SWE 503 | Lec 4 | Sep 2, 2025

The Interaction Design Process (Part 2)

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Revision of the last lecture:

- What is a good design?

- what would help us having a good design?

- What are the core principles of the People-Centered Approach?

- what does "Early focus on users and tasks" mean?

- What are the major activities in a design process?

In today's lecture:

- The Double Diamon Process

- The Discover phase

- The Define phase

- The Develop phase

- The Deliver phase

Basic activities of HCI

Discover Requirements

Design Alternatives

Prototyping
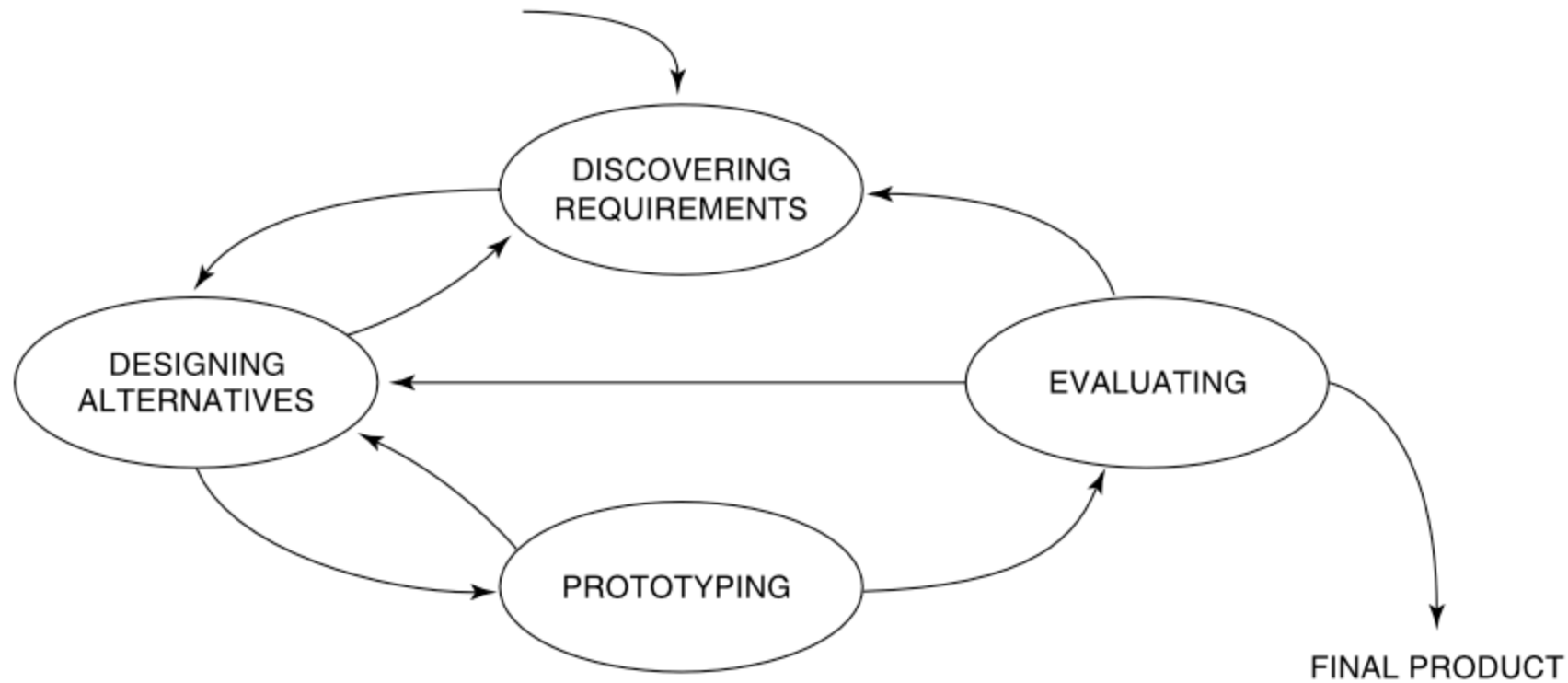
Evaluating

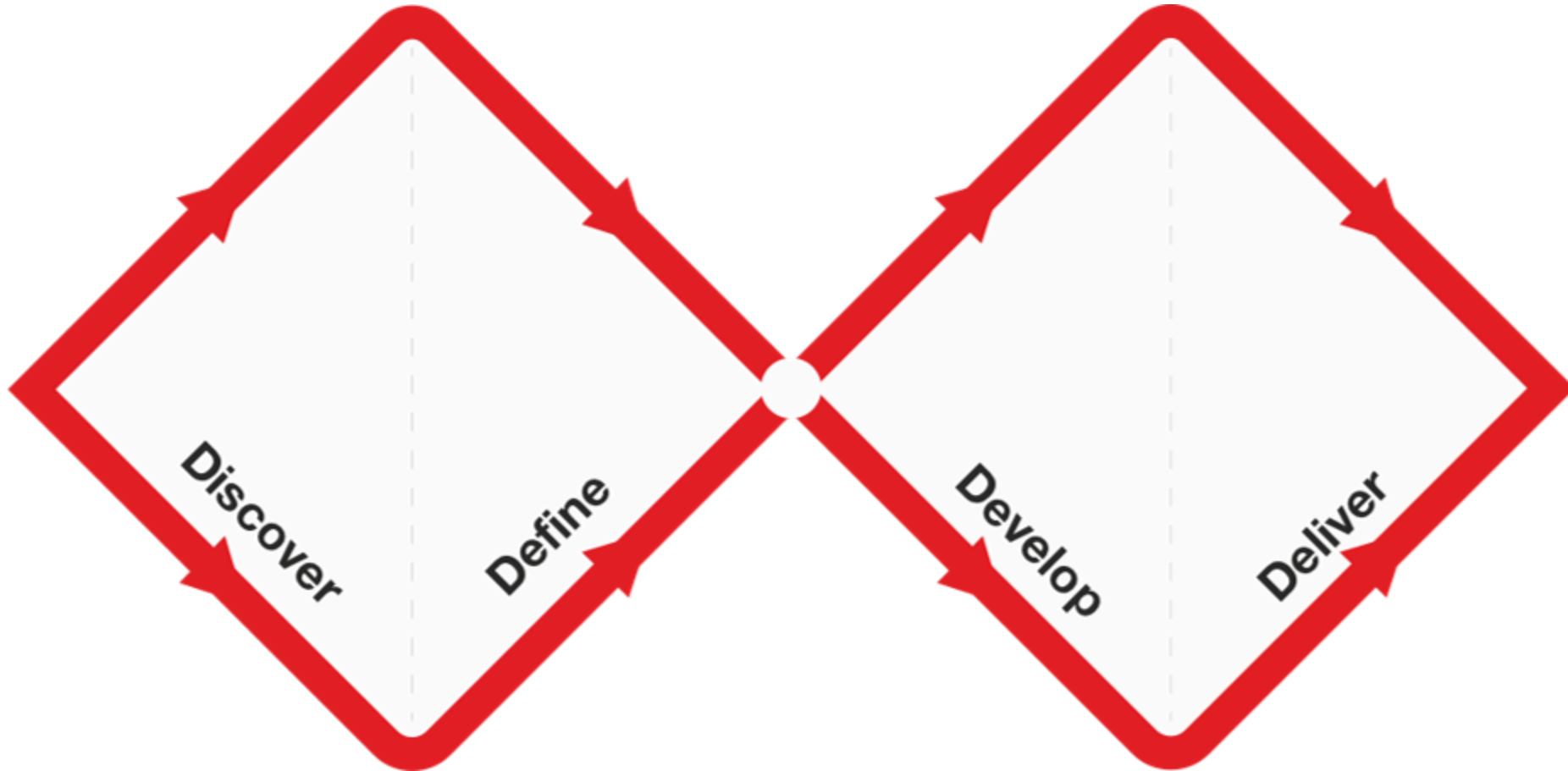# The simple process of Interaction Design

Figure 2.4 A simple interaction design lifecycle model

Double Diamond Process

-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:

- Emotional design

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