

Designing.

Simon Wilson
Interaction designer, DWP Digital

What is design?

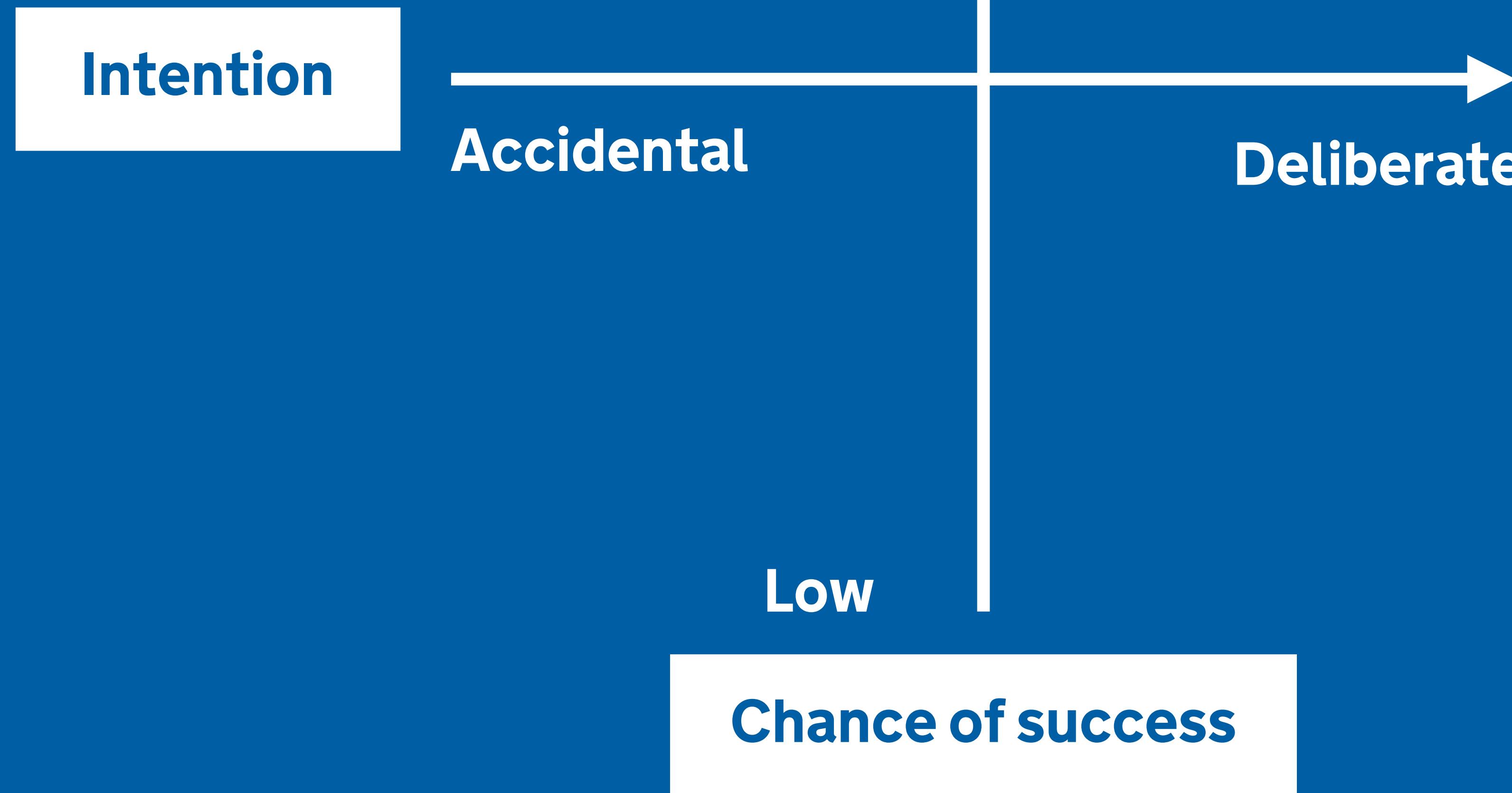
“Design is how it looks.”

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Design
is how something will work / should work.

Designing
is working out how something will work / should
work.

Good design is usefulness.





Design is mindful.

User centred design.

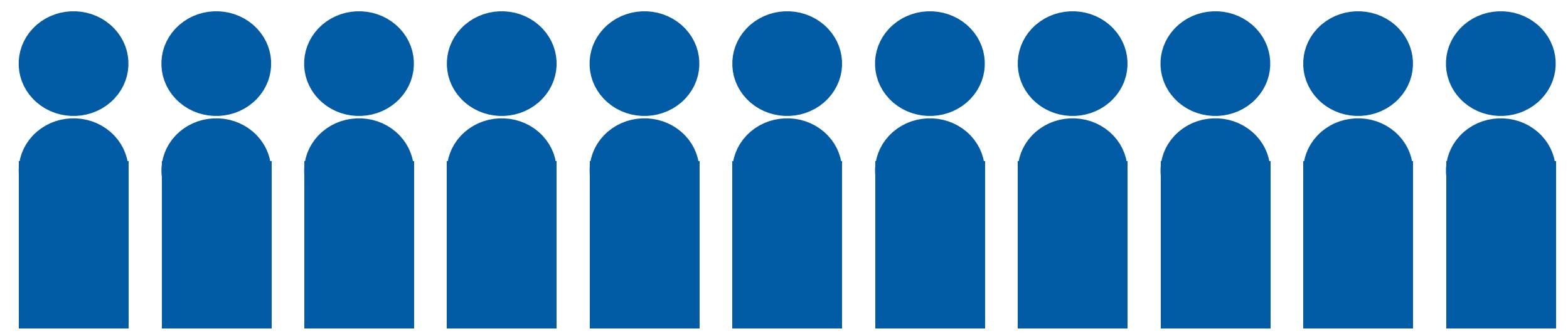
User centred people.

User centred teams.

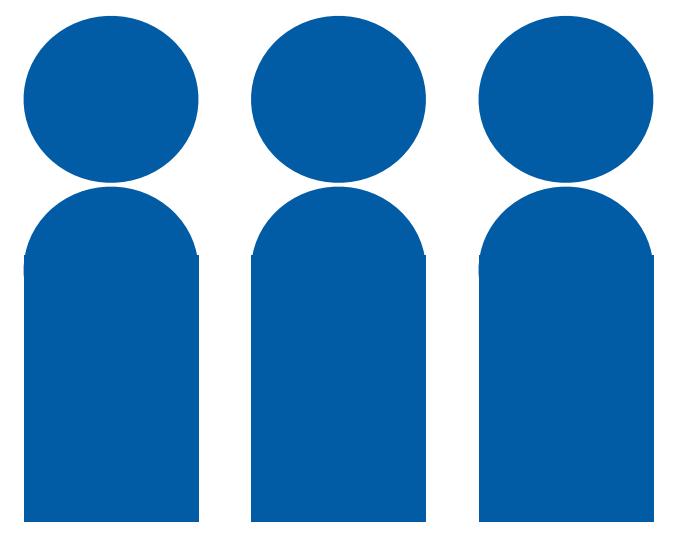
User centred organisation.



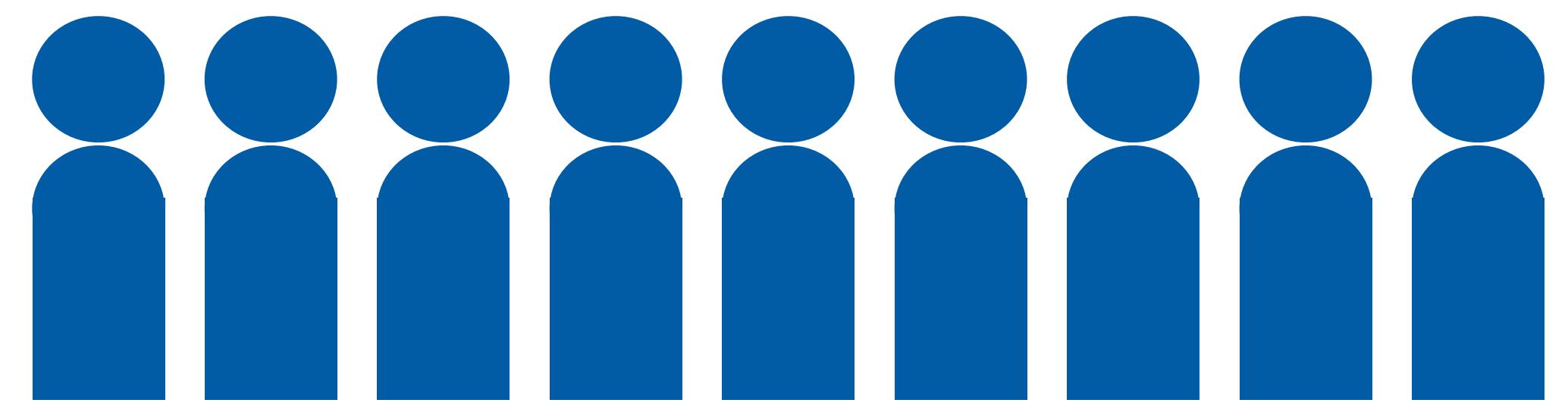
A designer



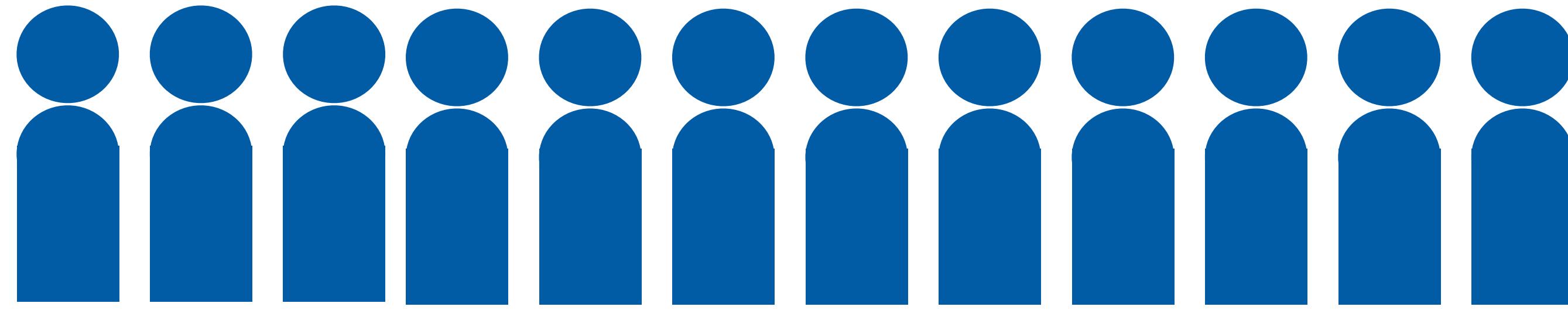
The rest of the team



The design team

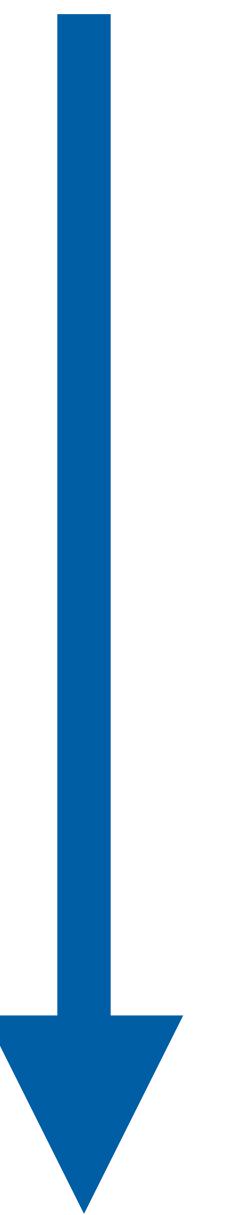


The delivery team



A team of user centred people

**Sharing
Cooperation
Collaboration
Collectivism**



Design



Live

“They slow us down to speed us up. By taking the time to discover, to understand, we avoid costly mistakes such as becoming too complex too early and sticking with a weak idea for too long.”

-Tim Brown, IDEO

Ego-less design.

Discovery

Alpha

Beta

Live

We are always discovering.

Understand the problem space.

Stakeholders

Delivery

Minister(s)

Users

Policy team

Government Digital Service

Operations

Product owner

Subject matter expert (SME)

User researcher

Content designer

Interaction designer

Service designer

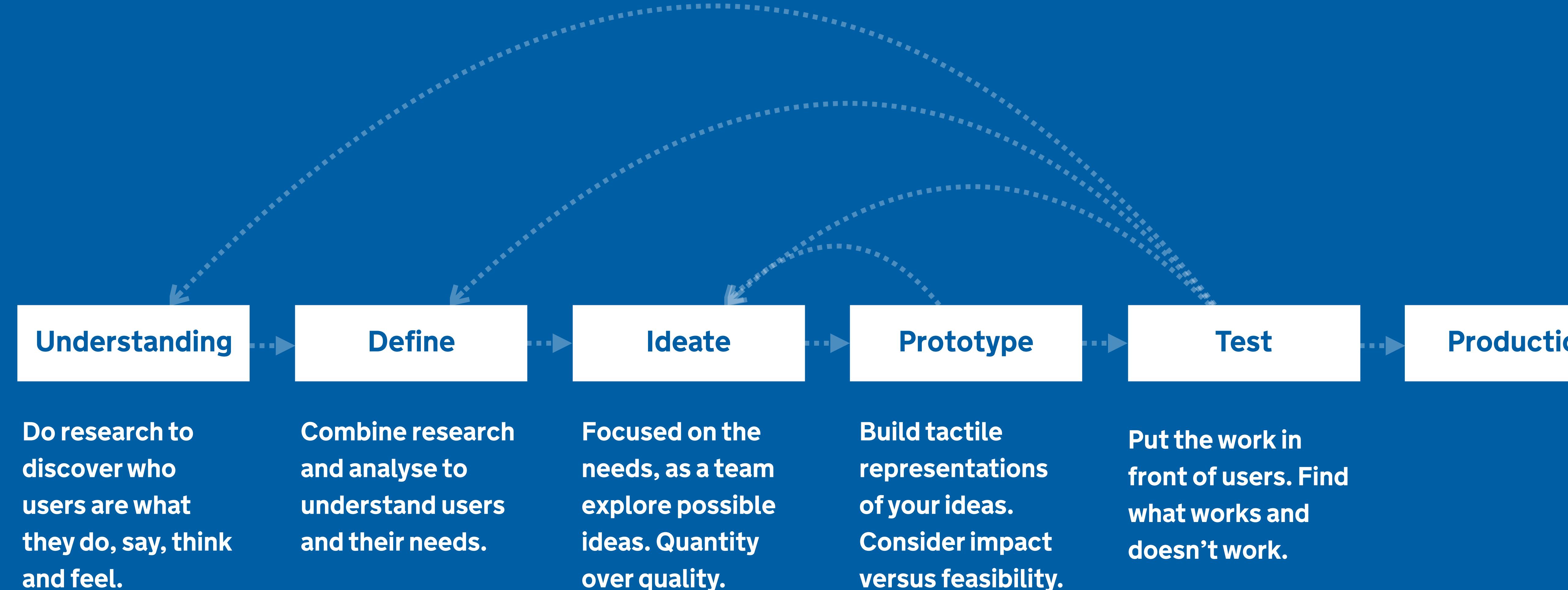
Business analyst

Delivery manager

Developers / engineers

Testers

Technical architects



Discovery

Alpha

Beta

Understanding
Do research to discover who users are what they do, say, think and feel.

Define
Combine research and analyse to understand users and their needs.

Ideate
Focused on the needs, as a team explore possible ideas. Quantity over quality.

Prototype
Build tactile representations of your ideas. Consider impact versus feasibility.

Test
Put the work in front of users. Find what works and doesn't work.

Production



Designing

Developing



Continual gradual improvement

What's the worst that could happen?

**Find what works –
and what doesn't work.**

Finding what works needs
understanding.

Frameworks.

Just.
enough.
process.

Context.

Context.

Context.

Agreement.

The goal
**Services and products that are
designed using knowledge over
assumptions.**

**“A prototype is an early sample,
model, or release of a product built
to test a concept or process or to act
as a thing to be replicated or learned
from.”**

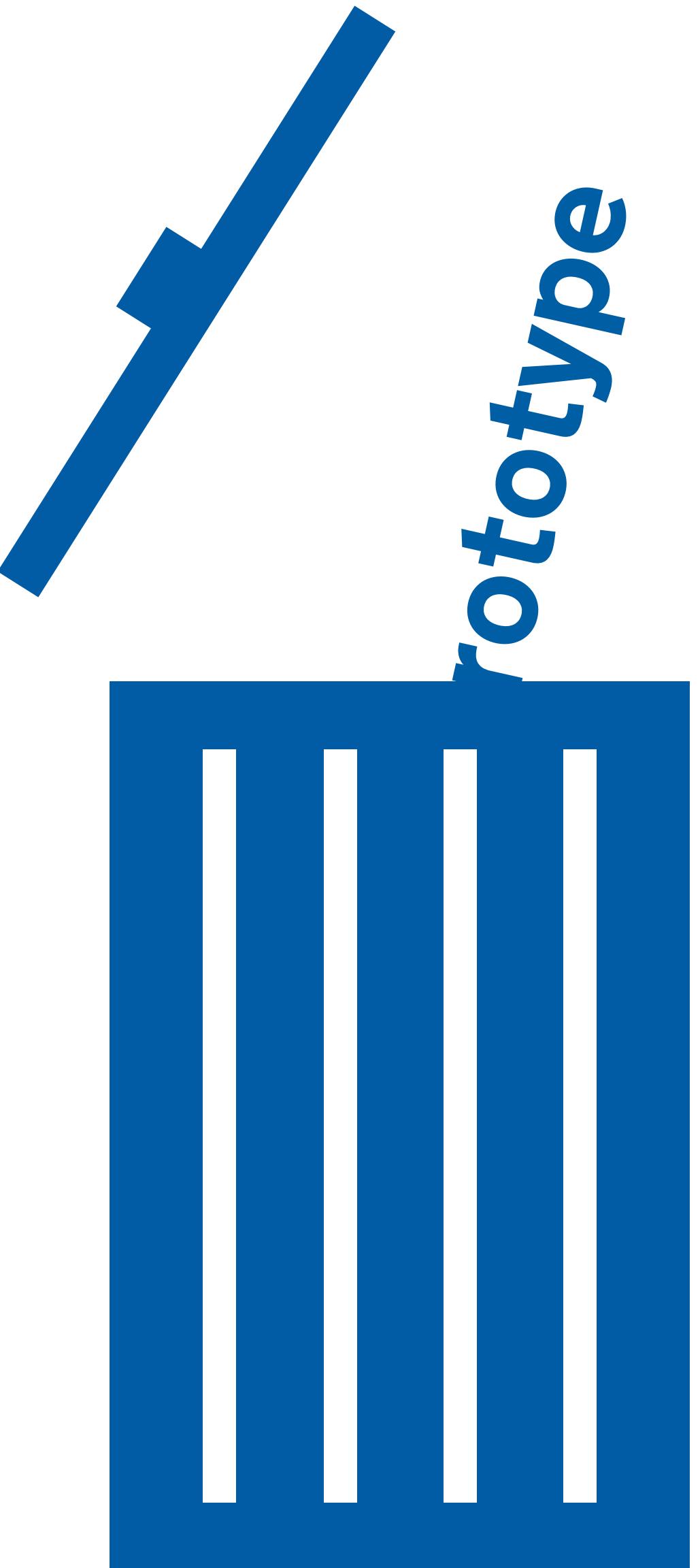
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A prototype allows you to
explore an idea, a thought, a theory,
an approach

Prototypes are cheap, quick.



Prototypes are disposable.

There is no one way to create a
prototype.

43 types of prototype

on screen, ...
form, ...
screen
paper
cut

IA work: Card sorting (physical or digital)

User journeys (2)

Service maps (2)

Role playing

Service prototyping and pop-ups

Wizard of Oz

Whiteboarding

Card and Post It service mock-up

Post Its for content architecture

Paper and Post Its for content design

Post Its (2)

Sketches (4) (including “pen and paper”)

Paper sketching

Paper UI sketch flow

Google Draw document

Wireframes

Wireframe user journey

Interactive wireframe (Balsamiq etc)

Axure (2)

Spreadsheets (2)

Do content in Google Docs or Word

Do “screens/pages” in Google Docs and click through

Clickable prototype using sketches/screen grabs in Marvel app

In-Vision

Screen designs in Powerpoint (2)

Presentations in Powerpoint (3)

Show page flow in Powerpoint

Design in Keynote (1)

Presentations in Keynote (2)

Sketch (app) (4)

Screenshots showing sequence, user flow, changed copy, overload text, etc / printed stages in a flow stuck on a table

Letters Posters

Call scripts

Storyboards

Videos

Chatbot

In-browser editing page’s code and screen grabbing (5)

Other HTML mock-ups

gov.uk prototype kit (10)

- static
- “almost like the real thing”

Verify prototype kit

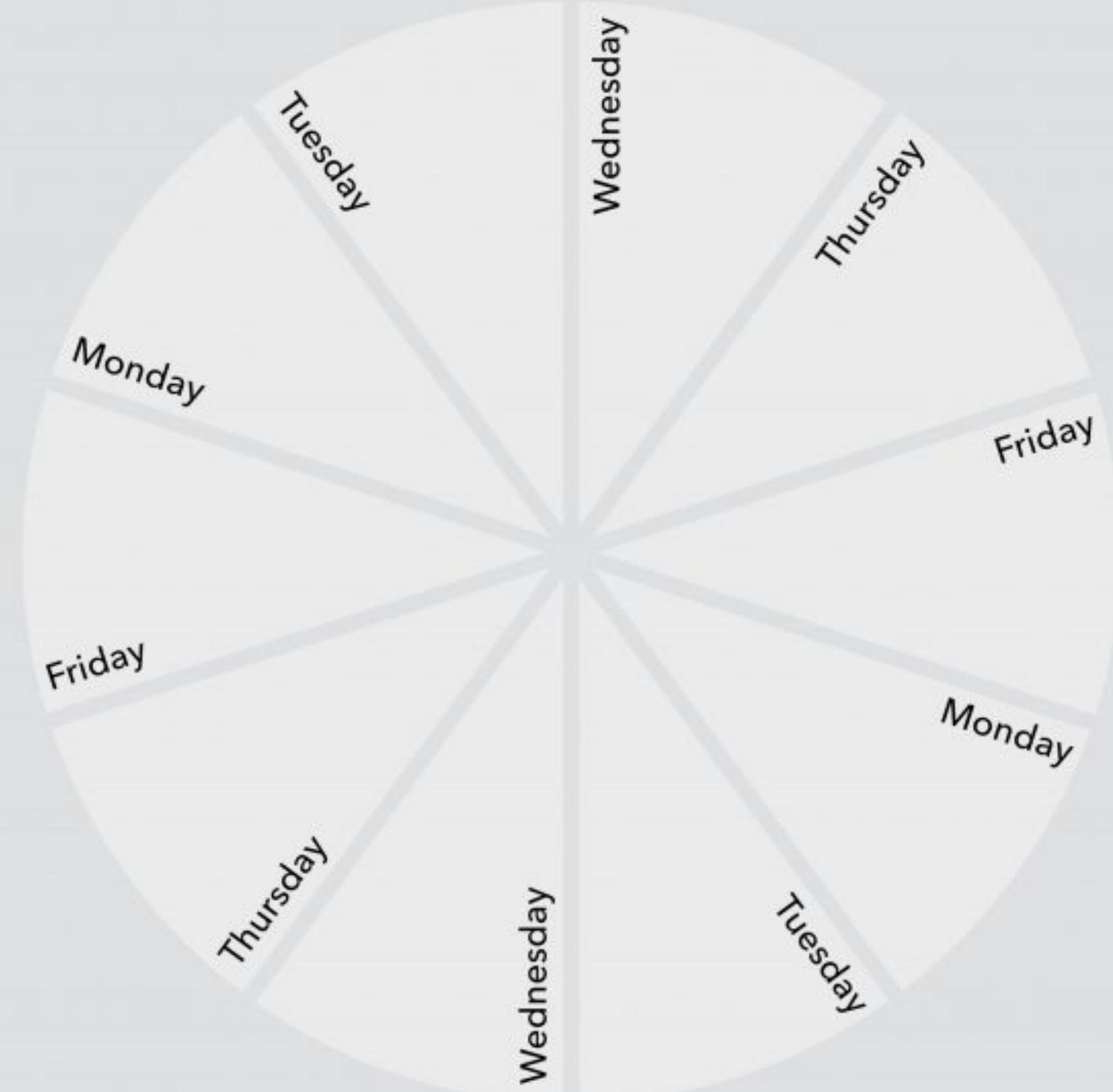
B variants

AB testing

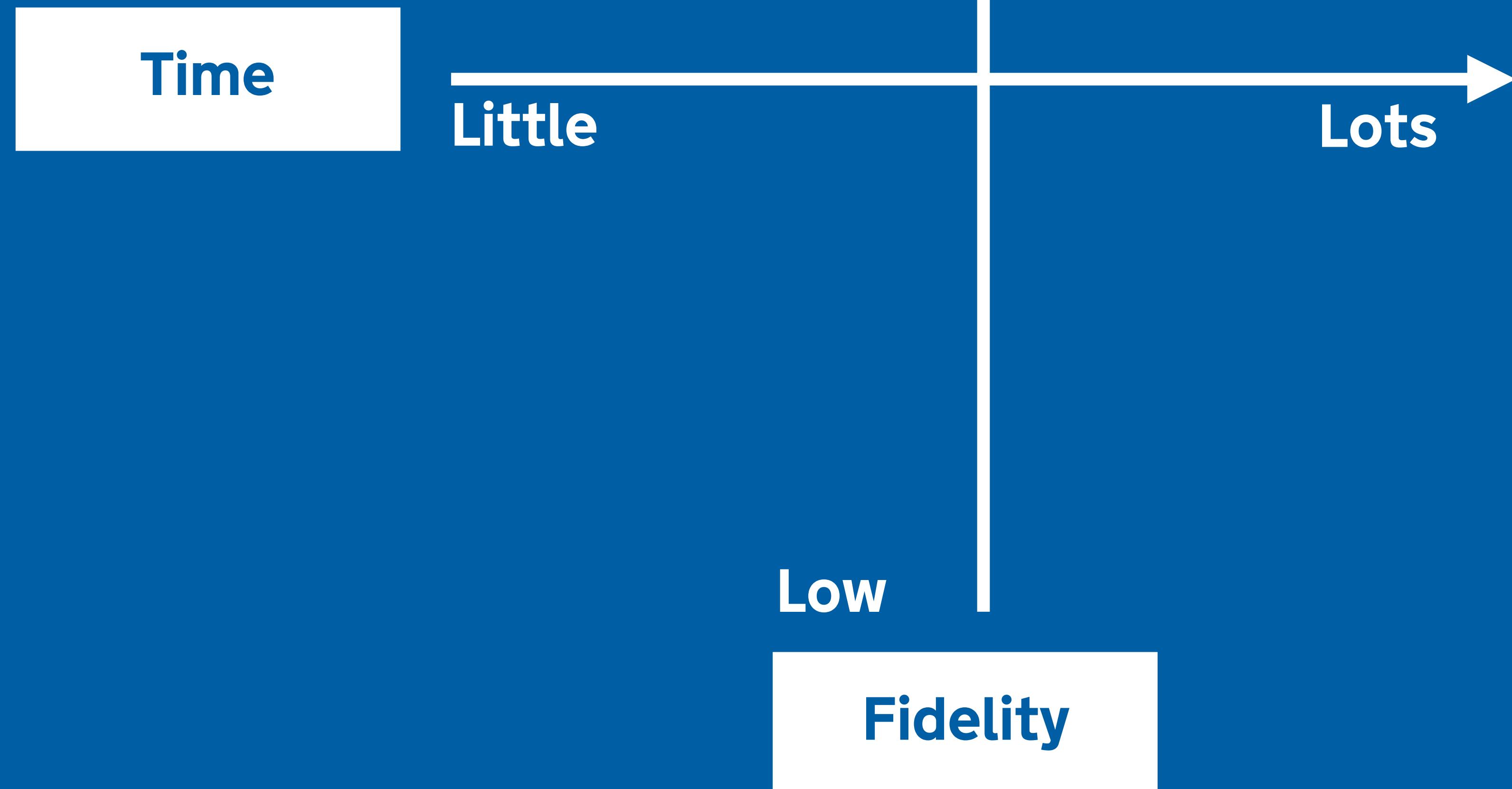
Doing changes to/off a “built service” (2)

Ask yourself every time
**What is the purpose of the prototype
you need?**

Sprint end | Sprint start



- sprint planning
- backlog planning (and scoring if its development work)
- design
- creating a prototype
- organising user research
- research days
- analysis
- playback
- iterating
- development



Low fidelity

- Rough
- Quick
- Low cost

High fidelity

- Detail
- Need time
- Higher cost

**Fidelity is as much about your
thinking as it about what something
looks like.**



UCSO
the best form
e.

appropriate
aboration

2

TRIC 3

SCHEDULING

S OVER TIME

around
as + feelings.

SET UP
CLENARIO

Text
mess. off

A hand-drawn sketch of a mobile phone. The screen displays a message box containing the following text:

The important for
last -> know, has
second you from
If we continue
the freedom you
give us with your
method and it will
work up gradually
We are now gradually
gradually work to

Is a text
message the
best way of
introducing
this article?

WHAT IS
THE PROCESS?

WHAT IS
THE NAME
OF THIS
SERVICE?

"start"

60

1

We need people want
you permission to re-share
info choosing
to share

✓

white.

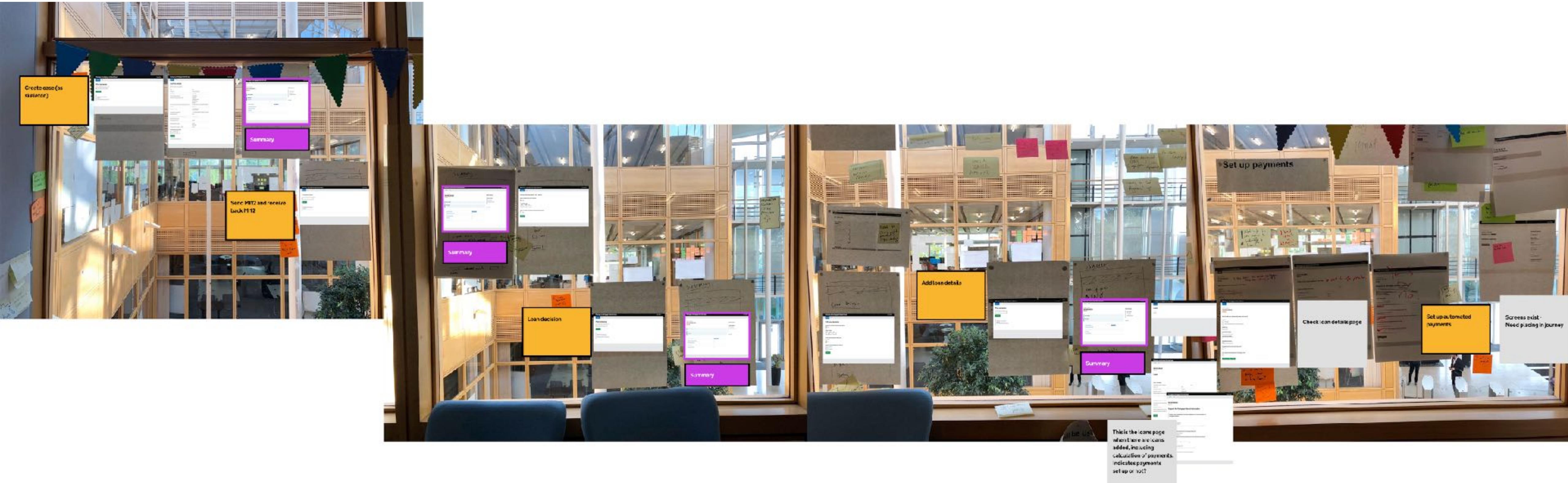
only not
for this
time

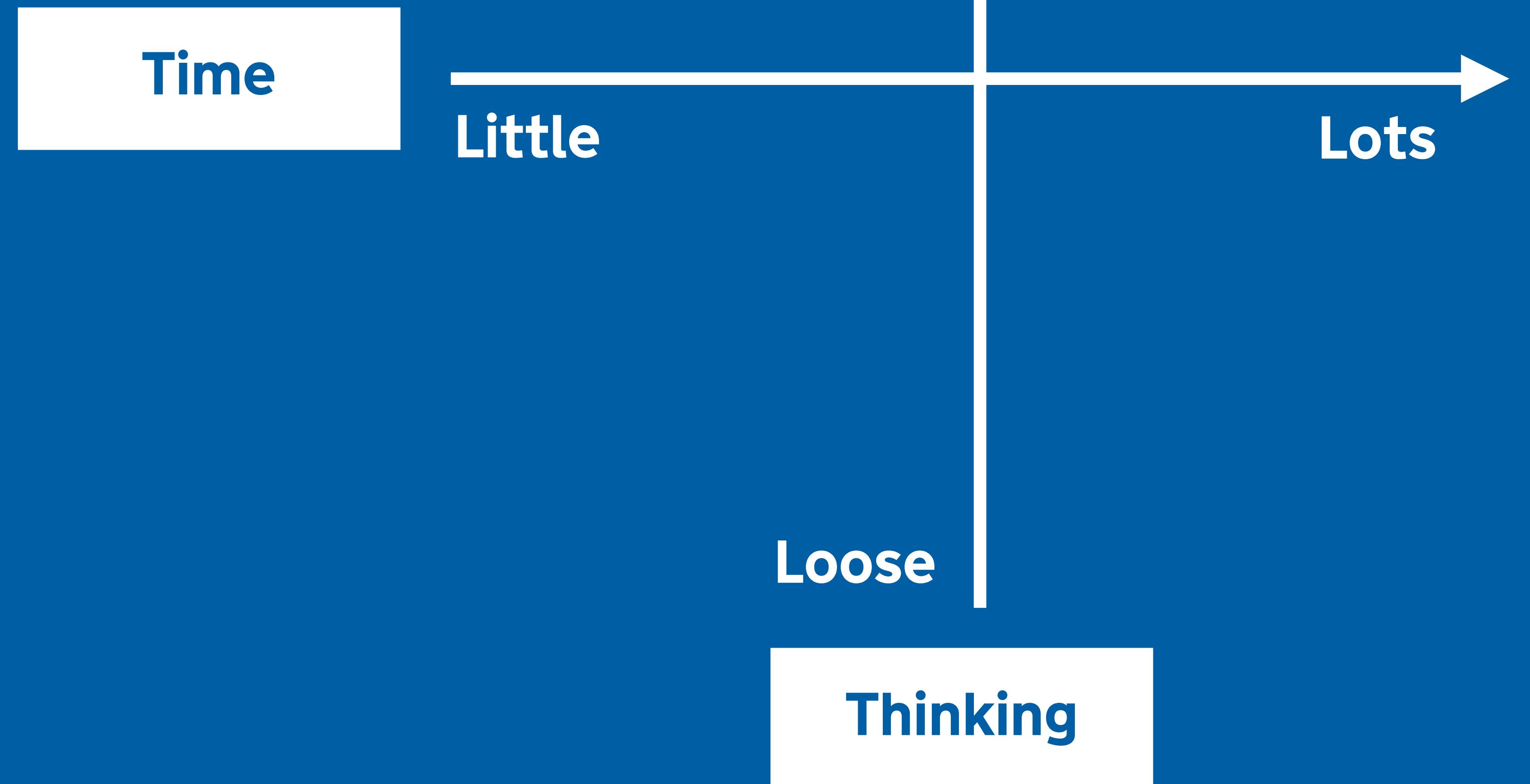
like from
P contact
pmo

Minnie
Dawes,
Aug 31

log in

The screenshot shows a software application window titled "GP Connect 050 - Demonstration". The main area is a dark grey grid representing a patient record. On the left, a vertical menu lists "Patient Details", "Treatment Plan", "Consultations", "Prescription", "Referrals", "Diagnoses", "Immunisations", and "Diary". A blue bar at the top right contains the text "NHS Direct 0800 123 4567" and "www.patientline.org.uk". The bottom right corner shows the text "© 2005 NHS Direct".





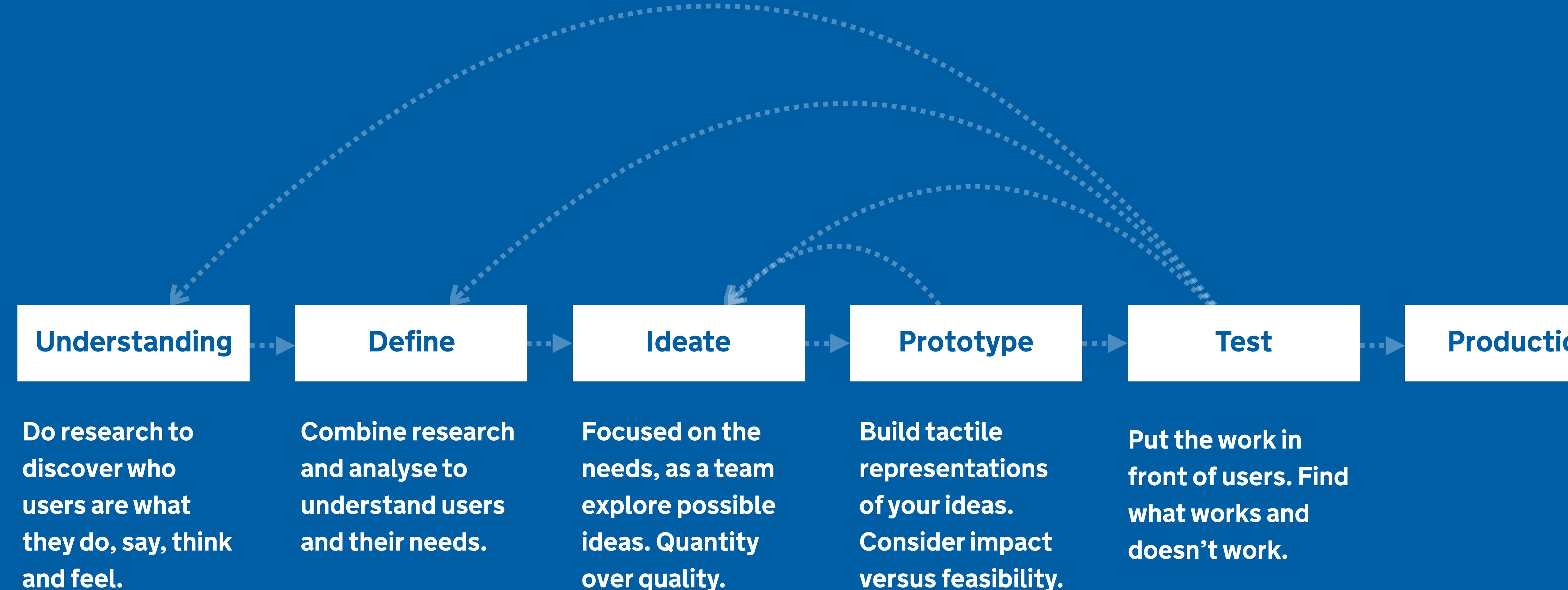
Learning by doing! (Not just talking.)

**“Design is the method of putting form
and content together.”**

–Paul Rand

Learn by doing analysis!

Designing is a process.



No more black boxes!

Work together! Work as one!

Continual gradual improvement.

Start with the needs*.

Thank you.

Feel free to get in touch

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Twitter: @ErmLikeYeah