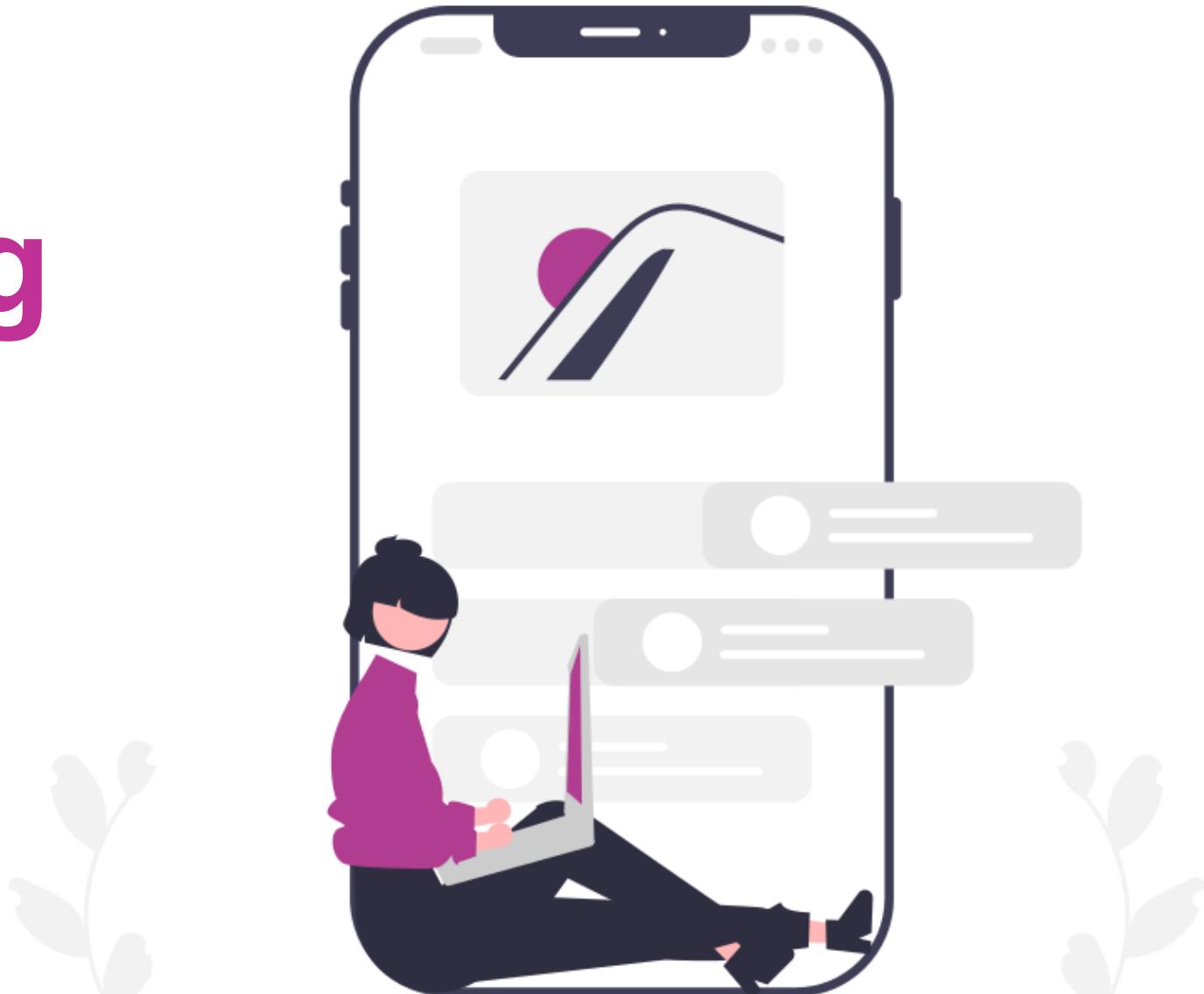


Advanced Application Development:
Frontend Development

Week 2: Brainstorming

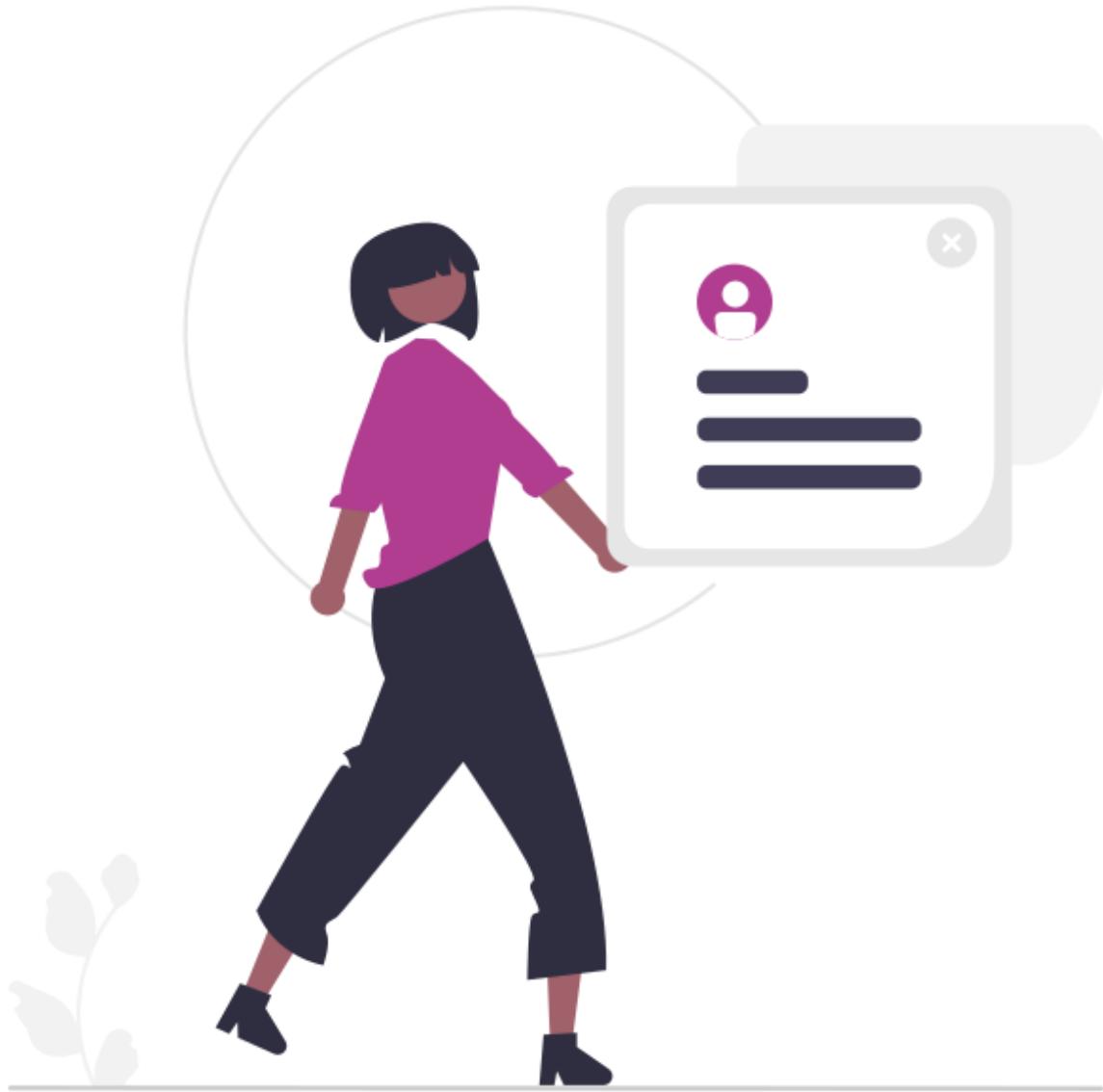
Fleur Oudenampsen



Today's topics



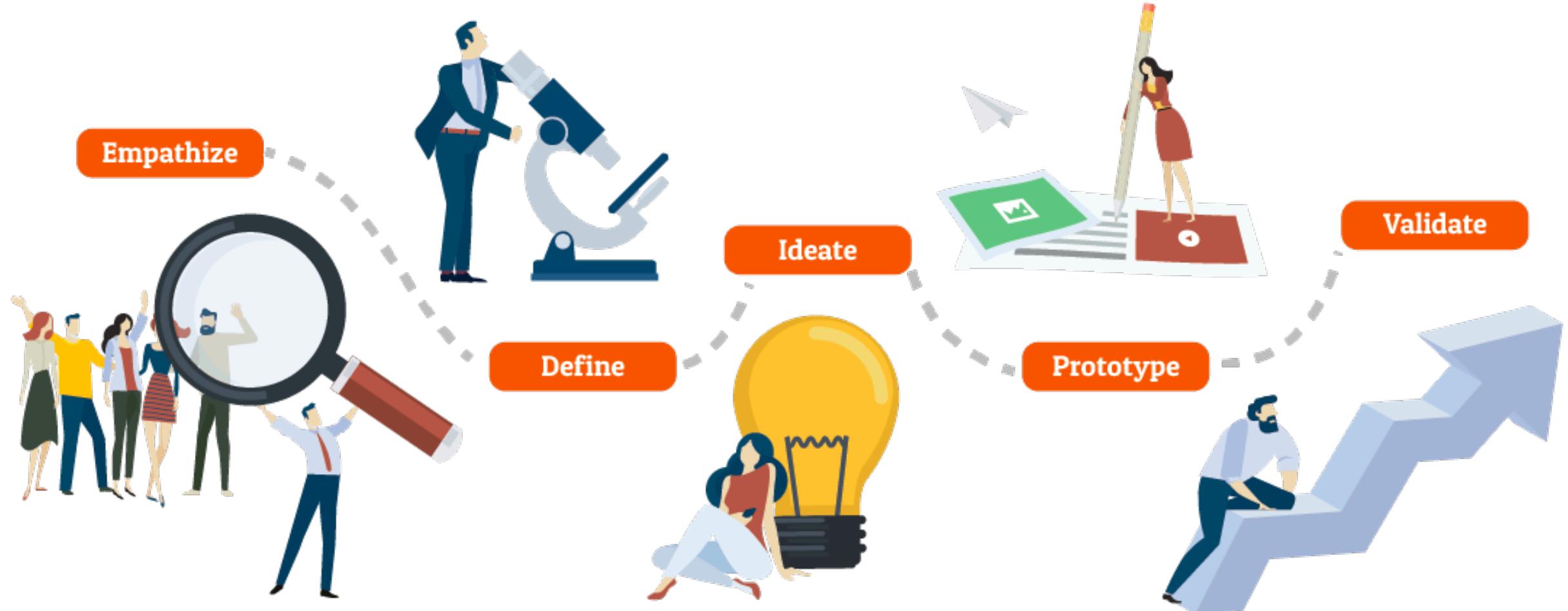
- Recap of last week
- Research
- Persona's
- Brainstorming and concepts



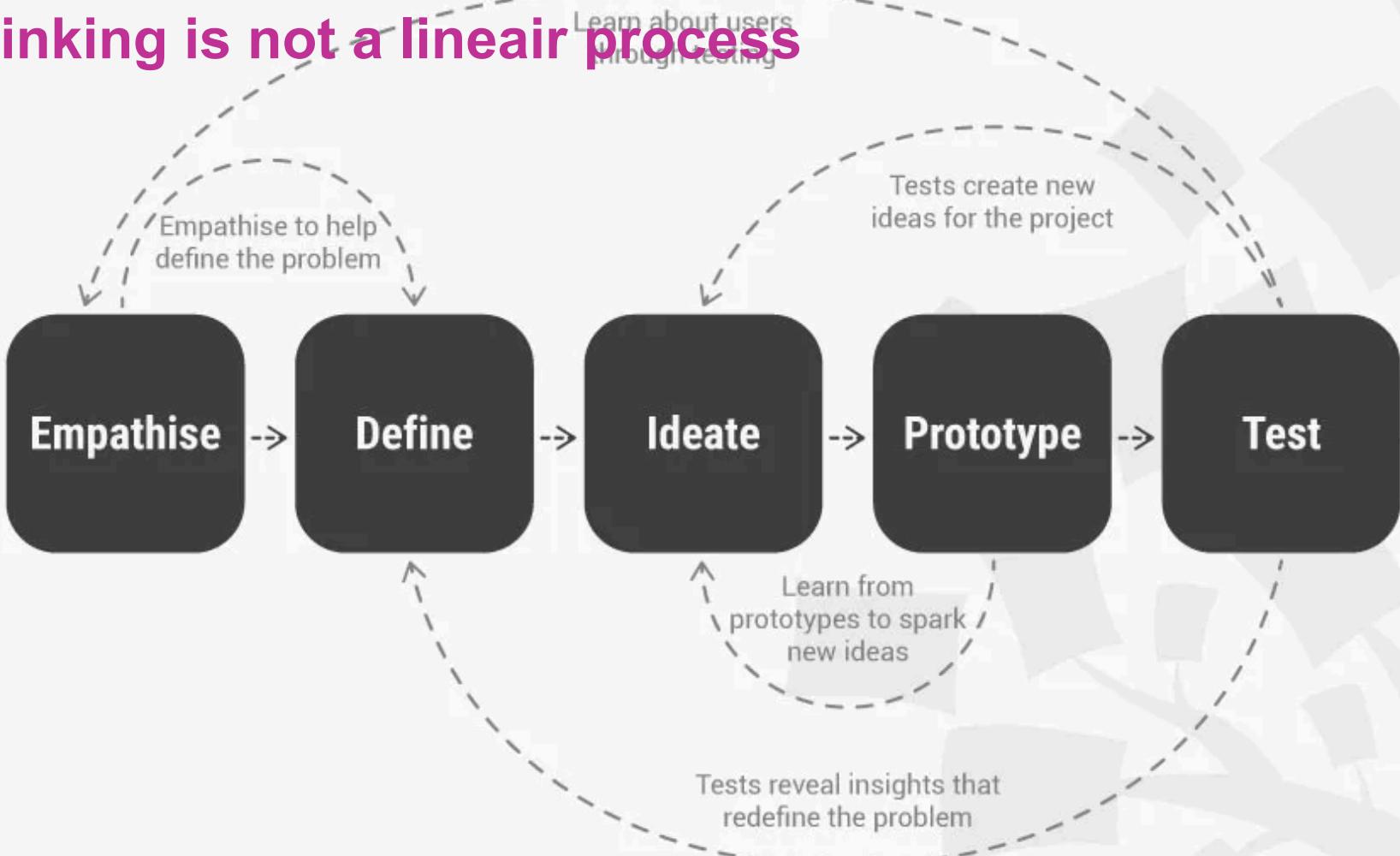
Part 1:

About last week...

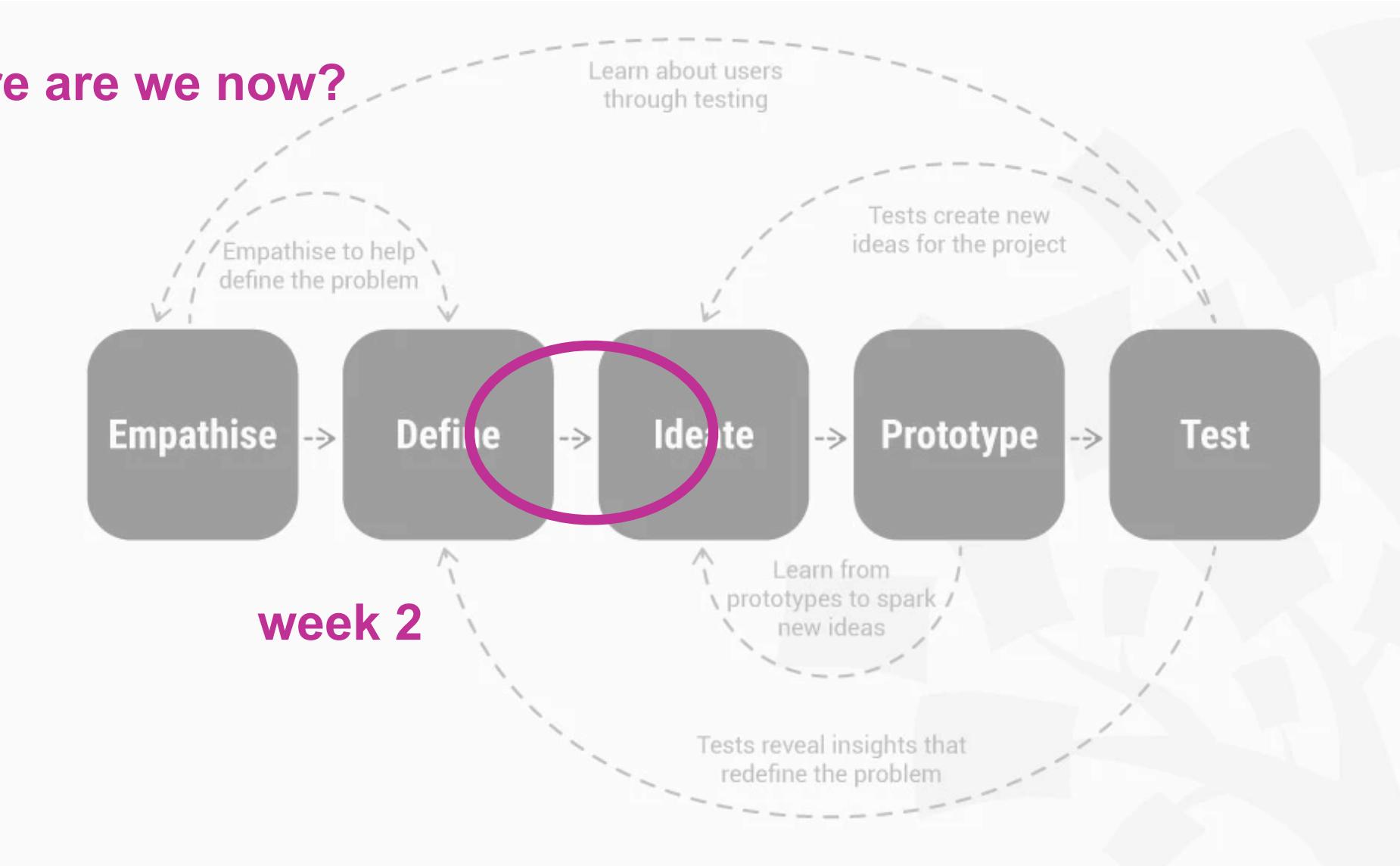
Design thinking is an approach for developing products



Design thinking is not a linear process



Where are we now?



Part 2: Research

Research and referencing: how?

Asthma is the most frequently seen chronic disease among children. People suffering from asthma, also called respiratory disease, have difficulty breathing as their bronchial tubes narrow, swell, and produce more mucus than normally. Different tests are available to diagnose or monitor asthma, such as spirometry, peak flow, methacholine challenge, exhaled nitric oxide test, chest X-ray, CT scan, allergy tests, and sputum eosinophils 2. In this project, spirometry is used which provides physiological parameters of the flow and volume of air that is inhaled and exhaled. These parameters reveal episodic airway narrowing, which is the key feature of asthma. Besides, it is the most used objective monitoring tool of childhood asthma in hospitals at the moment.

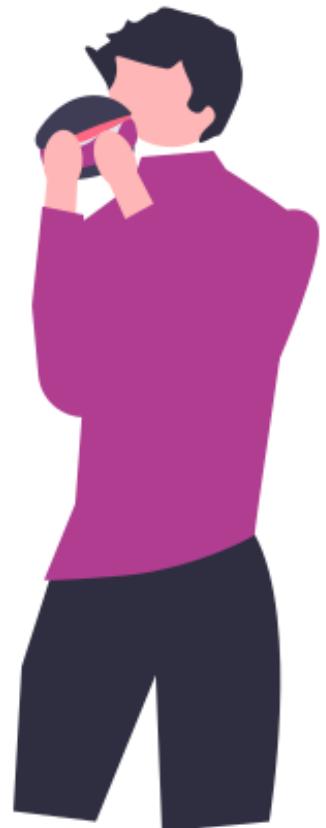
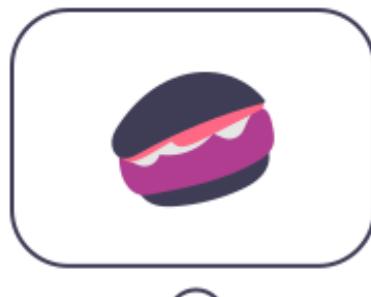
Research and referencing: how?

Asthma is the most frequently seen chronic disease among children [1]. People suffering from asthma, also called respiratory disease, have difficulty breathing as their bronchial tubes narrow, swell, and produce more mucus than normally. Different tests are available to diagnose or monitor asthma, such as spirometry, peak flow, methacholine challenge, exhaled nitric oxide test, chest X-ray, CT scan, allergy tests, and sputum eosinophils 2 [4]. In this project, spirometry is used which provides physiological parameters of the flow and volume of air that is inhaled and exhaled. These parameters reveal episodic airway narrowing, which is the key feature of asthma. Besides, it is the most used objective monitoring tool of childhood asthma in hospitals at the moment [5].

Use either APA or IEEE referencing style!

But, what do you need to research?

- *Objective*
- *Duration*
- *Source of the data*
- *Nature of the data*
- *The outcome*



Objective

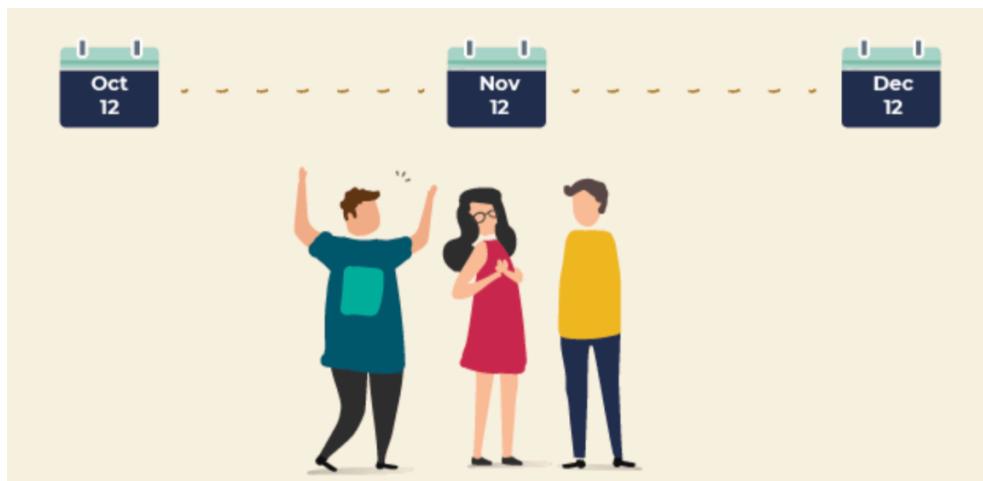
Step 1: generative or exploratory research

Step 2: descriptive and informative research

Step 3: evaluate. Did you understand correctly?

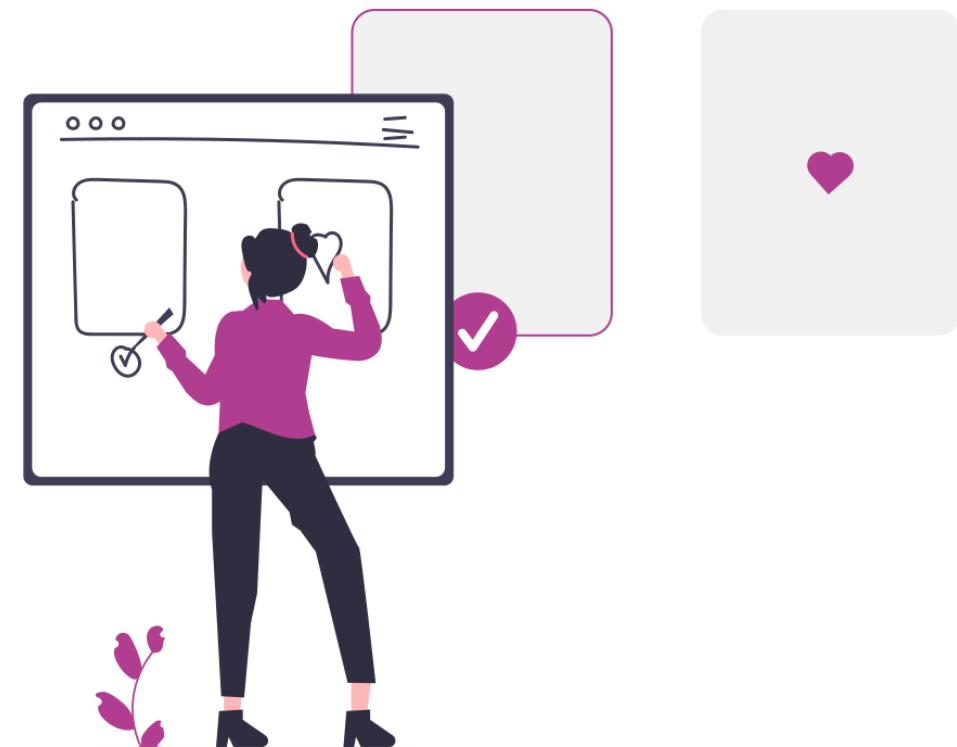


Duration: longitudinal vs. cross-sectional

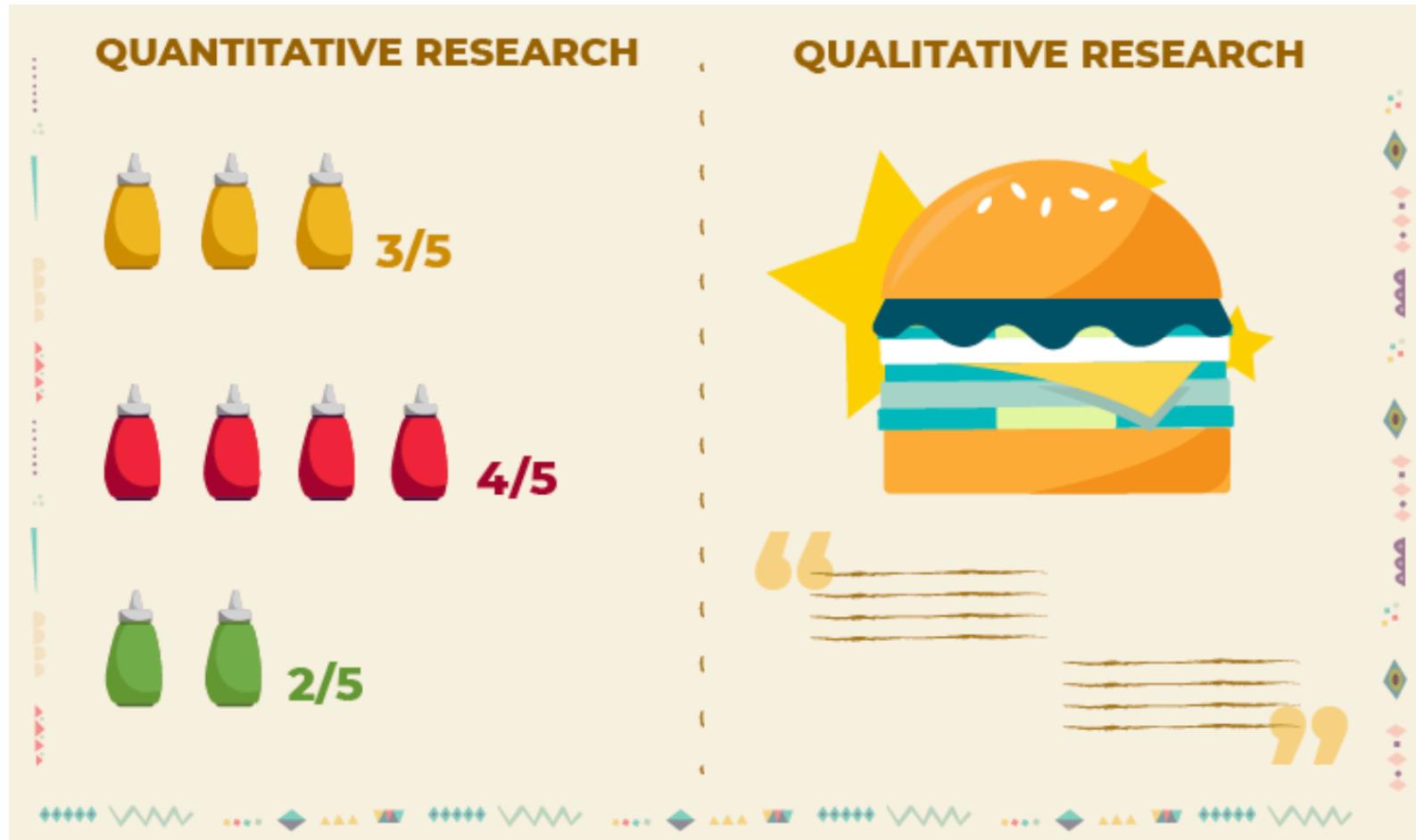


Source of the data

Primary vs. secondary research

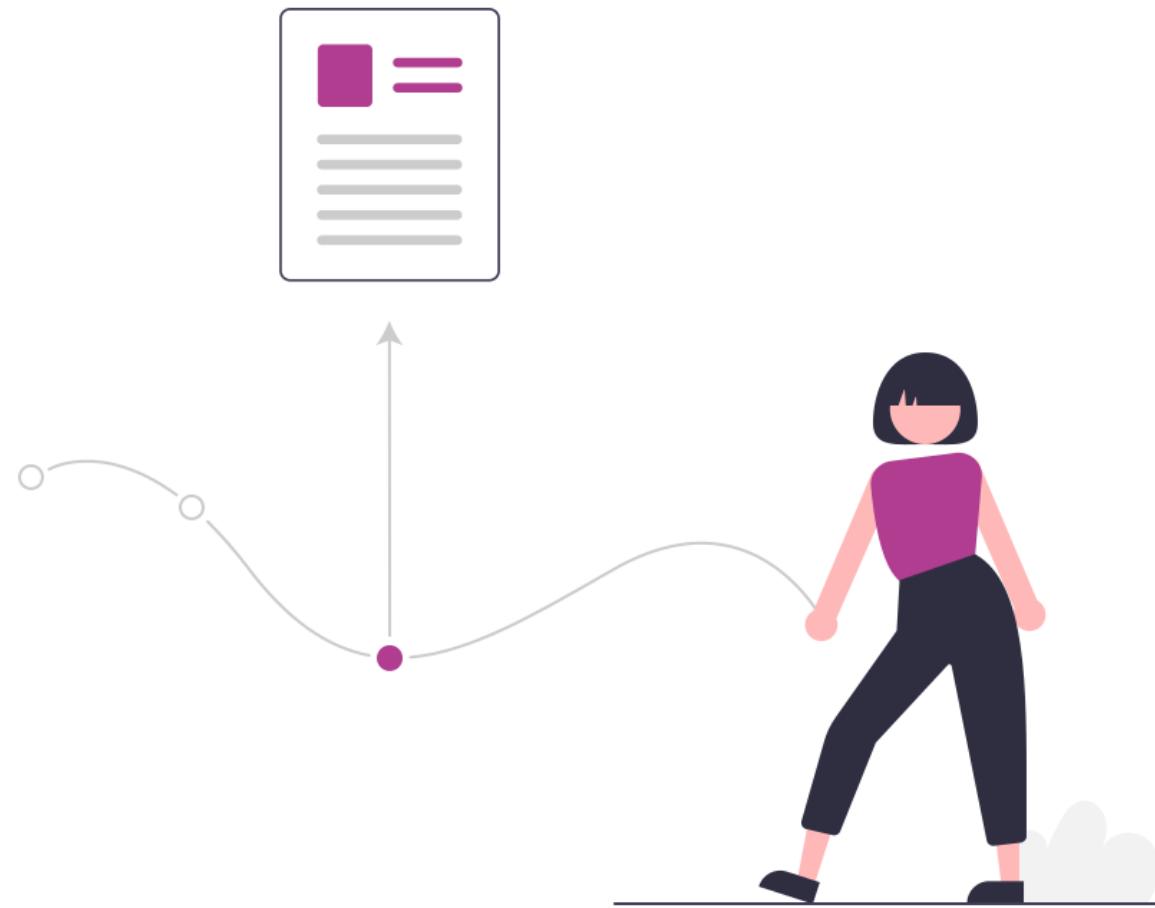


Nature of Data



The outcome

Pure vs. applied research

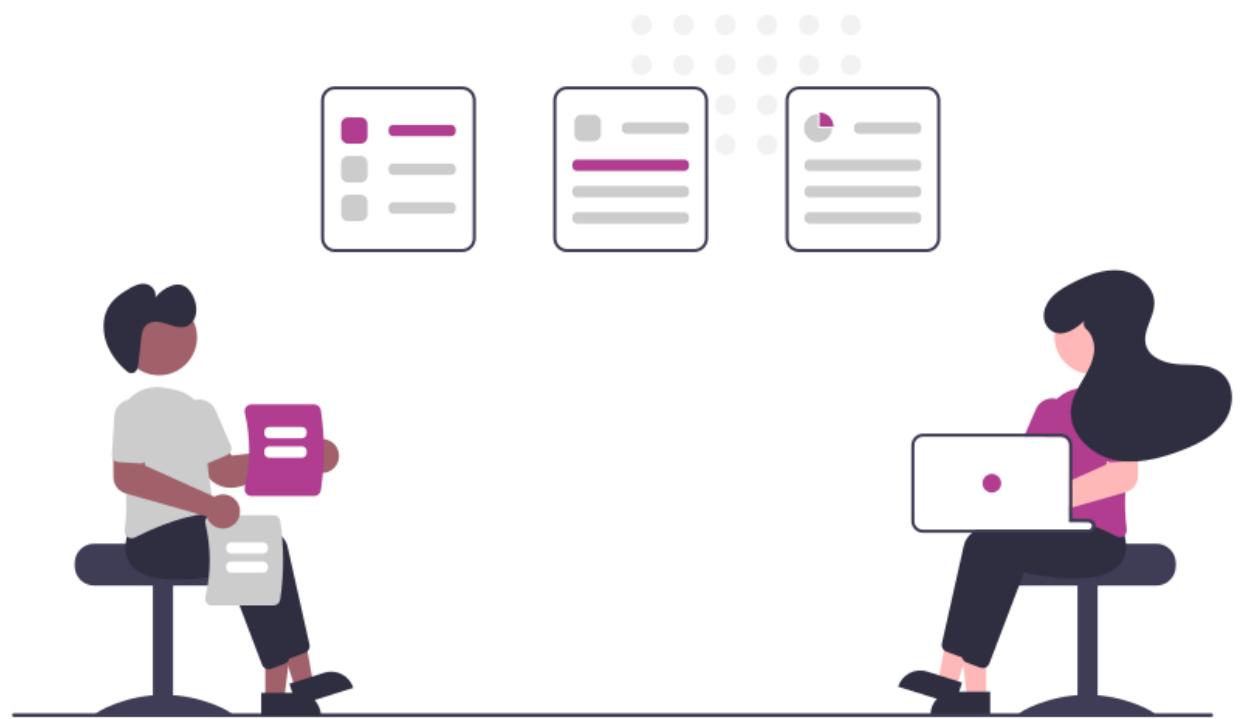


Problem statement

Everyone: write down your problem statement on A4

Make new duo's

What type of research can be conducted?

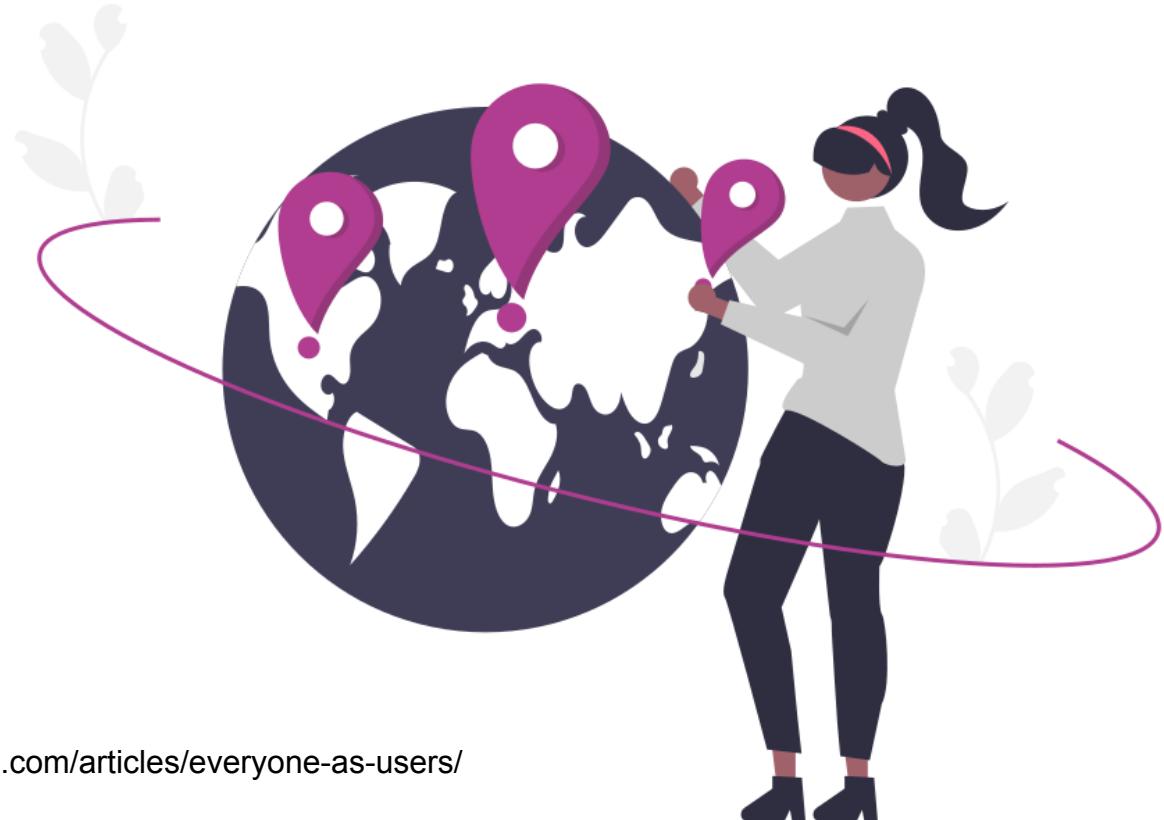


Part 3: Persona's

Did you decide on a problem and target audience?



Designing for anyone is like packing for a trip to anywhere



From research to persona



Idea to deliverable

Clark Andrews

AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

Technology

- IT & Internet
- Software
- Mobile Apps
- Social Networks

Brands



Examples of persona templates

Figma persona templates

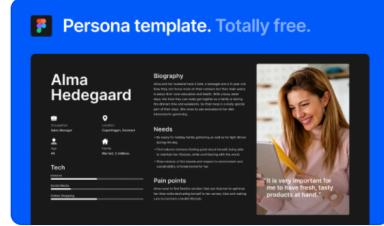
Community D

Files 87 Plugins 0 Creators 0 Widgets 0 Trending ▾



Personas & Messaging Template
Figma for Education

Personas & Me... 160 3.8k Figma for Education



Persona template. Totally free.
Alma Hedegaard

Persona Free Tem... 230 8.6k Ihor P



USER PERSONA TEMPLATES

User Persona Templ... 113 4k CarlUX



Brand Designer
Jane Appleseed

Persona Template ... 91 2.8k Lorenzo de Lijser



Personality
John Doe

User Persona Free... 157 8.1k NOIN



Personality
Jane Appleseed

Persona Template... 100 2.6k Lorenzo de Lijser



User Persona Template
Шаблон метода персон

Метод персон • U... 60 3.5k Владимир Крылов



UX Persona Template
with auto layout

UX Persona Tem... 332 18.7k Saroj Shahi



User Persona
Template

User Persona • Tem... 11 400 Fede Sánchez



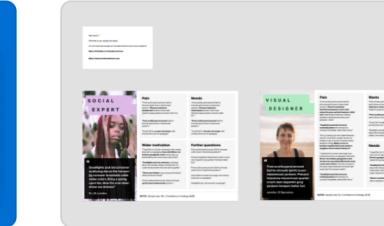
User Personas Template

User Persona Temp... 21 497 Kool-Aid Co



Persona Template
PADI Design Team

Persona Template 14 263 PADI Design



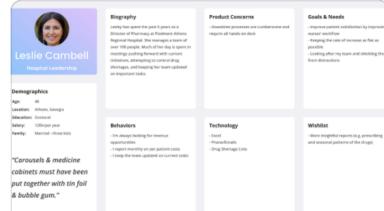
Actionable Persona
Virtual Business

Actionable Person... 30 954 Daniel Andrews



UX templates
Knowing Your Users

UX templates 160 Gregory Wood, Leslie Cambell, Kaitlyn Jones, Saroj Shahi, Fede Sánchez, David Andrews



Brand Personality Kit
Adjective Cards, ISHS Sheet and Brand Personality Spectrum Sheet.

Brand Personality Kit 14 Templates ready to use, Light and Dark mode, 100% Mode with auto-layout, Variants ready



Personality
David Wood

Personality Persona Template 14 Templates ready to use, Light and Dark mode, 100% Mode with auto-layout, Variants ready



UXRKit for Figma
LIMITED VERSION

UXRKit for Figma 14 Templates ready to use, Light and Dark mode, 100% Mode with auto-layout, Variants ready

Persona Free Template



By Ihor P

230

Duplicate 8.6k

Your template >>>

Alma Hedegaard

Occupation
Sales Manager

Age
44

Tech

Internet	High
Social Media	Medium
Online Shopping	Low

Location
Copenhagen, Denmark

Family
Married. 2 children.

Biography

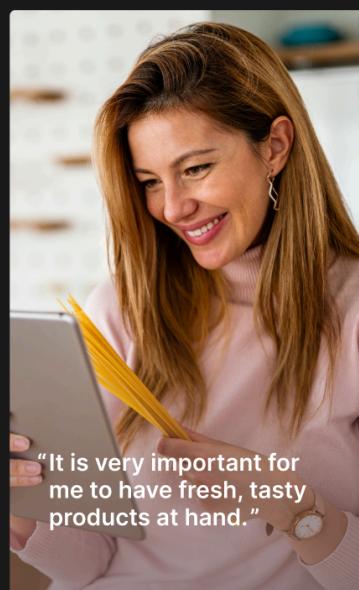
Alma and her husband have 2 kids: a teenager and a 9-year-old. Now they can focus more on their careers but their main worry is about their sons education and health. With a busy week days, the time they can really get together as a family is during the dinners time and weekends. So their meal is a really special part of their days. She loves to use avocados in her diet. Interested in gardening.

Needs

- Be ready for holiday family gathering as well as for light dinner during the day.
- Find balance between feeling good about herself, being able to maintain her lifestyle, while contributing with the world.
- Wise choices of the brands and respect to environment and sustainability is fundamental for her.

Pain points

Alma need to find flexible solution that can help her to optimize her time while dedicating herself to her career, kids and making sure to maintain a health lifestyle.



“It is very important for me to have fresh, tasty products at hand.”

1

-

47% ▾

+

↗

Part 4: Brainstorming concepts

Warming up - 30 circles

**Draw 30 circles on your
piece of paper**

Warming up - 30 circles

**2 min: turn blank circle into
a recognizable object**

Warming up - 30 circles

**How far did you get? Show
your results!**

Let's brainstorming ideas

In groups

Take the problem statement

You get a role

Stick to it!

**I prefer drawing to
talking. Drawing is
faster, and leaves less
room for lies.**

- Le Corbusier

Let's create some concepts



Playing a game to help you sketch!

Sketch every idea that you come up with



RULE #1

Take 3 DO cards. These will define your imaginary project.

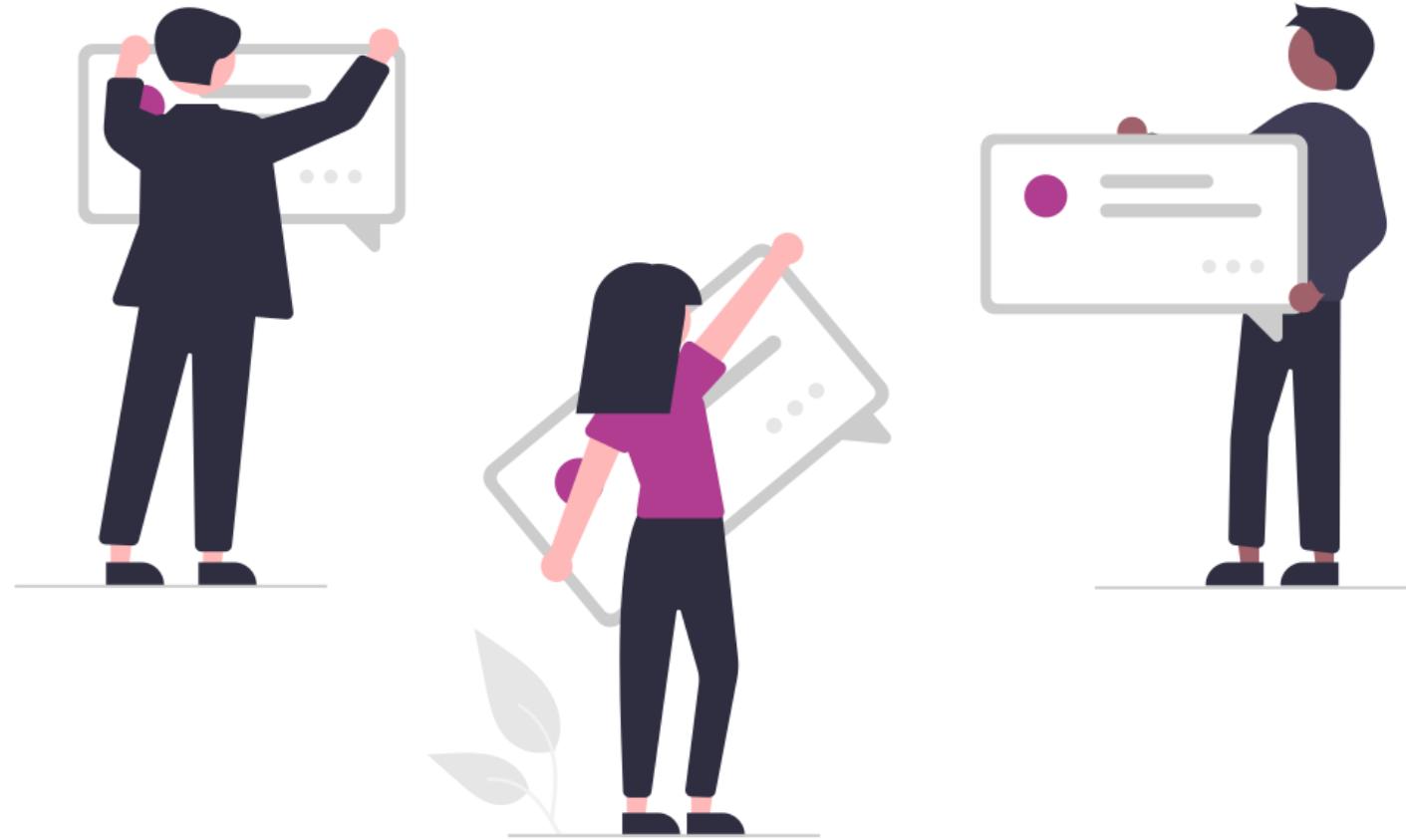
Challenge: Add a set of DON'T cards.

RULE #2

Don't like a card? You can't exchange it for another, unless you exchange the whole set

RULE #3

You get a set per group



RULE #4

You are not allowed to use text

Playing a game to help you sketch!

Step 2: Is your sketch clear enough to communicate your idea without you being present?



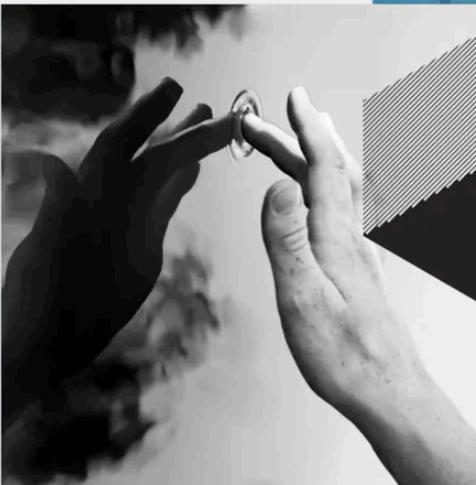
Turn the brainstorm into concepts

Step 2: Is your sketch clear enough to communicate your idea without you being present?

Examples of how to sketch concepts and ideas

Remember, you'll have to show and describe three concept ideas in assignment 1!

Collages



The reflective surface of water can be quite a powerful visual to explore.

—Dreamstate Poster

Dreamstate first emerged in 2011, and the duo quickly established themselves as the most progressive artists in the L.A. electronic scene.

Themes: Majestic, provocative, surreal, aquatic, rippled, wavy.



Try this rippled effect with the logo.

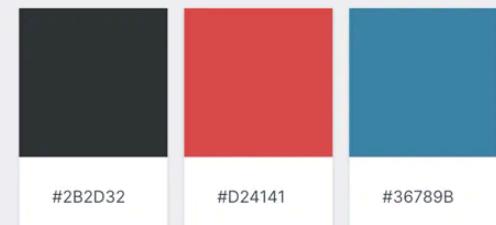


YouTube video link: <https://www.youtube.com/mystic-forest-ep01>

Mystical Forest Dreaming



The focus of the poster will be a female character suspended in mid-air, as if she's floating just above the ground.



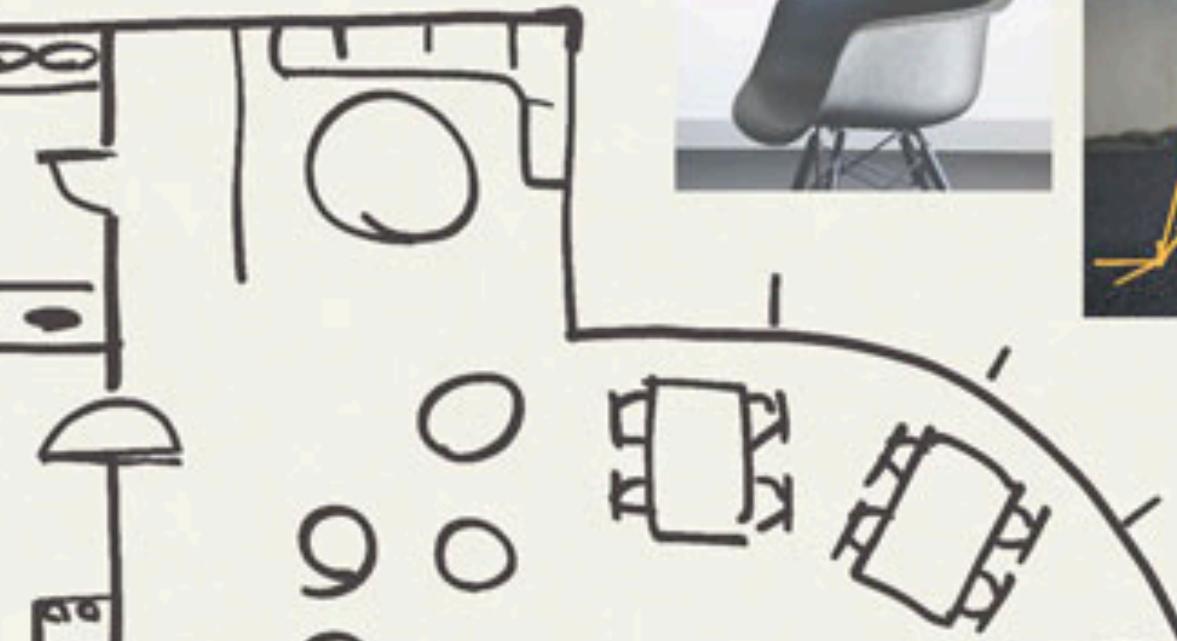
Dreamstate
ESCAPE S ALBUM



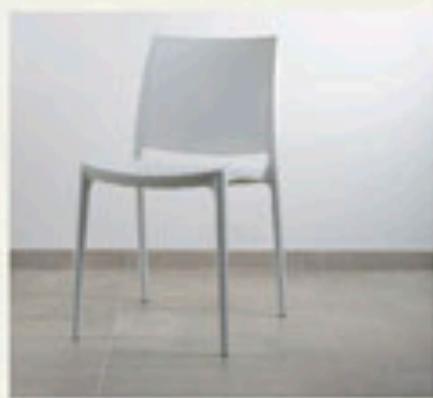
Layers



ATTACHMENT?



CLEAN BUT
WARM/
COZY



± ±



INDUSTRIAL?



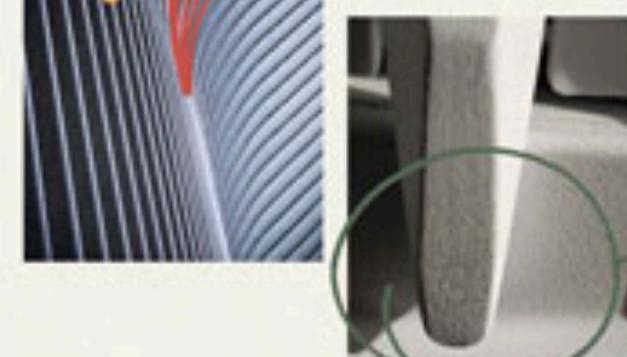
CURVE



STANCE



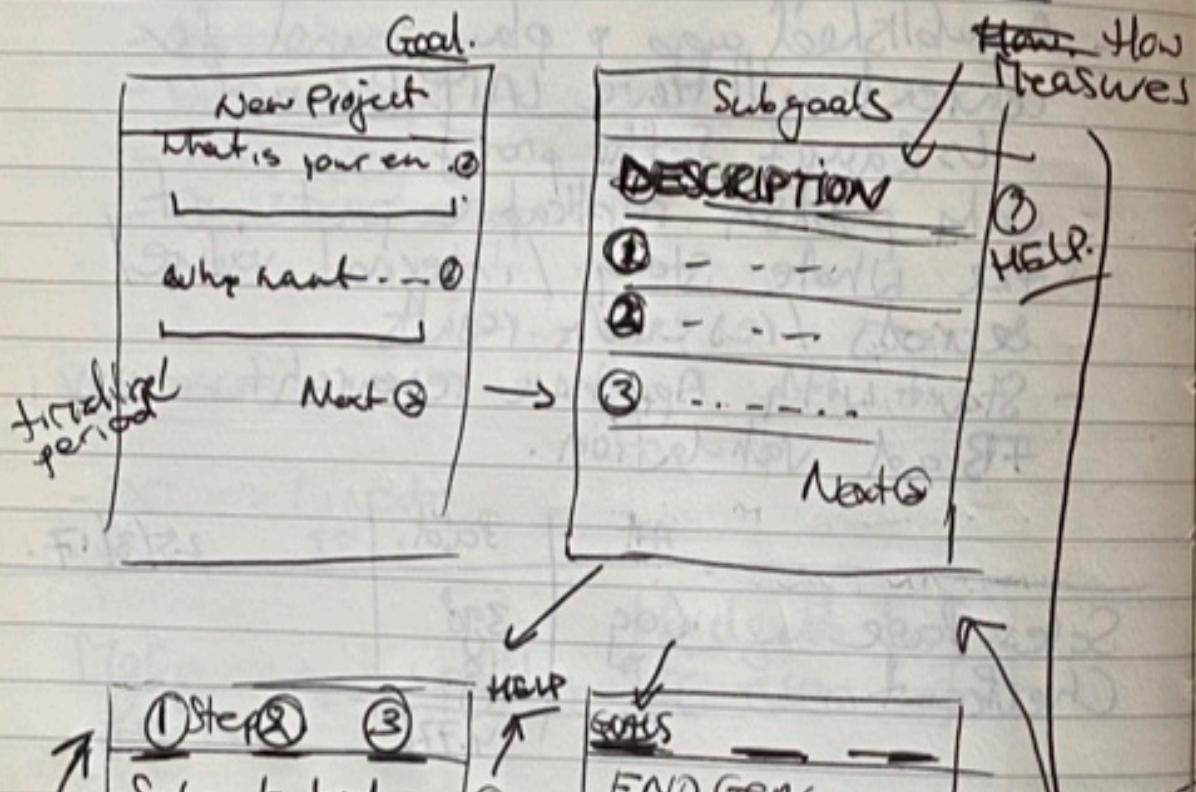
ORGANIC



grip

FILES

- + DESCRIPTION
- ①. What is your end goal?
 - ②. Why do you want to achieve this?
 - ③. What needs to happen? (multiple subgoals)
- a.m. ↳ Steps. (multiple).
- End result → Goals → Actions
- Goal → Subgoals → Steps.
- "Milestone"



JOURNAL APP

26/3/17.

REVIEW

GOALS TODAY	WEEK	start Step. wizard	GOALS 30d.
①			TODAY 1d.
②			
③			WEEK 7d.

↑ plan → calendar view

WEEK (ORGANIZED BY WEEK)

REVIEW

WINS / SUMMARY.

IMPROVEMENTS

Grateful / other items / Anxieties

Swipe gesture tabs.

END OF DAY

RESULT

today's DAY TASKS

order of completion

-WHAT

-WHY

CREATES

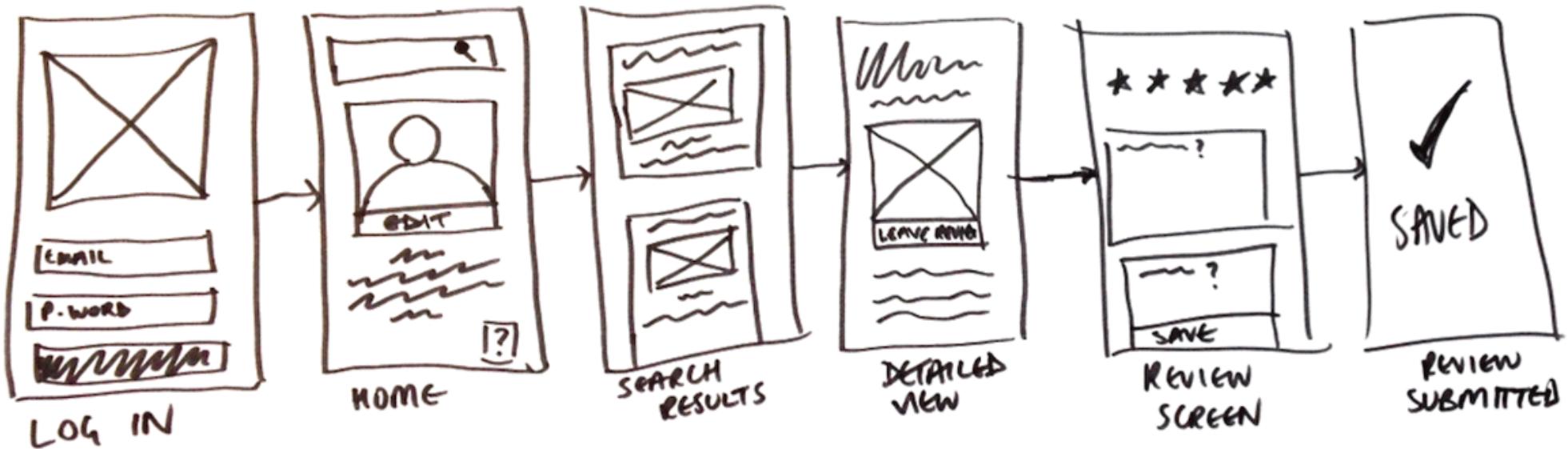
①	②	③

INBOX FOR TODOS?
HABITS

GOALS 30d.
TODAY 1d.
WEEK 7d.

PING REVIEW INBOX?
NOTES?

Idea prototyping

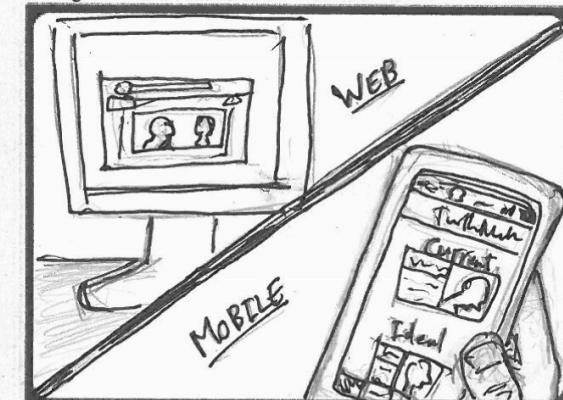




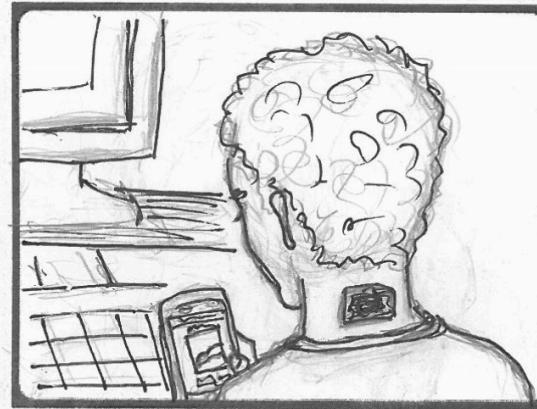
User working at computer adopts an unhealthy forward head posture.



The sensor, adhered to the back of the user's neck, vibrates to alert the user to his unhealthy posture, and the connected mobile phone or computer plays an alert sound and displays an icon indicating an unhealthy posture.



The user can check the app or web page for more information about the current unhealthy posture and what ideal posture should be adopted instead.



He can track his posture over time, adjust settings and preferences and alerts, and view tips on improving posture on the app or web page.



When the user corrects his posture, the sensor sends a brief vibration confirming the healthy posture, the app/web page emits an encouraging sound, and the taskbar/current posture icon changes to reflect healthy posture.



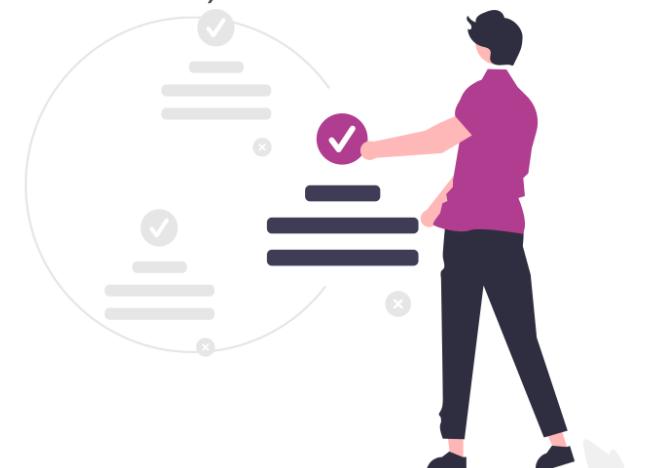
The user returns to work with a healthy posture!

Double diamond: the discover and define phase

What to continue with for assignment 1?

(Please note, this is an iterative process based on design thinking, therefore the steps are not necessarily sequential)

- **Define a problem and target group** (what will you be researching)
- **Choose research methods and carry out** (how will you be researching your problem)
- **Turn your results into a deliverable** (justify why are you doing your specific research)
 - At least problem statement, three concept explorations and persona
 - Do not forget your requirements list and your wireframes (make sure they're connected!)



What to do for next week?

- Make sure you have a solid target group, persona and problem definition
- Identify 10 requirements and create three concept ideas
- If you haven't already, fix your Figma educational account
- Work on your assignment!

(Don't forget you'll have to pitch your research in week 4)



Be aware: your research report is restricted to five pages!

What we will talk about next week

- Wireframes
- Preparing the pitch

