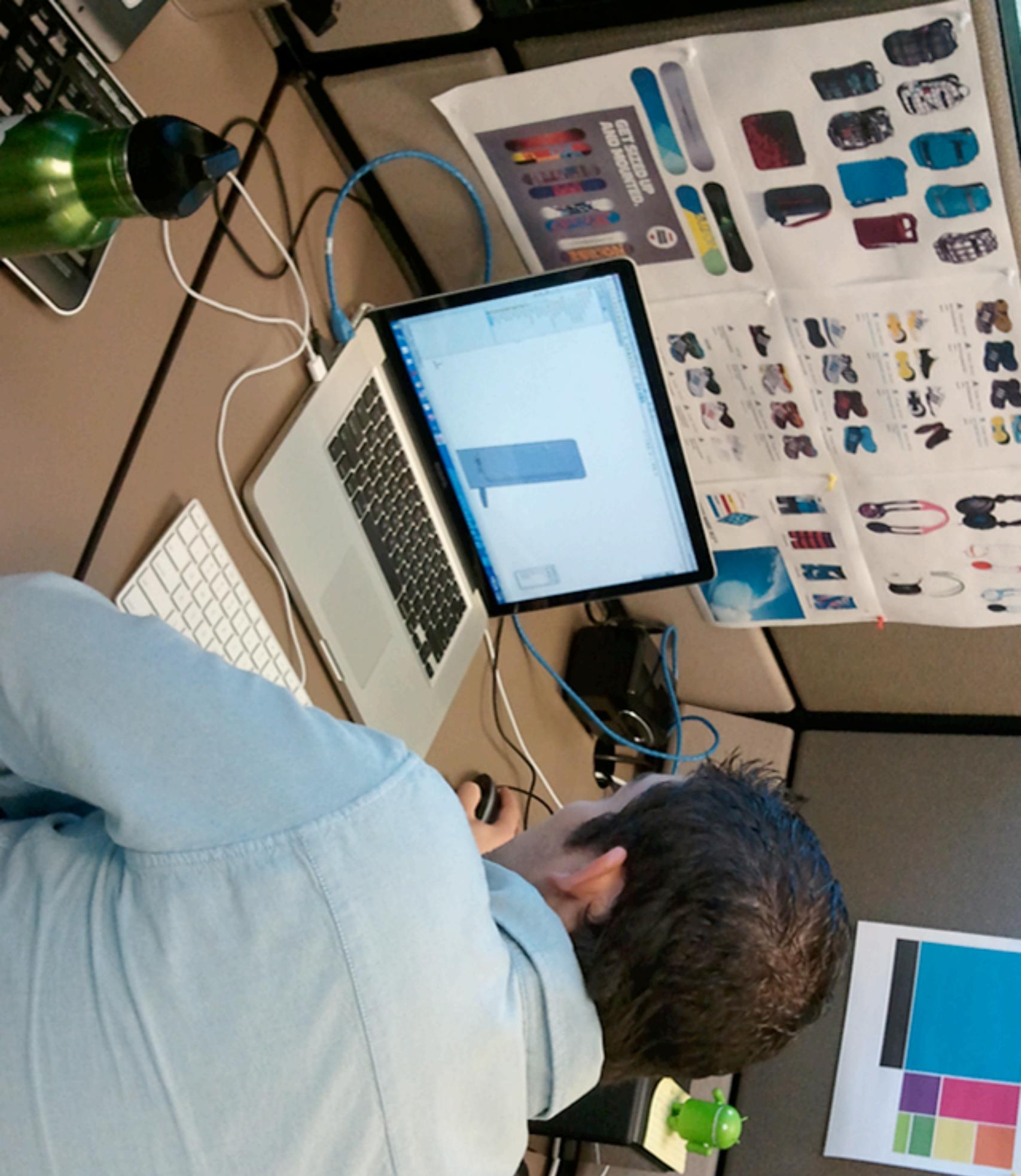


\* PEOPLE INTERACT DIFFERENTLY WHEN IT'S REAL TIME

JUST GRAPHICAL INTERFACE

## Design Activity: USER FLOWS

"What tipped you off? The falling profit margins or the fact that we're a regular feature on Bill O'Reilly's most ridiculous item of the day?"



## Design Activity: INTERVIEW

“It's the carpenter who blames his shoddy-  
[touches cornballer]”



## Design Activity: USER FLOWS

“It's the carpenter who blames his shoddy - [touches cornballer].”