SWE 503 | Lec 5 | Sep 7, 2025

The Interaction Design Process (Part 3)
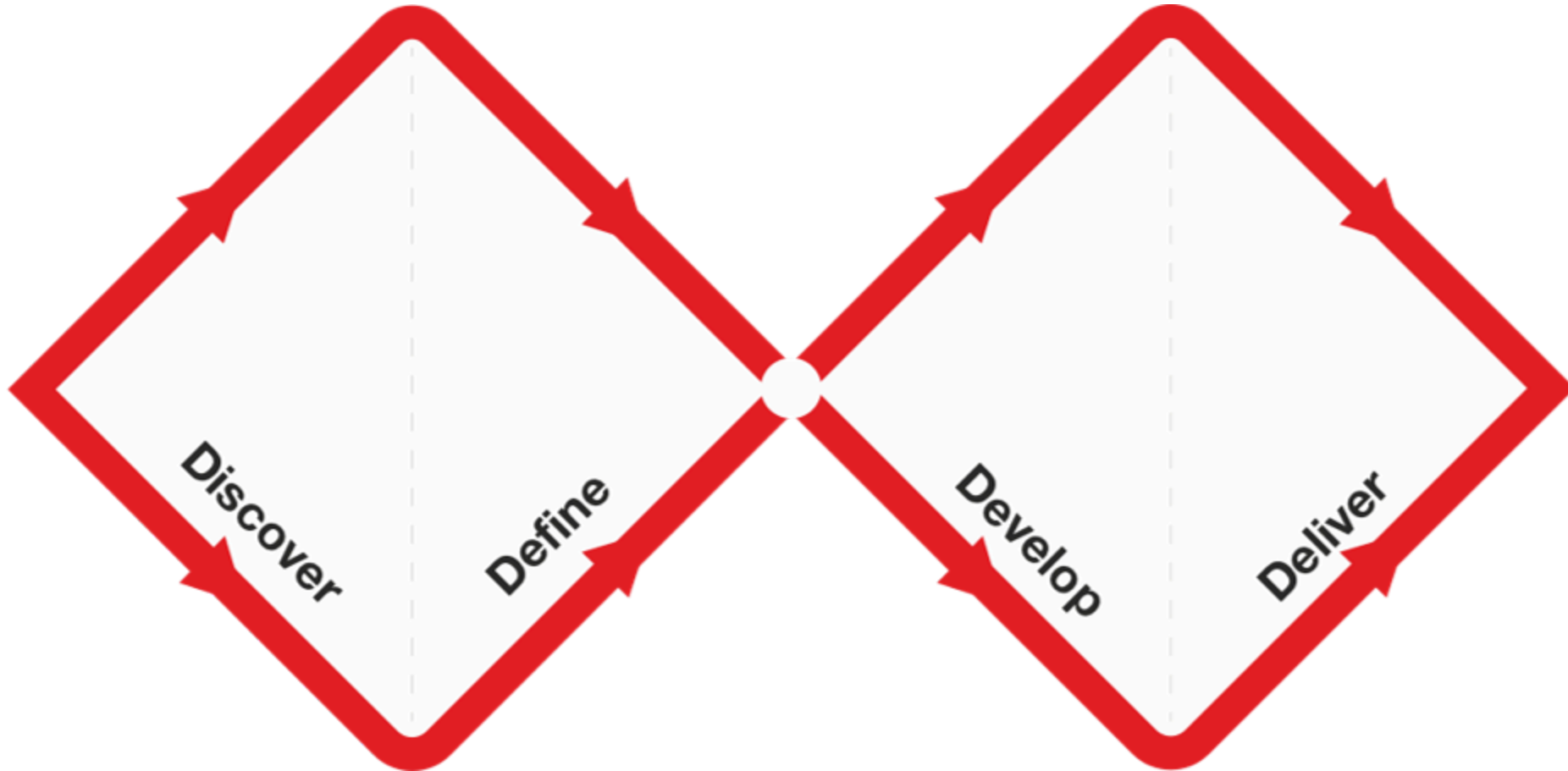
Dr. Omar Hammad

In today's lecture:

- Discuss project process & ideas

- Practicing The Double Diamond Process

Revision of the last lecture:

- Why do we need a design process..?

- What is the Double Diamond Process..

Double Diamond Process

-Design Council

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?

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

Key outputs of Define phase:

- Problem Statement

- User Personas

- User Journey Maps

- Design Criteria

~ 30 minutes

Team up with someone and do some reasearch, then analyze it and write a problem statement

- Who are the cusomters (goals, needs, frustrations, etc.)?

- In What context they are using the product?

- What are some existing solutions?

- ...

3/4 Develop

Come up with as **many solutions** as possible

Develop activities include:

- ideation

- prototyping

- brainstorming

- mindmapping

- crazy 8s

- etc.

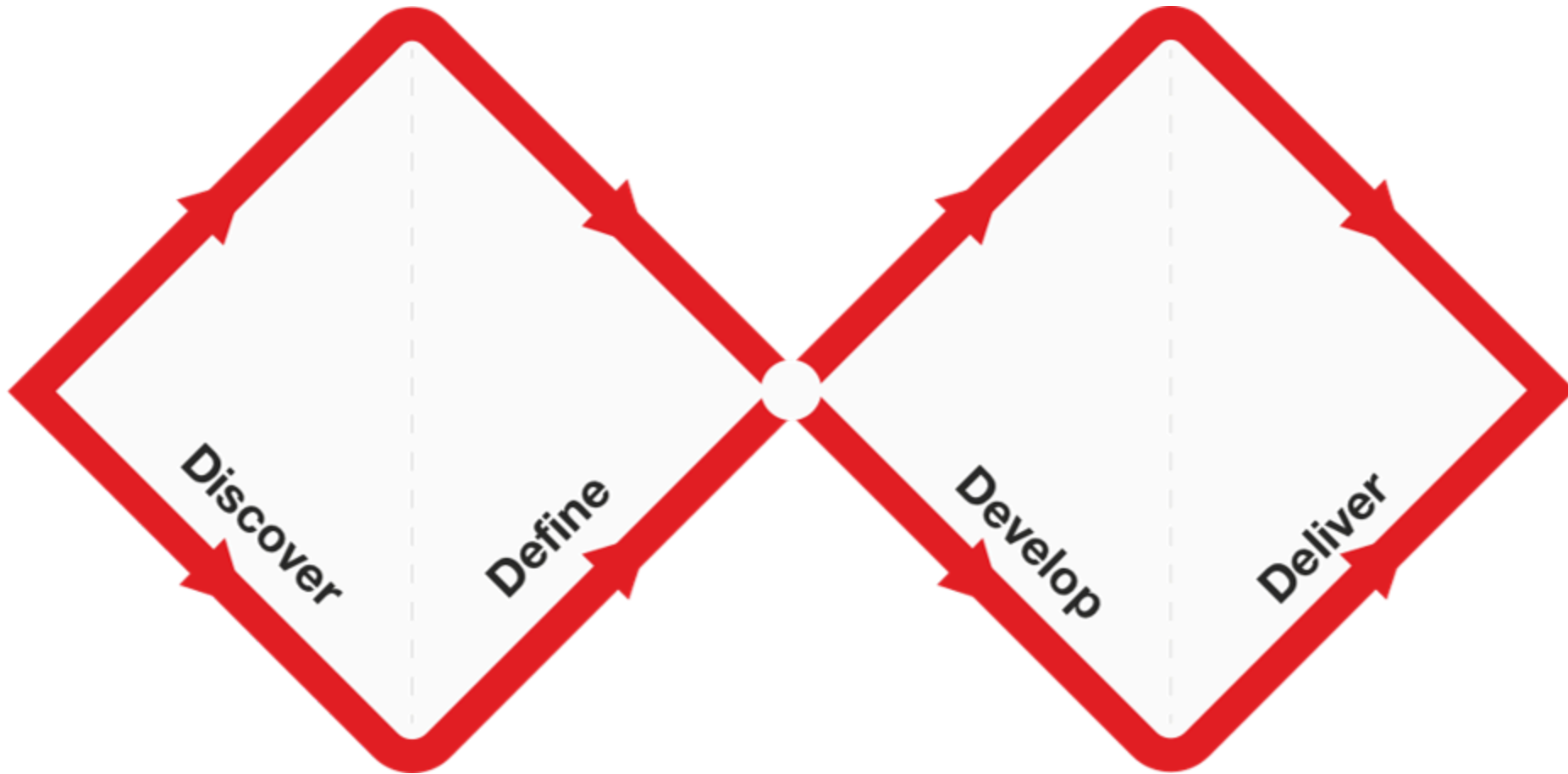# 4/4 Deliver

Test the solution ..

~ 25 minutes

Based on your problem statement, develop 3-5 design concepts, create a simple prototype of your best idea, then present how it addresses the problem ..

Is the new solution better than the old one?

Prove it ..

The Complete Double Diamond Process

Next Class:

- Cognitive Aspects

- Read Chapter 2 of *Interaction Design, Beyond Human-Computer Interaction*