

SWE 503 | Lec 3 | Aug 26, 2024

The Interaction Design Process

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Revision of the last lecture:

- What is a "good" design?
- What are some metrics to evaluate interactions?
- Colors & Fonts are important in interaction design, right?
- Why?
- What else matters, maybe more?

In today's lecture:

- Hear from people who did not share their experience last time
- What are the core principles of interaction design?
- What is the process of interaction design?
- The double diamond process
- A running example of the interaction design process

A Case study before we dive into the process ..
IDEO's future of ATM..

~ 15 minutes

**Pick one problem from your previous interaction and
Sketch one design to enhance it ..**

Design is about maximizing user's ability to achieve their goals with the best experience possible ..

How to maximize metrics?

Principles

Processes

Methodologies

..

Before we get into a specific process ...

let's talk about the core principle & general approach in HCI

People-Centered Approach

By John Gould & Clayton Lewis (1985)

Early focus on users
and tasks

Empirical
measurement

Iterative design

Core Principles of People-Centered Approach

- Early focus on users and tasks
- Empirical measurement
- Iterative design
- People's tasks and goals drive development
- People's behavior and context are studied
- People's characteristics are considered
- Users and stakeholders are consulted
- Design decisions consider context of use

Basic activities of HCI

Discover
Requirements

Design
Alternatives

Prototyping

Evaluating

The simple process of Interaction Design

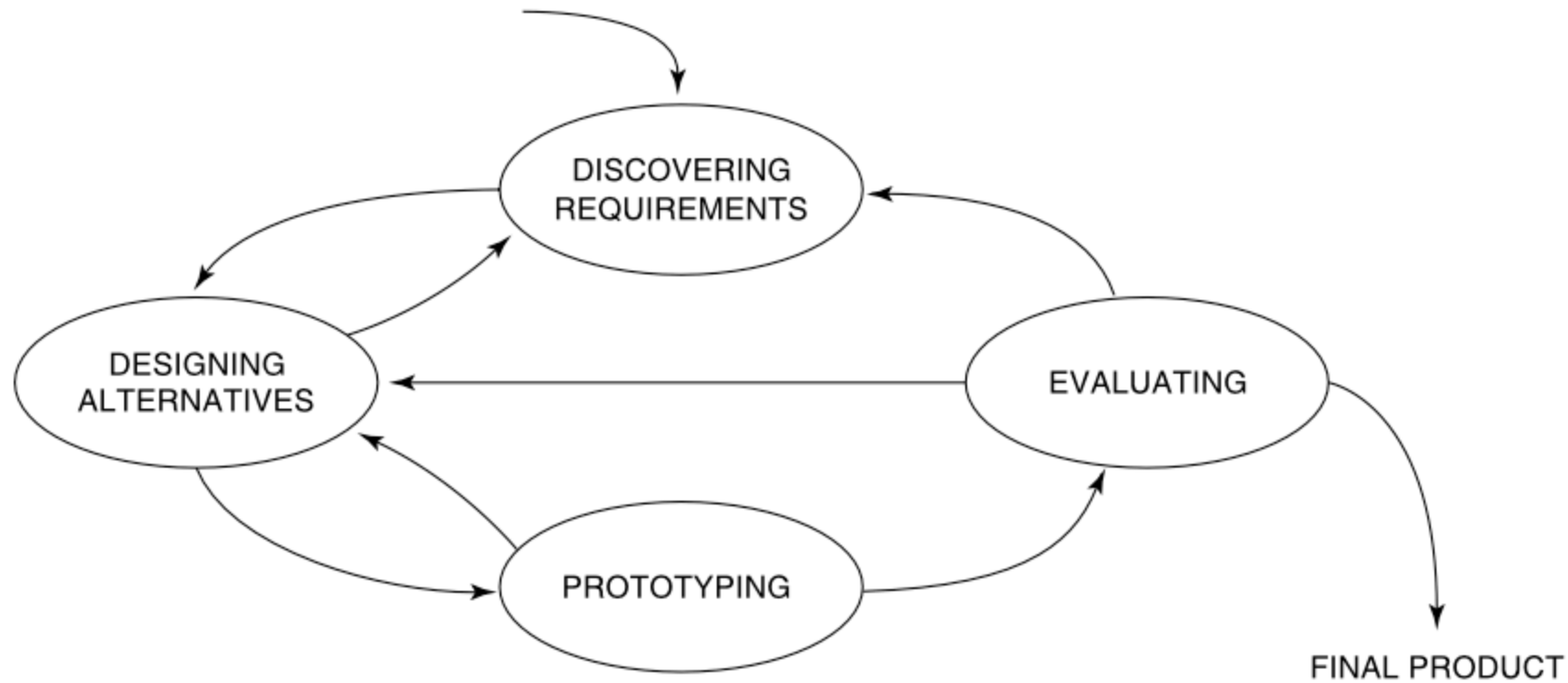
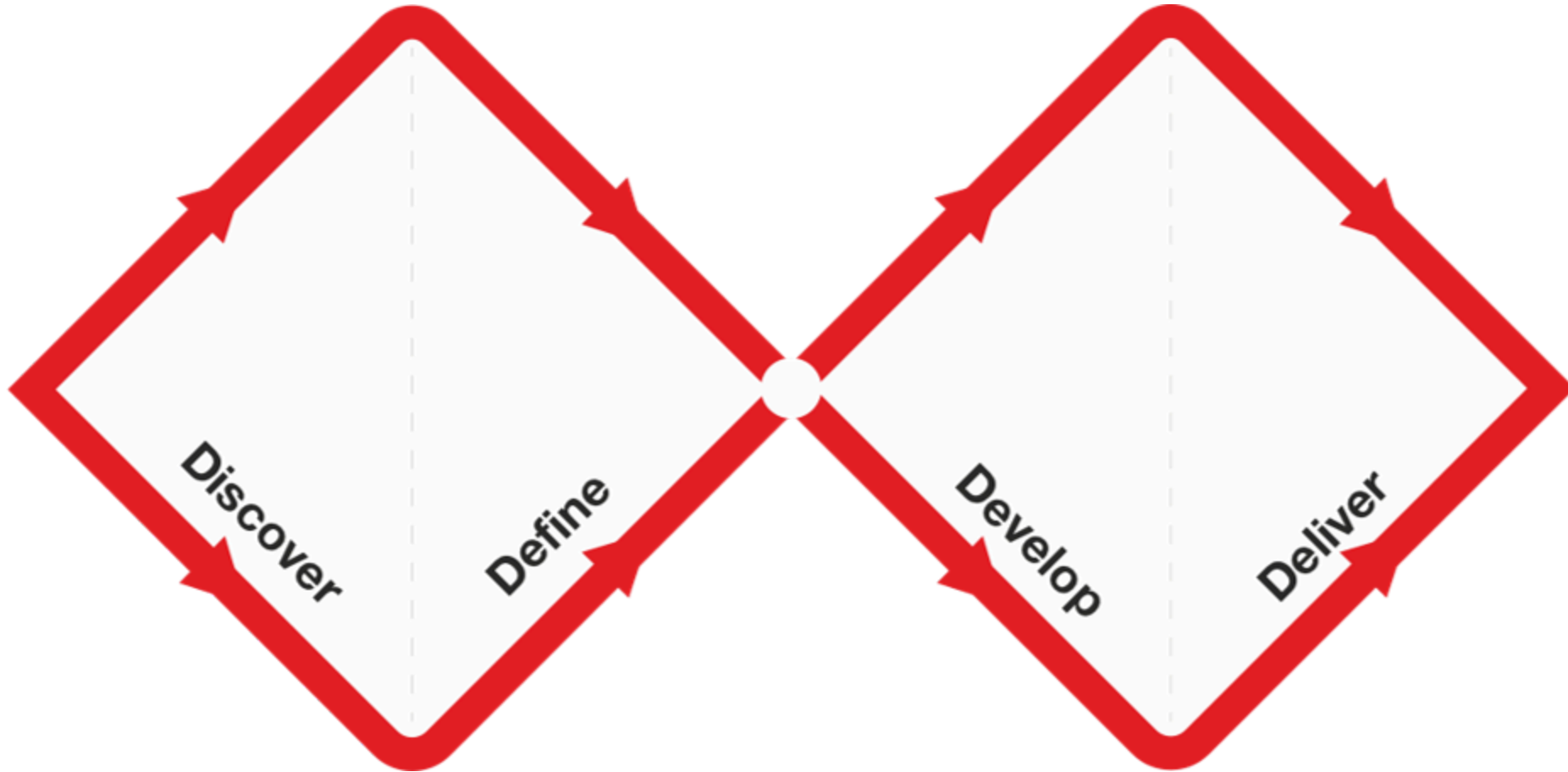


Figure 2.4 A simple interaction design lifecycle model

Double Diamond Process



<https://www.designcouncil.org.uk/our-resources/the-double-diamond/>

1/4 Discover

To understand, rather than simply assume

Example

**We need to design a way for non-tech entrepreneurs
to build software products on their own ...**

Think of some reseach questions .. ??

Research questions include:

- Who are my users?
- what do they know?
- why might they be interested in this?
- What are their current challenges?
- What values do they care about? ..
- What is their current situation in solving the problem?

~ 15 minutes

Team up with someone and do some reasearch then present your findings ..

- Who are the cusomters (goals, needs, frustrations, etc.)?
- In What context they are using the product?
- What are some existing solutions?
- ...

2/4 Define

Working on the right problem

Define activities include:

- Clustering, affinity diagram, etc.
- Analyze data (quantitative, qualitative, etc.)
- Mapping (empathy map, scenario, journey map, etc.)
- Problem Definition

~ 15 minutes

Analyze the reasearch you did and come up with a problem statement ..

Next Class:

- Develop phase
- Deliver phase