Think for the King

Laboratoire MDL

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Outline

- House sorting
- Back to the past...
- Brainstorming techniques
- Early evaluation techniques

House sorting

Back to the past...

- When you do research, you need to do innovative stuff
- So you need to do a literature review to see what others have done.
- When the literature reviews is completed, it becomes a paper and goes for publication

Back to the past…

PROBLEM 1

- But the publication process is long, so updating a literature review would take like 6-18 months!

- How could I share my updated literature reviews with people faster? How could I access more up-to-date literature reviews?

Back to the past...

PROBLEM 2

- Reading papers is long. And so static. It's like how they did things at the time of dinosaurs.

- Papers are still important, but would there be a more fun and engaging way to explore a literature review?

Back to the past...

ENVISONED SOLUTION

- Web portal to explore literature reviews
  - Fast to update frequently and easy to access
    - Problem 1 is tackled!
  - Limitless interaction possibilities
    - Problem 2 is tackled!

Brainstorming techniques

- Think, think, think!

Technique 1 - Persona

- Ask yourself who are the users of the solution you're designing
  - Who are they?
  - What are their roles?
  - What are their goals?

- Represent them with a persona
  - Fictive user

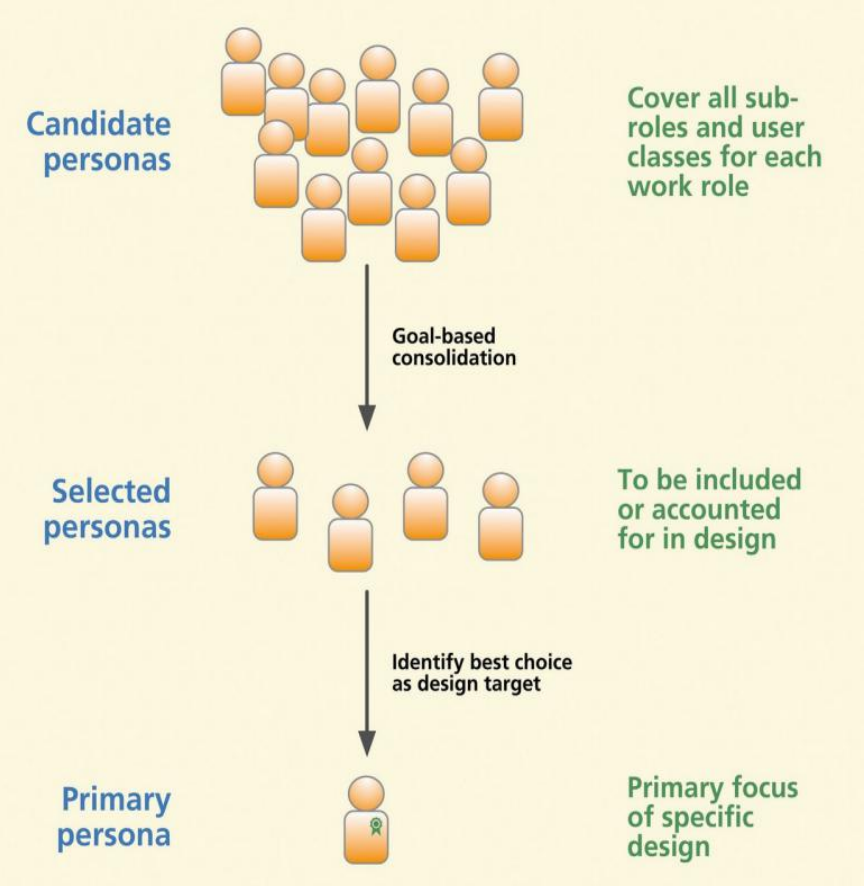
Technique 1 - Persona

- Give your personas a name, a real life.

Technique 1 - Persona

- Define several personas, group them accordingly to their goals, choose a primary persona

- How can I make the primary persona very happy without making the others too unhappy?

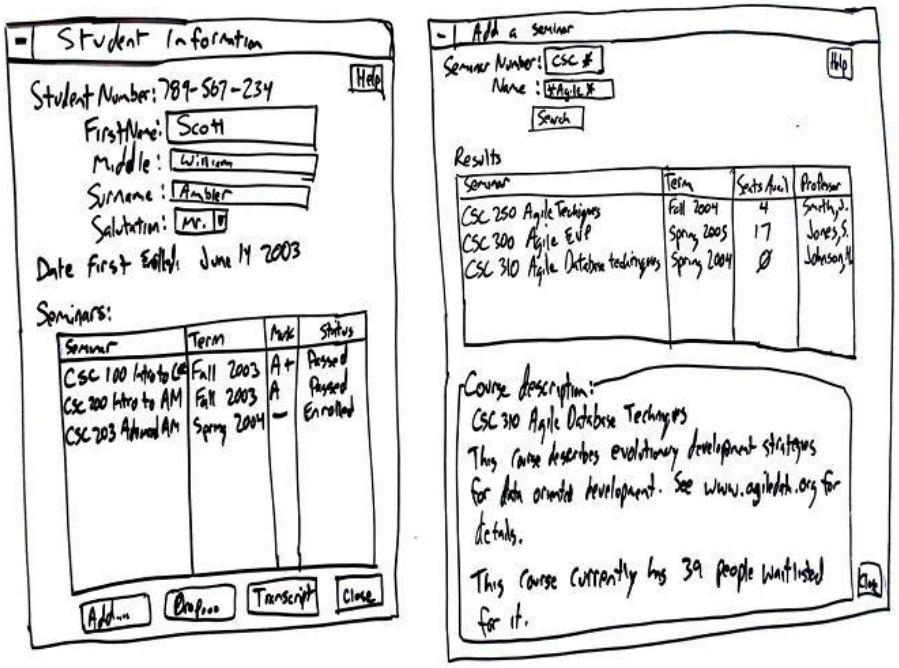


Technique 2 - User stories

- A user story is an informal description of a feature of a system, formulated in a user-centered perspective
  - Users use features because they have roles, goals
  - As a <role>, I can <goal/desire>, so that <why>

Technique 3 - Paper sketching

- Draw how you imagine an interface on a piece of paper to discuss with a client
  - Don't make it too perfect, it is supposed to be inexpensive to make. The client can understand what you have in mind even if you skip the finishing touches



Technique 4 - Trigger Cards

- Trigger Cards are deck of cards asking you to answer questions on an idea
  - Innovation deck
  - Human-centric deck

Technique 4 - Trigger Cards

- Three types of cards
  - Fair play cards: mindset
  - Trigger cards: questions
  - Lauching cards: questions for the end of the brainstorming

- Several ways to use them
  - One common pile, draw one at your turn.
  - One pile per person, draw one card and write on a post-it, then change pile. The post-its shouldn't move.
  - Or any other way you want, I'm not a cop.

Technique 5 - Talk with experts

- Don't hesitate to discuss early ideas and ask questions to experts, at any point of the brainstorming
  - Ask the King
  - Surprise invitees expert in the domain will come visit you during the brainstorming

Early evaluation techniques

- Once that you have something (prototype, even paper), you can evaluate it to see if it is good
  - Interview
  - Heuristic evaluation
  - RITE

Evaluation technique 1 - Interview

- Have a discussion with a prospective end-user and ask them questions on their opinion
  - Use your prototype as discussion support
  - Prepare some questions to ask beforehand

Evaluation technique 2 - Heuristic evaluation

- Checklist of things you have to be careful about when designing an interface (by Jakob Nielsen)
  - Visibility of system status
  - Match between system and the real world
  - User control and freedom
  - Consistency and standards
  - Error prevention
  - Recognition rather than recall
  - Flexibility and efficiency of use
  - Aesthetic and minimalist design
  - Help users recognize, diagnose, and recover from errors
  - Help and documentation

Evaluation technique 3 - RITE

- Look at an interface design with an end-user. Make testing - problem solving cycles
- As soon as a problem has been identified (testing), correct it on the design (problem solving) and start a new testing iteration


That's all Folks!