

# THE DESIGN PROCESS

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# OBJECTIVES

- Students will be able to:
  - Articulate a broad definition of design as a plan for creation
  - Evaluate a design using Dieter Ram's principles of good design
  - Understand the fundamental design process and articulate it as an iterative process

# **WHERE DO WE START?**

# **DISCUSSION**

Is Dark UX Ok?

# THE MANIPULATION MATRIX

## Manipulation Matrix

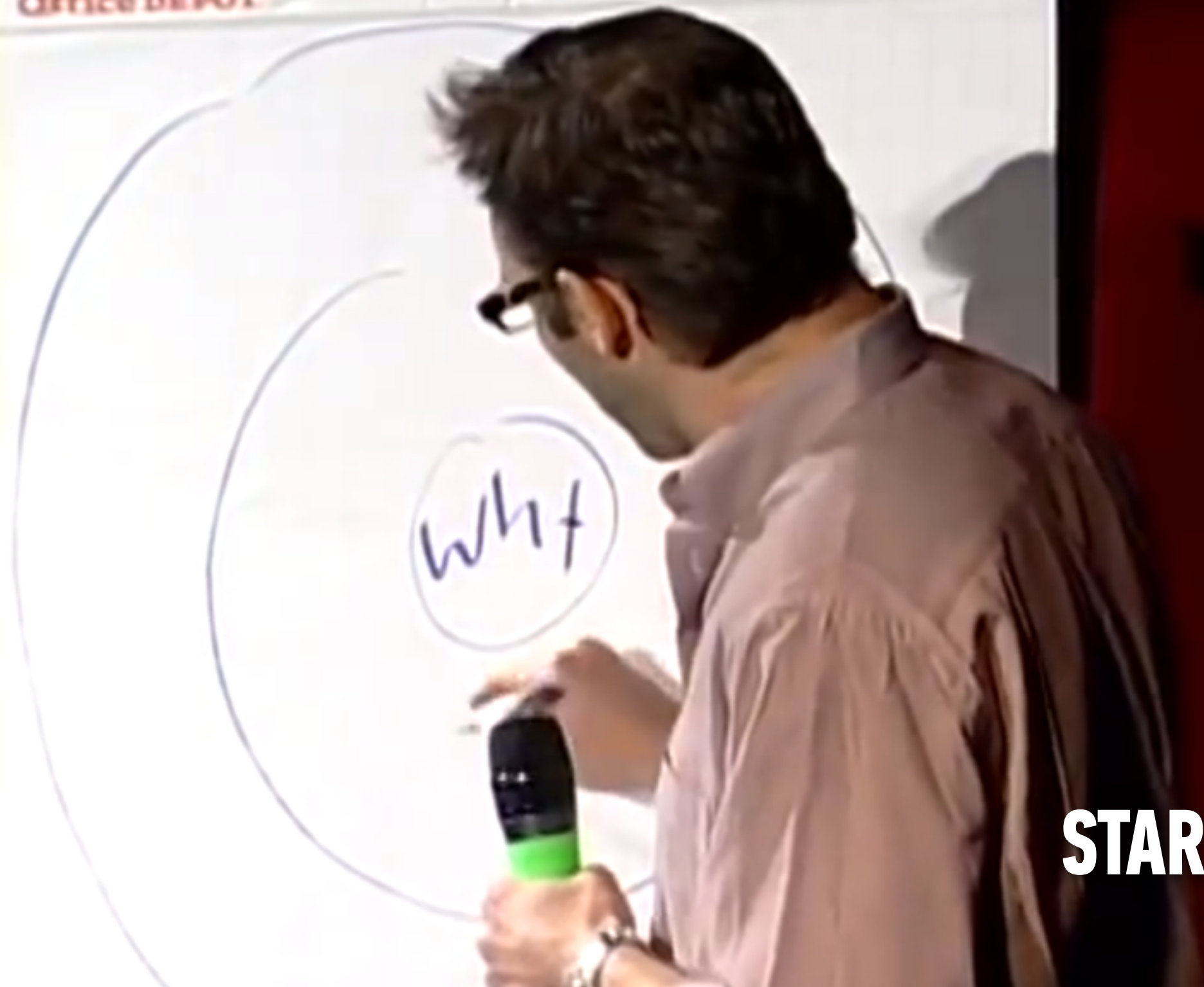
|                                     |                           |                   |
|-------------------------------------|---------------------------|-------------------|
| Materially improves the user's life | Peddler                   | Facilitator       |
| Does not improve the user's life    | Dealer                    | Entertainer       |
|                                     | The maker does not use it | The maker uses it |

# WHY?

### Evernote Basic is changing

At Evernote, we are committed not only to making you as productive as you can be, but also to running our business in as transparent a way as possible. We're making a change to our Basic service, and it's important that you know about it.

In the coming weeks, Evernote Basic accounts will be limited to two devices, such as a computer and phone, two computers, or a phone and a tablet. You are currently over this limit, but will have at least 30 days to adjust. Plus and Premium accounts will continue to support access from an unlimited number of devices.

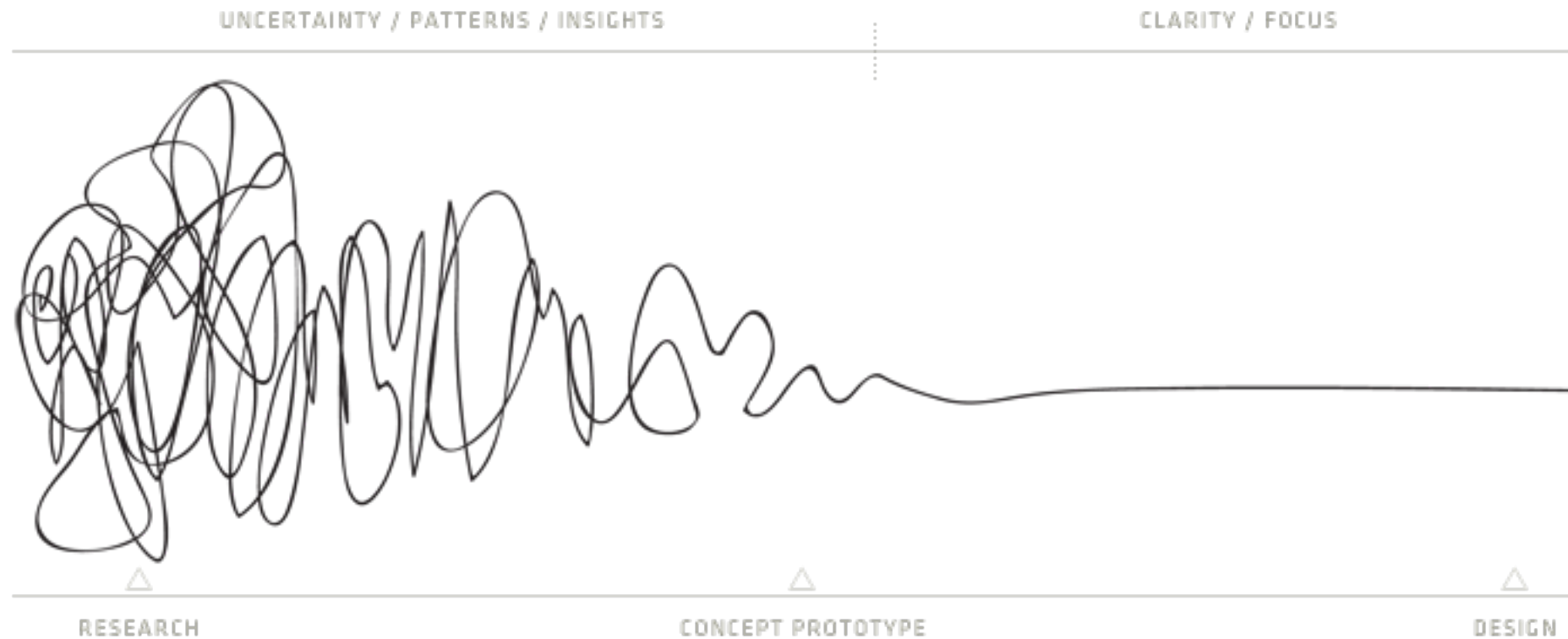


**START WITH WHY**

# DEFINING THE DESIGN PROCESS



# THE DESIGN PROCESS



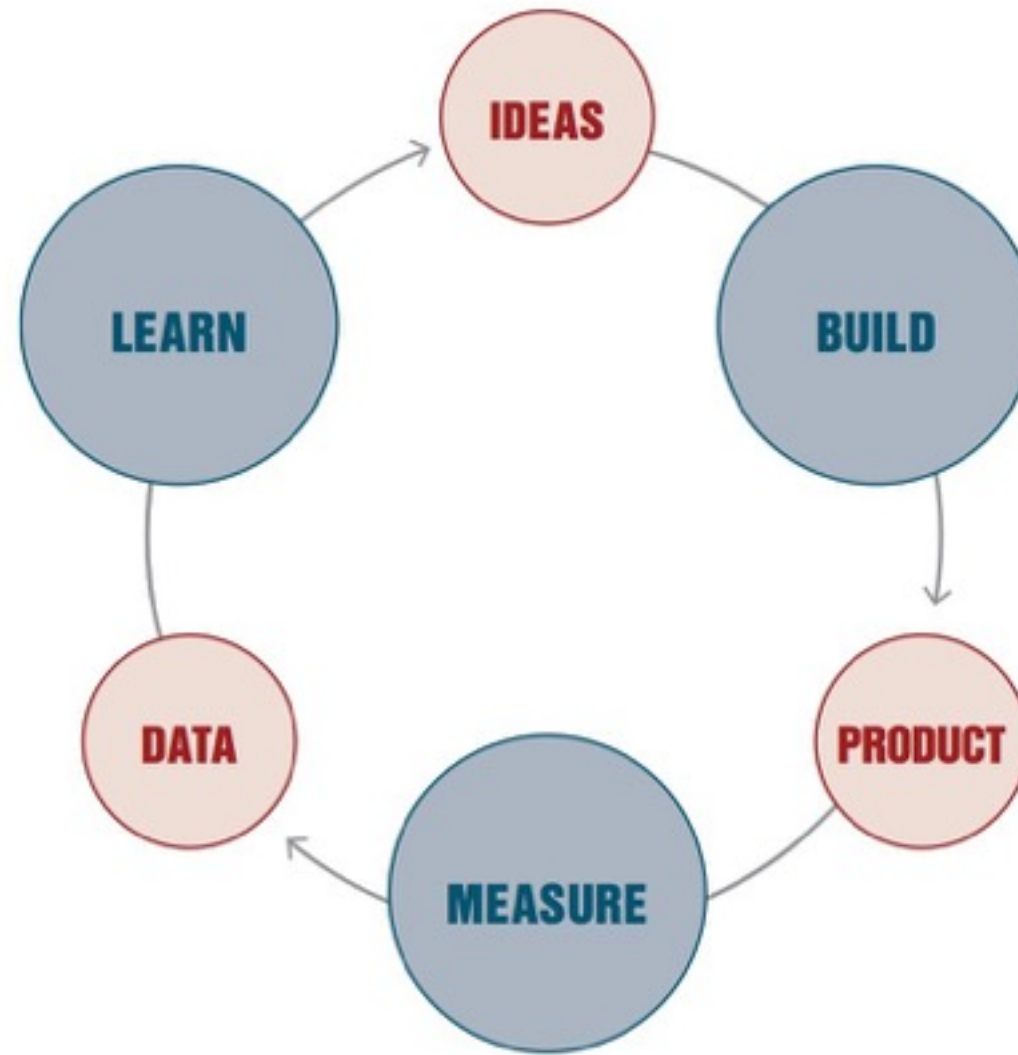
*“Art is a noun, and design is a noun and also a verb. Art is a product and design is a process.”*

**PAUL RAND, ART DIRECTOR & LOGO DESIGNER**

## PROCESS: LEAN

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# LEAN UX



## OVERVIEW OF PARTICIPATORY DESIGN

# WHO'S RIGHT? DEPENDS ON WHAT WORKS.

How can we minimize risk?



problem space

intangibles: ideas, problems,  
needs, goals

LEAP OF  
FAITH



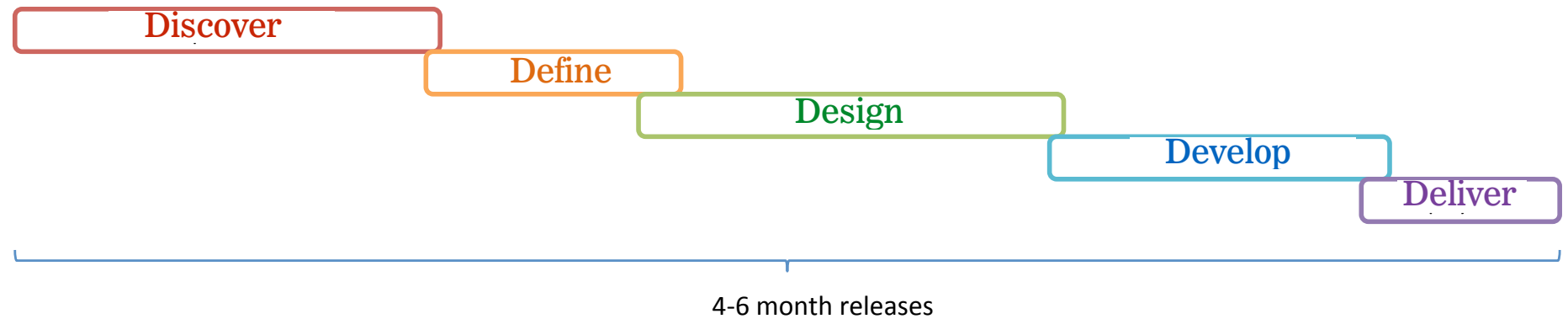
solution space

tangibles: user flows, sketches,  
wireframes, prototypes

## PROCESS

# 5 D'S – WATERFALL

- Discover
- Define
- Design
- Develop
- Deliver



Personas and  
User Scenarios.

Product  
Requirement  
Document.

Sitemap, User  
flows,  
Wireframes and  
UI Designs.

No UX  
Deliverable.

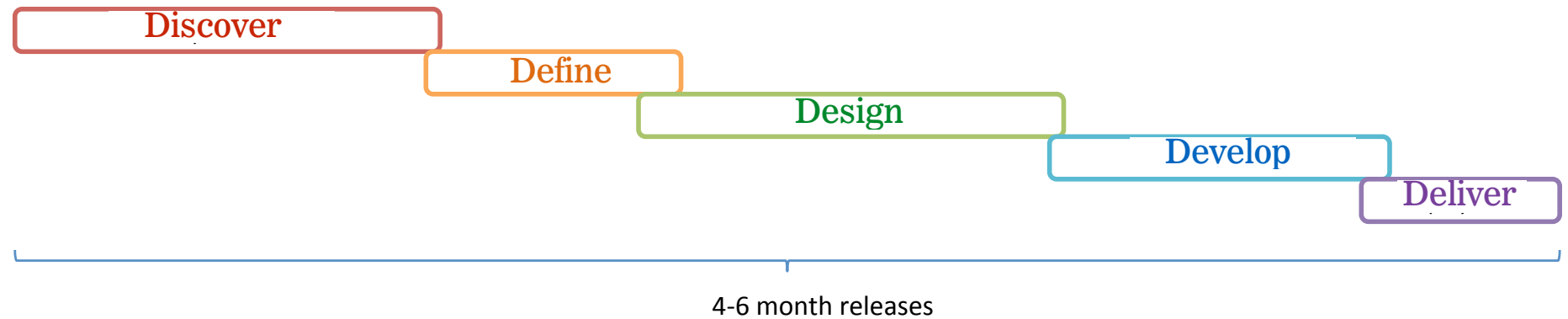
Usability  
Test Report.

## PROCESS

# 5 D'S – WATERFALL

- Discover
- Define
- Design
- Develop
- Deliver

**WHAT ISSUES DO YOU SEE?**



Personas and  
User Scenarios.

Product  
Requirement  
Document.

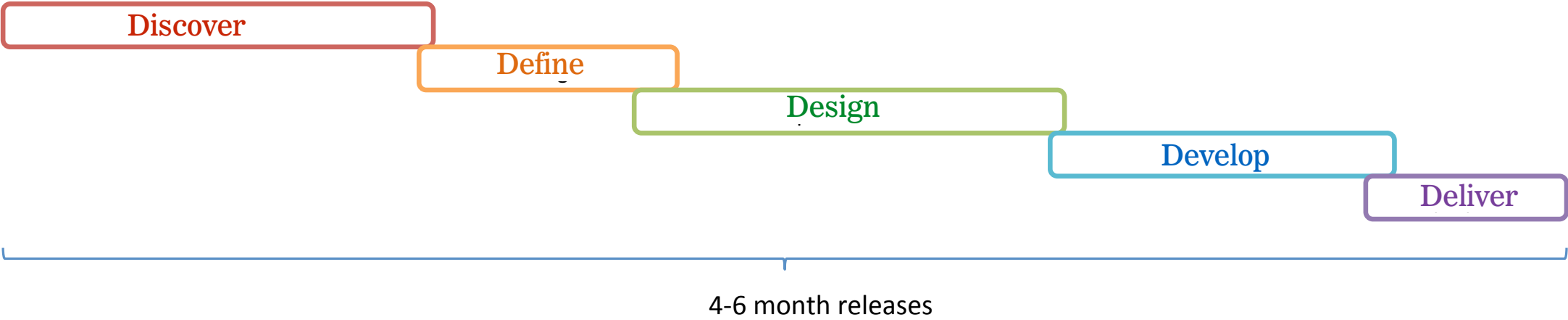
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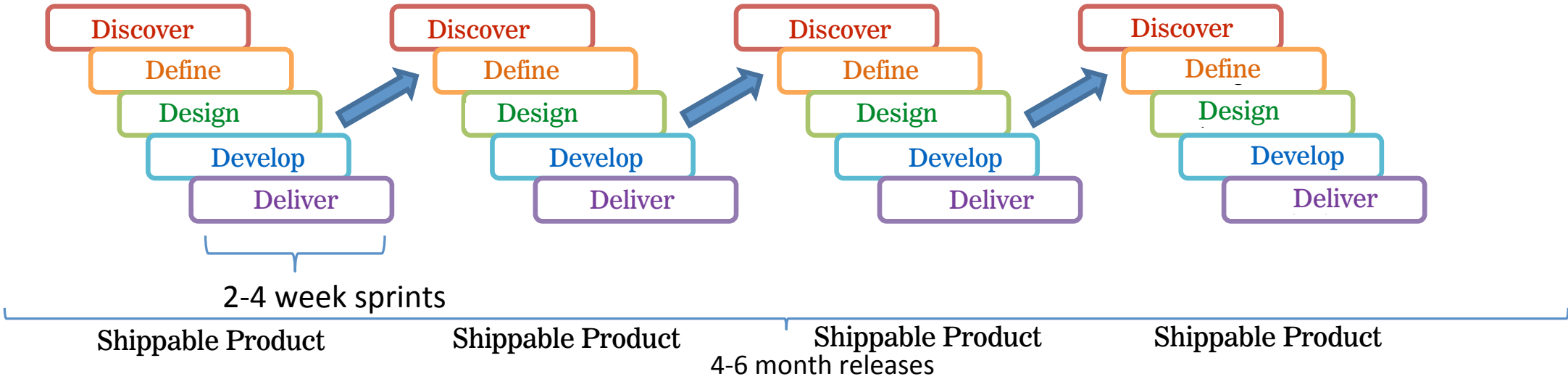
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# PROCESS

## WATERFALL

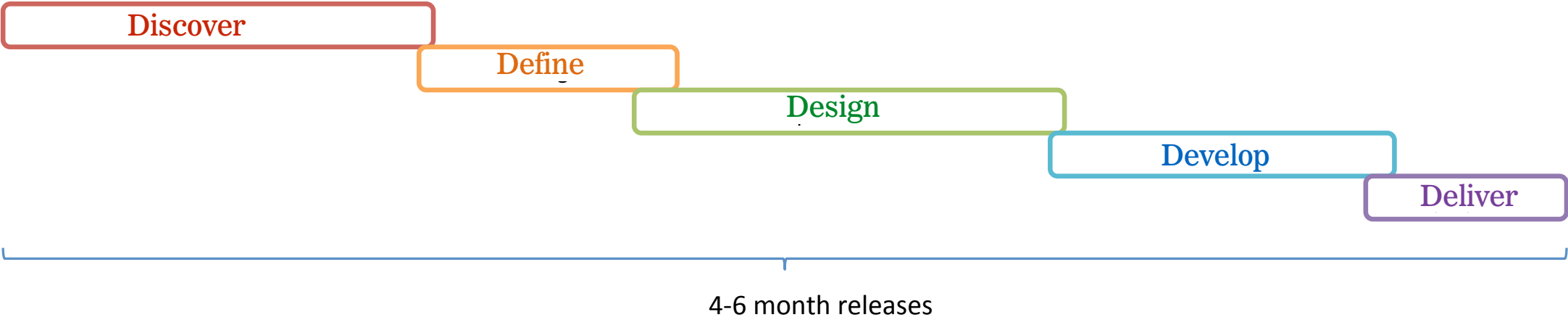


## AGILE



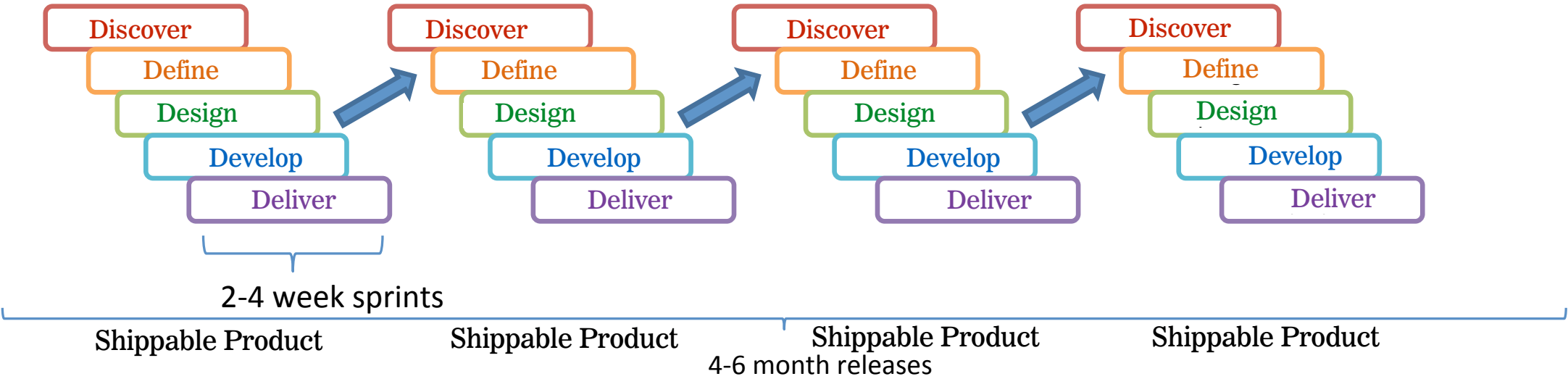
# PROCESS

## WATERFALL



## WHAT ISSUES DO YOU SEE?

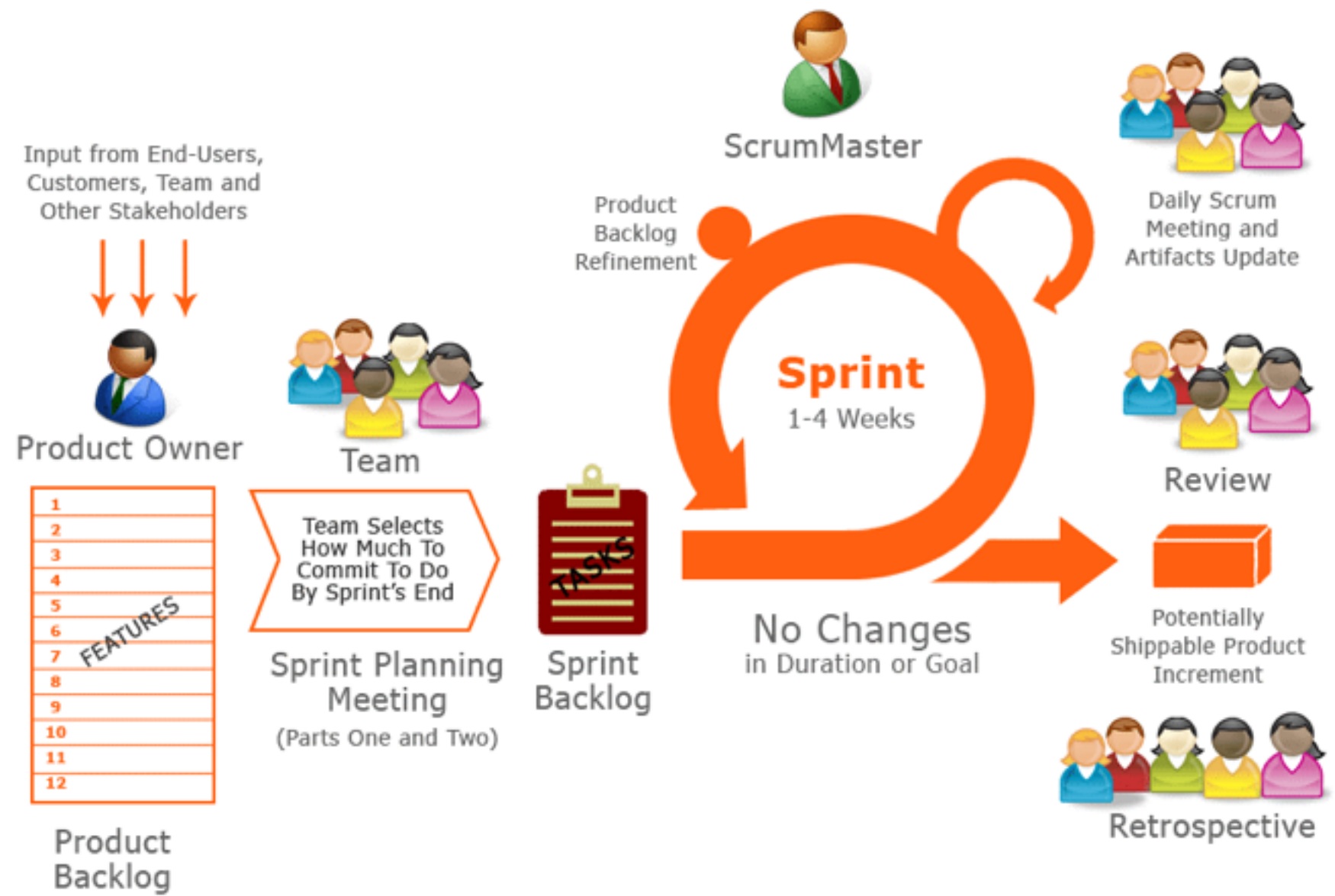
## AGILE





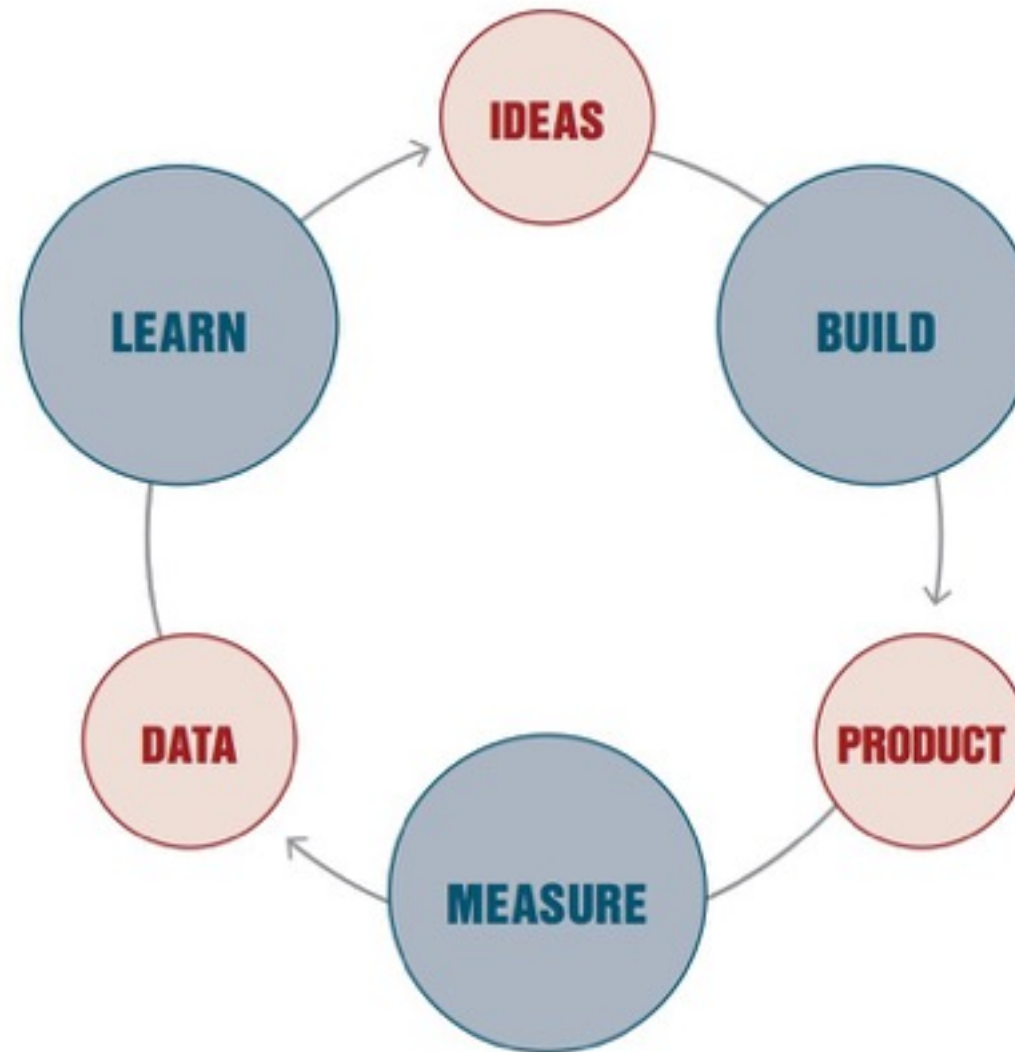
# PROCESS: AGILE

# AGILE



## PROCESS: LEAN

# LEAN UX



### Experiments:

Paper Prototype

Interview

Landing Page

Hi fidelity mockup

...

MVP

**WHAT ISSUES DO  
YOU SEE?**

# THERE ARE MANY WAYS TO PRACTICE DESIGN...

- User-centered design
- Activity-centered design
- Process-centered design
- Empathic design
- Design Thinking
- Lean UX

# ...BUT THEY HAVE A LOT IN COMMON

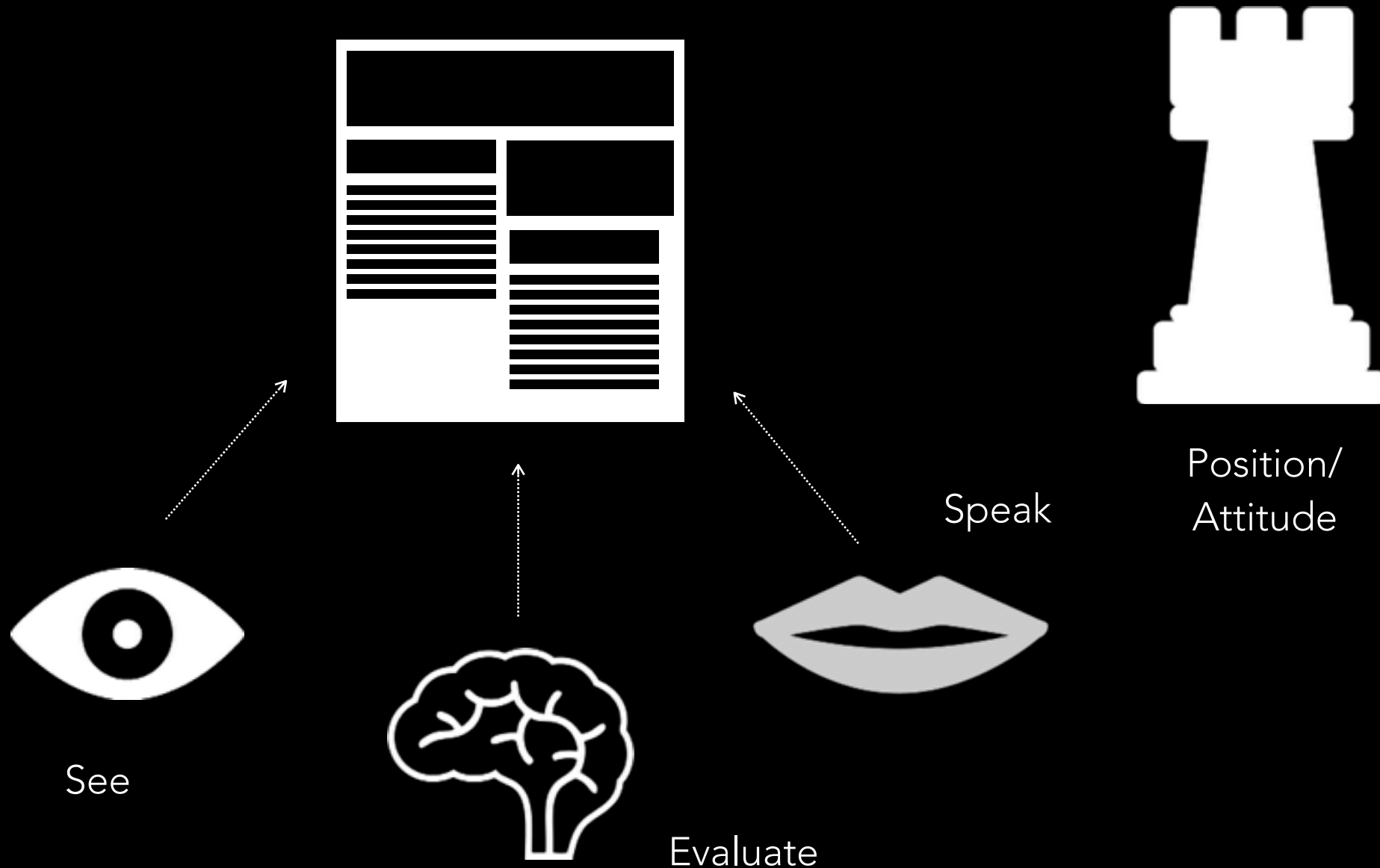
- Research the problem space
- Focus on the opportunity and define the constraints
- Explore possibilities
- Decide the best solution

# WHAT MAKES A DESIGN “GOOD”?

# RECAP

What makes a design “good”?

# TYPICALLY HOW PEOPLE EVALUATE SITES



# HOW WE EVALUATE DESIGNS

**OUR EXPERIENCE**

**OPINIONS &  
GUT FEELING**

**NO USER**

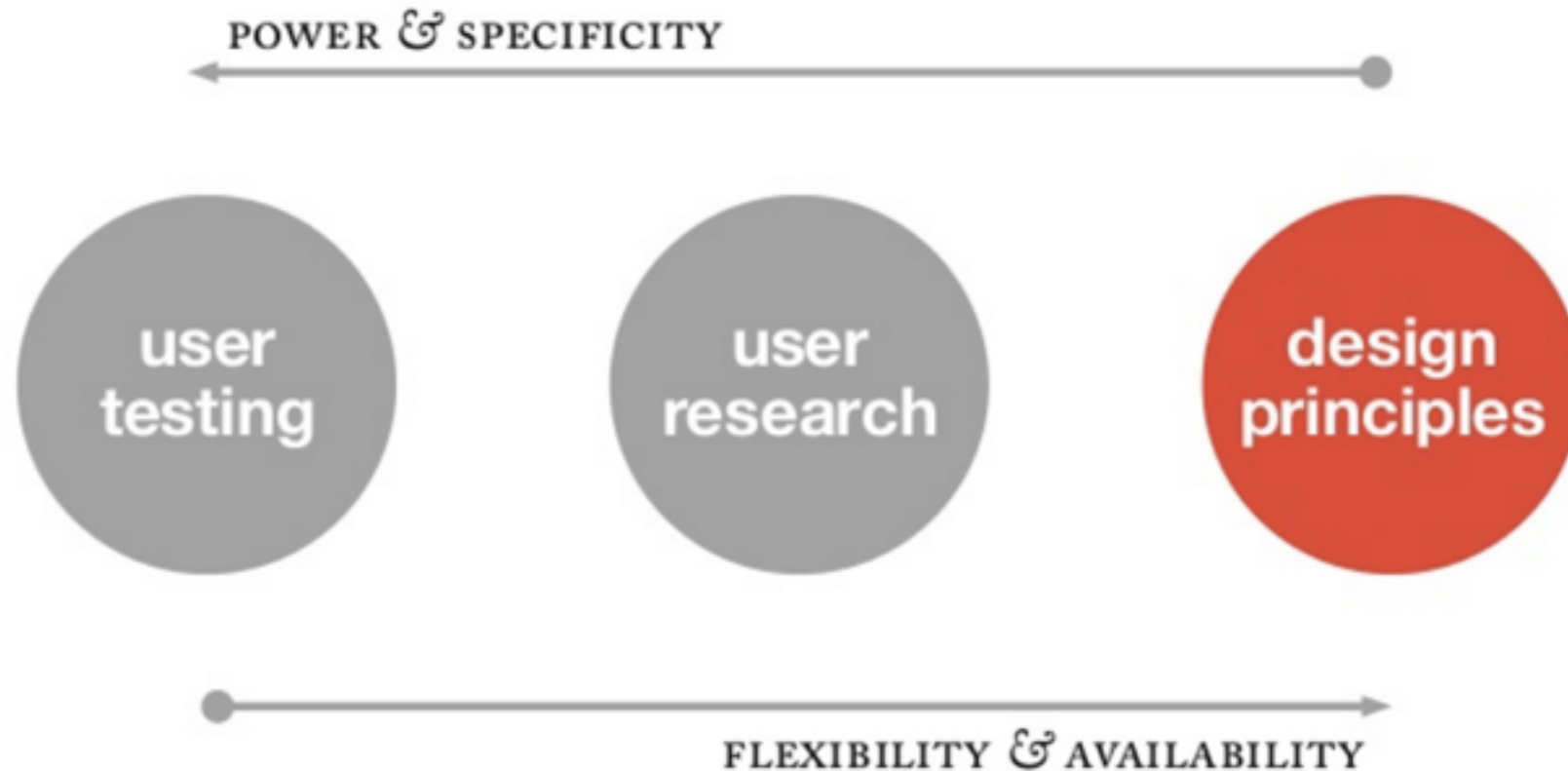
**NO DATA**

**HEURISTICS/  
PRINCIPLES**

- *"I don't think that feels right"*
- *I don't like it. Make it look pretty!*
- *That doesn't make sense.*
- *Users won't know how to do that....*
- *Something is off...*



# DESIGN PRINCIPLES



Example from:  
<http://www.slideshare.net/3PillarGlobal/dieter-rams-10-principles-of-good-design>

# DESIGN HEROES: DIETER RAMS



- One of the most influential industrial designers. Age 83.
- Made Braun into the company it is.
- Came up with principles of “good” design.
- Introduced idea of “Less is better.”

# DIETER RAMS' TEN PRINCIPLES FOR GOOD DESIGN

## GOOD DESIGN IS...

1. makes a product useful
2. is innovative
3. is honest
4. is long-lasting
5. is environmentally friendly
6. is aesthetic
7. makes a product understandable
8. is unobtrusive
9. is thorough down to the last detail
10. is as little design as possible

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be **helpful**

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be **thoughtful**

# MAKES A PRODUCT USEFUL

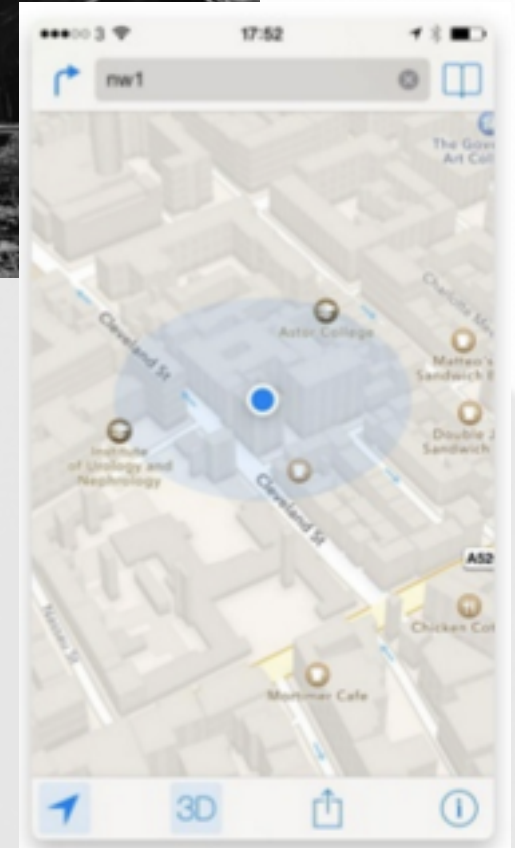
- Products are bought to be used.
- Good design accentuates a product's usefulness

Examples from:  
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## IS INNOVATIVE

- Technological innovations give rise to design opportunities
- Don't innovate just for the sake of being different



Examples from:  
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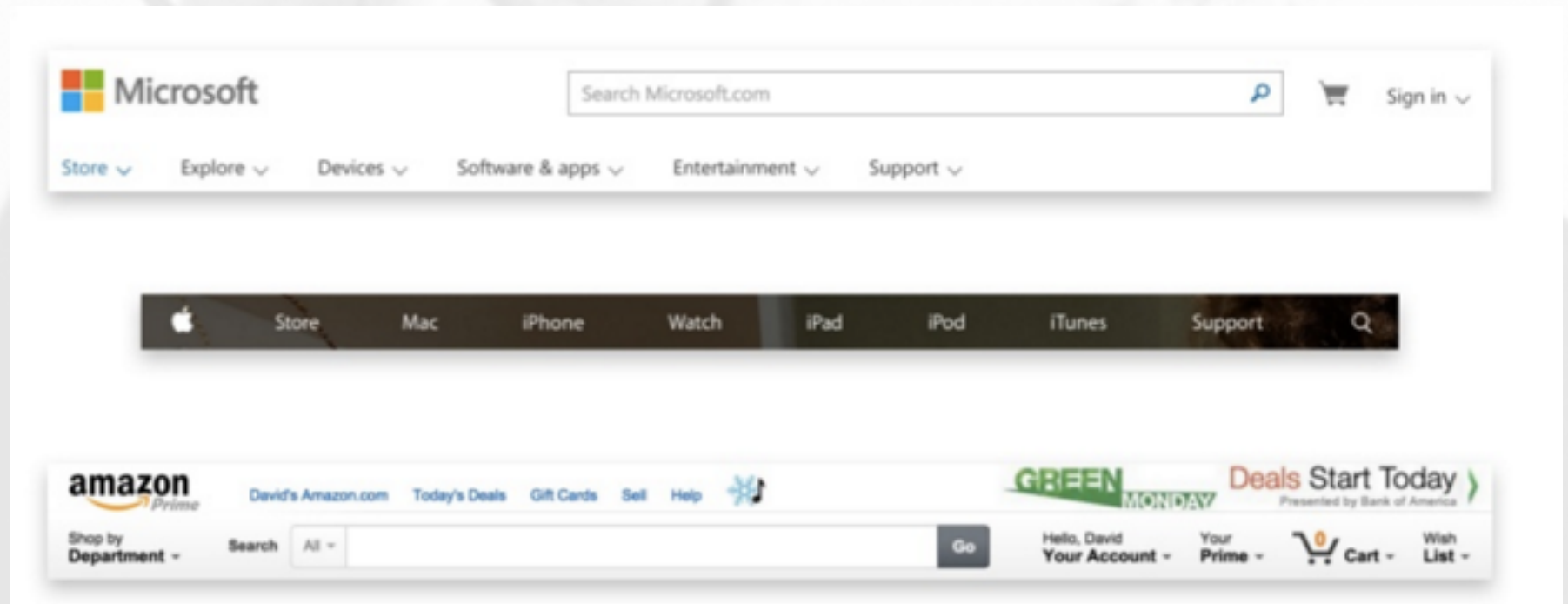
# IS HONEST

- It does not make a product appear more innovative, powerful or valuable than it really is.
  - You can't make a bad product good
  - You can't make a cheap product feel expensive
- It does not attempt to manipulate the consumer with promises that cannot be kept.



# IS LONG-LASTING

- Trends go out of style
- Focus on fundamentals if you want a design to last



Examples from:

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# IS ENVIRONMENTALLY FRIENDLY

- Designers have a responsibility to the environment
- Design can minimize waste and pollution
- (this was an innovative concept at the time)



Examples from:  
<http://www.slideshare.net/3PillarGlobal/dieter-rams-10-principles-of-good-design>



# IS AESTHETIC

- Products with a good aesthetic enhance the well-being of those who use them
- “Only well-executed objects can be beautiful”



# MAKES A PRODUCT UNDERSTANDABLE

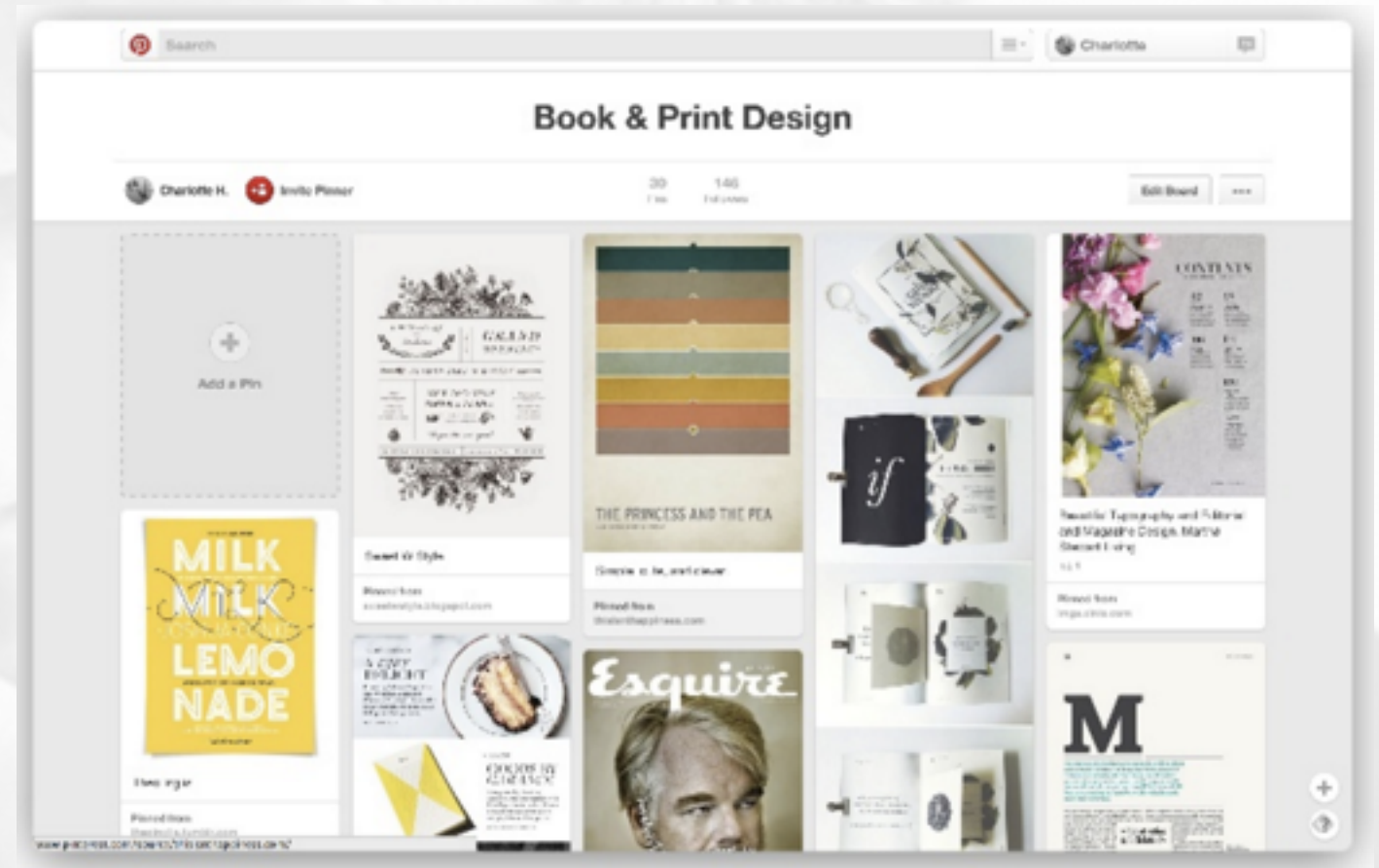
- Good design clarifies what the product does and how it is designed
- Ideally, tap into the user's intuition
- ...more on this when we talk about Information Architecture



Examples from:  
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## IS UNOBTUSIVE

- › Products are not works of art nor decorative objects
- › Design should be neutral
- › Leave room for the user's self-expression

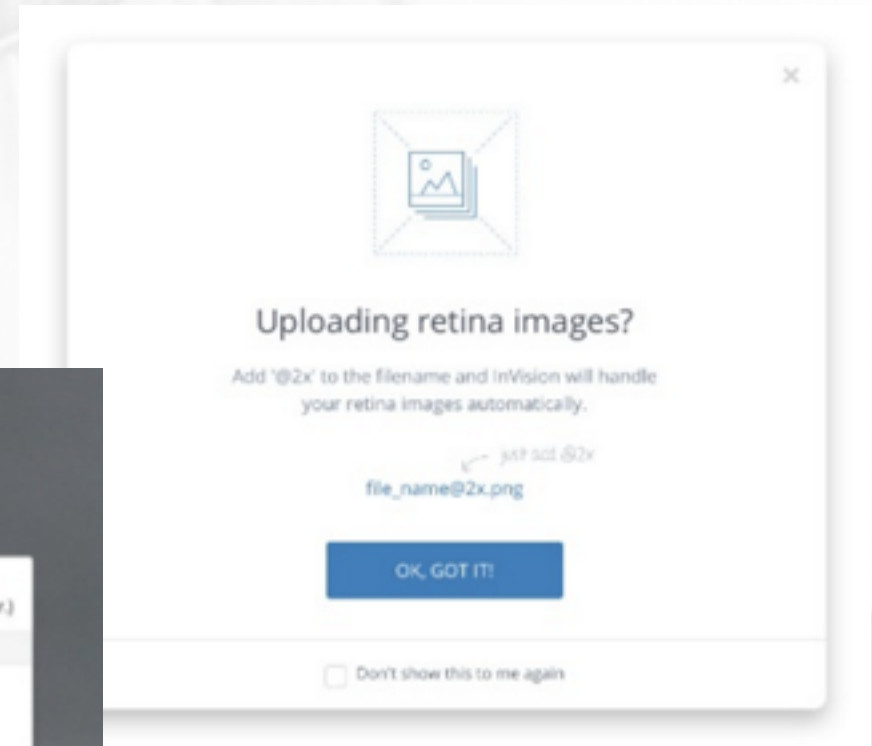


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# IS THOROUGH DOWN TO THE LAST DETAIL

- Nothing in the design should be arbitrary
- Don't leave things up to chance



Examples from:  
<http://www.slideshare.net/3PillarGlobal/dieter-rams-10-principles-of-good-design>

# IS AS LITTLE DESIGN AS POSSIBLE

- “Less, but better”
- Don’t burden the user and the product with non-essentials
- Simplicity and purity are virtues



Examples from:  
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# ACTIVITY: CLOCKS R US

10 minutes, 2 minutes for each group to present



### EXERCISE

- › Imagine you work for “Clocks R Us”. Competition is tough! You and your team are tasked with designing their newest model of clocks.
- › Your mission: Work with your neighbor to design a clock. How the design looks, behaves, is up to you!
- › Have substantial backing
- › However, you **MUST** focus on one of Dieter Ram’s Ten Principles of Design and apply it.

# Q&A