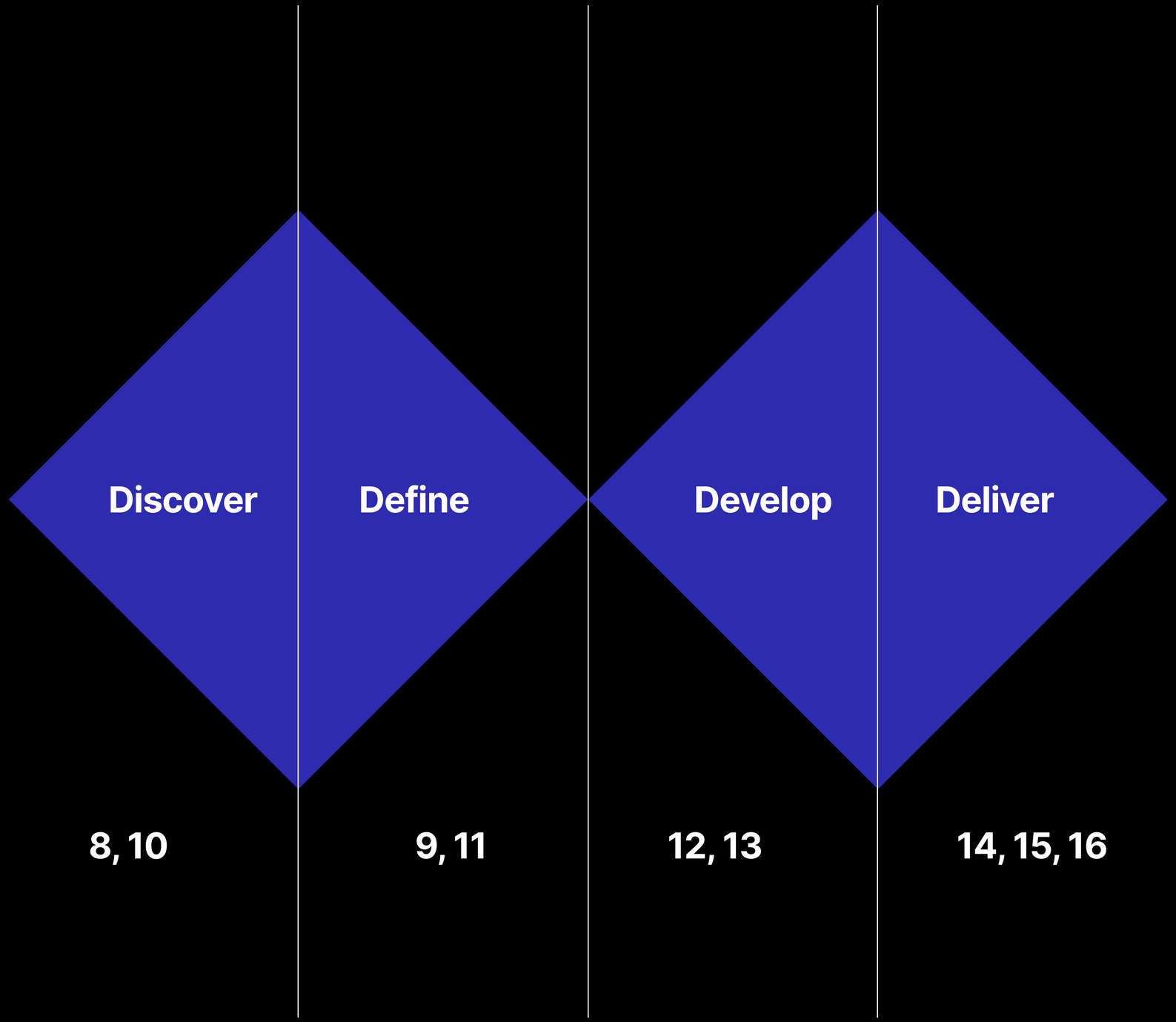
Lec 16

The Full Process

Data Gathering, Analysis, Ideation, Evaluation.

Omar Hammad

The Double Diamond



The Double Diamond

Discover

Surveys
Interviews
Benchmarking
Observation
Web scraping

Define

Clustering
Affinity mapping
Statistics
Sentiment analysis
User stories
HMWs
JTBD

Develop

Brainstorm
use case description
Simulate
Mockups
Prototypes
Design Concepts
User interface design

Deliver/Evaluate

Usability testing
Cognitive walkthrough
Think aloud protocol
A/B Testing
Eyetracking study
Monitoring tools
Click heat maps

The Double Diamond

Discover

Interviews
Surveys
Observation
Diary Studies
Web Scraping
Eye tracking
Data Logs
...

Define

Thematic Analysis
Statistics
Data Viz
Data Mining
Personas
HMWs
Use Cases
User Stories
...

Develop

Brainstorming
Sketching
Prototyping
Mockups
Concepts
UI Design
...

Deliver/Evaluate

Usability testing
A/B Testing
Heuristic Evaluation
Interviews
Surveys
Observation
Data Logs
..

The Double Diamond

Discover

Interviews
Surveys
Observation
Diary Studies
Web Scraping
Eye tracking
Data Logs
...

Define

Thematic Analysis
Statistics
Data Viz
Data Mining
Personas
HMWs
Use Cases
User Stories
...

Develop

Brainstorming
Sketching
Prototyping
Mockups
Concepts
UI Design
...

Deliver/Evaluate

Usability testing
A/B Testing
Heuristic Evaluation
Interviews
Surveys
Observation
Data Logs
..

Mini Double Diamond

Discover	Define	Develop	Deliver/Evaluate
Interviews	Thematic Analysis HMWs	Brainstorming Prototyping	Usability testing A/B Testing
10m	10m	10m	10m

Mini Double Diamond

- Split into pairs
- Choose an idea
- Do each phase

Preperation	Discover	Define	Develop	Deliver/Evaluate	Preperation
	Interviews	Thematic Analysis HMWs	Brainstorming Prototyping	Usability testing A/B Testing	
5m	10m	10m	10m	10m	10m

Mini Double Diamond

- Split into pairs
- Choose an idea
- Do each phase

Preperation	Discover	Define	Develop	Deliver/Evaluate	Preperation
	Interviews	Thematic Analysis HMWs	Brainstorming Prototyping	Usability testing A/B Testing	
5m	10m	10m	10m	10m	10m

Mini Double Diamond

- Split into pairs
- Choose an idea
- Do each phase

Preperation	Discover	Define	Develop	Deliver/Evaluate	Preperation
	Interviews	Thematic Analysis HMWs	Brainstorming Prototyping	Usability testing A/B Testing	
5m	10m	10m	10m	10m	10m

Mini Double Diamond

- Split into pairs
- Choose an idea
- Do each phase

Preperation	Discover	Define	Develop	Deliver/Evaluate	Preperation
	Interviews	Thematic Analysis HMWs	Brainstorming Prototyping	Usability testing A/B Testing	
5m	10m	10m	10m	10m	10m

Mini Double Diamond

- Split into pairs
- Choose an idea
- Do each phase

Preperation	Discover	Define	Develop	Deliver/Evaluate	Preperation
	Interviews	Thematic Analysis HMWs	Brainstorming Prototyping	Usability testing A/B Testing	
5m	10m	10m	10m	10m	10m

Mini Double Diamond

- Split into pairs
- Choose an idea
- Do each phase

Preperation	Discover	Define	Develop	Deliver/Evaluate	Preperation
	Interviews	Thematic Analysis HMWs	Brainstorming Prototyping	Usability testing A/B Testing	
5m	10m	10m	10m	10m	10m

Mini Double Diamond

- Split into pairs
- Choose an idea
- Do each phase

Preperation	Discover	Define	Develop	Deliver/Evaluate	Preperation
	Interviews	Thematic Analysis HMWs	Brainstorming Prototyping	Usability testing A/B Testing	
5m	10m	10m	10m	10m	10m