#### Lec 16

### The Full Process

Data Gathering, Analysis, Ideation, Evaluation.

Omar Hammad

	Discover	Define	Develop	Deliver
The				
The Double Diamond	8,10	9, 11	12, 13	14, 15, 16

# 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 Define Thematic Analysis Interviews Statistics Surveys Observation Data Viz Diary Studies Data Mining Web Scraping Personas Eye tracking HMWs Use Cases Data Logs **User Stories** Double Diamond

### Develop

Brainstorming
Sketching
Prototyping
Mockups
Concepts
UI Design

### **Deliver/Evaluate**

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

### Discover Define Interviews Thematic Analysis Statistics Surveys Observation Data Viz Diary Studies Data Mining Web Scraping Personas Eye tracking **HMWs** Data Logs Use Cases **User Stories** Double Diamond

### **Deliver/Evaluate** Develop Brainstorming Sketching Prototyping Mockups Concepts UI Design Data Logs

Usability testing A/B Testing Heuristic Evaluation Interviews Surveys Observation

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

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

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

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10m

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5m

### **Discover** Interviews 10m

Define
Thematic Analysis HMWs
10m

Define	Develop	Deliver/Evaluate
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10m

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