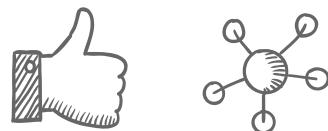


Design Thinking Product & Design

by Jordan Deja

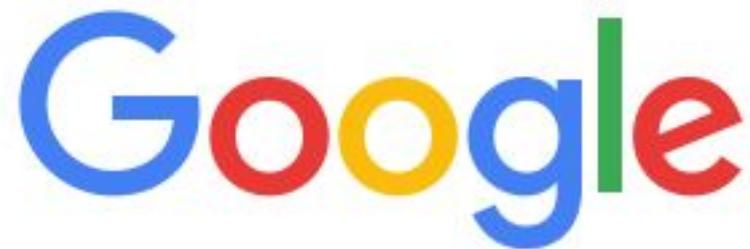
Skylabs | 03 23 2019 | @jrdndj





MAKE GIFS AT GFSOUP.COM

the two types of people listening to my talk...



cramming professor meme

Google Search

I'm Feeling Lucky

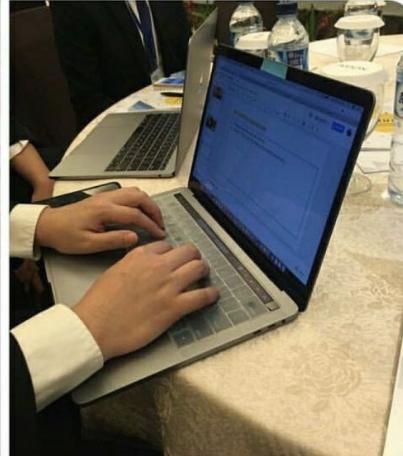
Google offered in: [Filipino](#) [Cebuano](#)



Blaise Cruz
@finelined_

▼

If you think you're good at cramming,
my prof makes his slides and prepares
his presentation for an international
conference IN THE CONFERENCE
ITSELF





Hello, I'm Jordan!

My name is Jordan Deja.

I'm a ~~slavedriver~~ student motivator @ DLSU

@jrdndj

Previous Affiliations:

Instructor, UST
Project Mgr, Senti AI
Instructor, MCL
Computer Teacher, LBASS
Jr Project Mgr, HP AP ROHQ

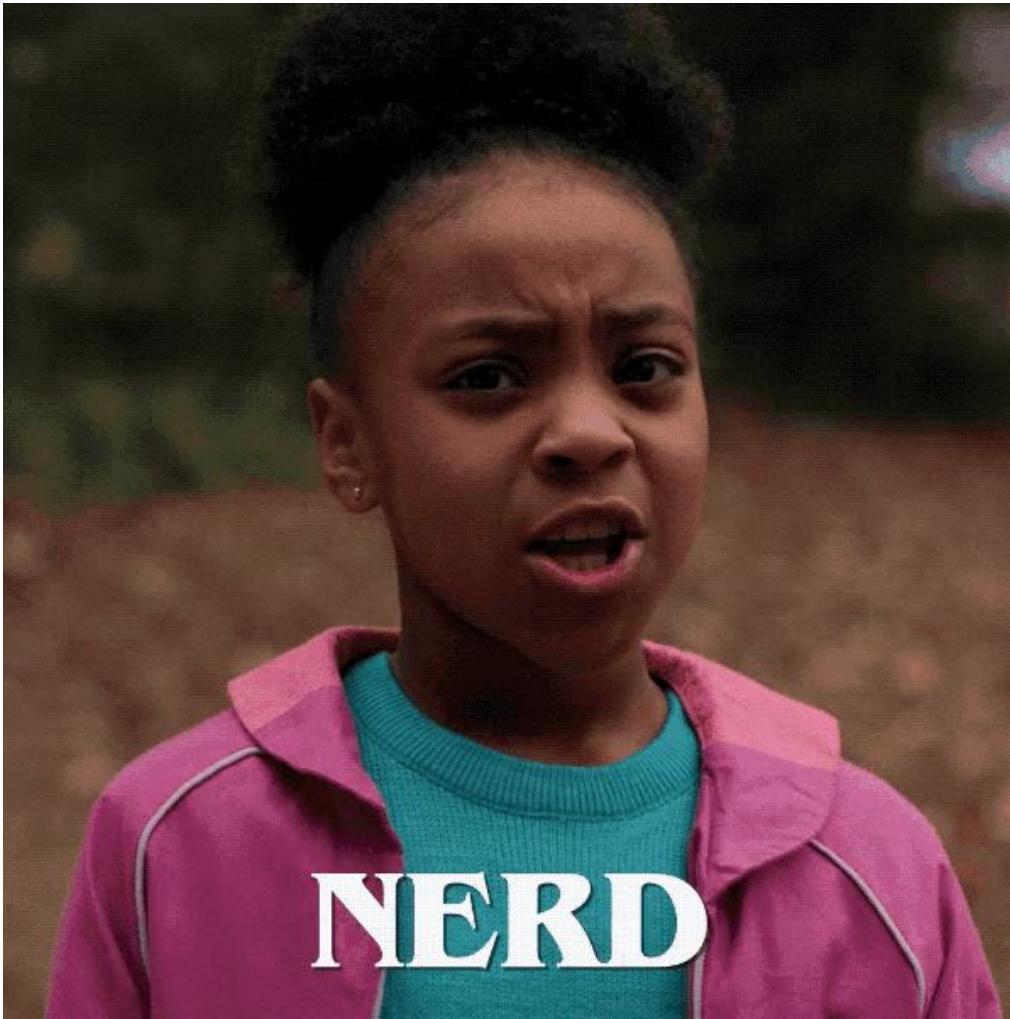
Education/Training:

Visiting Scientist, Osaka University
MSCS, De La Salle University
BSCS, De La Salle Canlubang

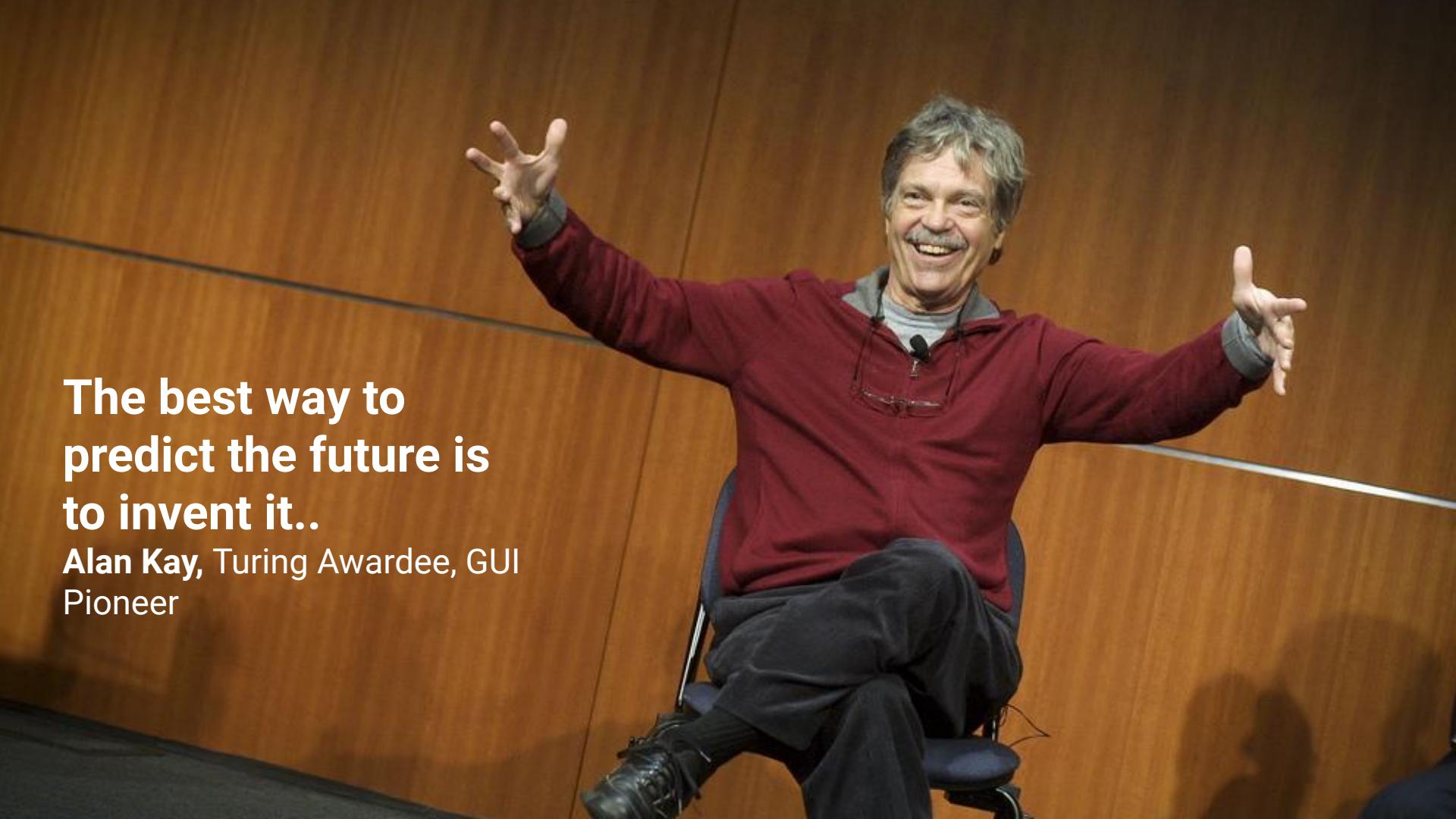
Current Affiliations:

Assistant Professor, DLSU CCS
Head, DLSU COMET
Core, UXPH
Member, ACM SIGCHI
Consultant, DOST TAPI Technicom

UXPH



NERD

A photograph of Alan Kay, a man with a mustache and grey hair, smiling and sitting in a black office chair. He is wearing a maroon zip-up hoodie over a grey t-shirt. His arms are raised and extended wide to his sides. The background is a warm-toned wooden wall.

**The best way to
predict the future is
to invent it..**

**Alan Kay, Turing Awardee, GUI
Pioneer**

Our Journey here..



Intro

Introduction to Design Thinking,
UX, HCI



Deep Dive

Knowing your customers,
Designing a Solution...

Personas, Journey Maps,
Prototypes



Tech-Bus Integration

Converting your user research
into actionable business plan

Canvas, Value Prop, etc

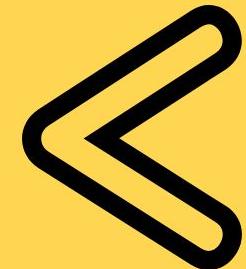
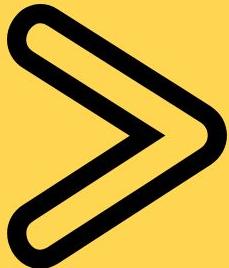


Lets begin with an activity:

STAND UP!

GRAB A PARTNER!

FACE YOUR
PARTNER!



1 - 2

1 - 2 - 3



HUMANS DONT LIKE BREAKING THE
PATTERN

CONSISTENCY IS A PATTERN

breaking patterns make things
harder

1 - 2 - 3 - 4

ON HUMANS AND LONG THINGS

LONGER IS NOT ALWAYS HARDER IF THERE ARE PATTERNS

It is not all the time that long is ayt. It is not all the time
short is better.

CONTACT US

If you would like to get ahold of us,
please fill in the form below...

Salutation (optional)

Mr.

First and Last Name

Company or Organization (optional)

Email Address

Phone Number (optional)

1 () -

Fax Number (optional)

1 () -

Subject or Topic

Technical support

Comments or Questions

Newsletter (optional)

Yes, I would like to receive a
monthly newsletter about deals and
offers!

CONTACT US

If you would like to get ahold of us,
please fill in the form below...

Name

Email Address

Comments or Questions

1 - CLAP - 3

JUMP - CLAP - 3

JUMP - CLAP -



There are many types of thinking



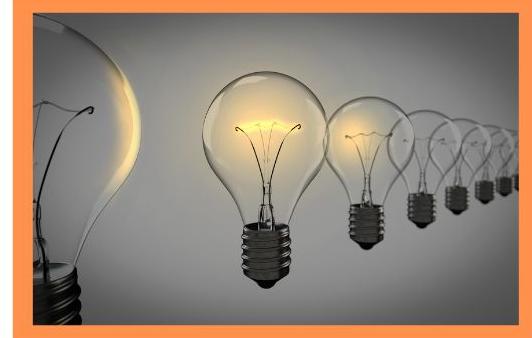
Computational Thinking

decomposing, finding patterns



Systems Thinking

analyzing interactions, spiral



Design Thinking

enabling creativity, user-centric



Design Thinking

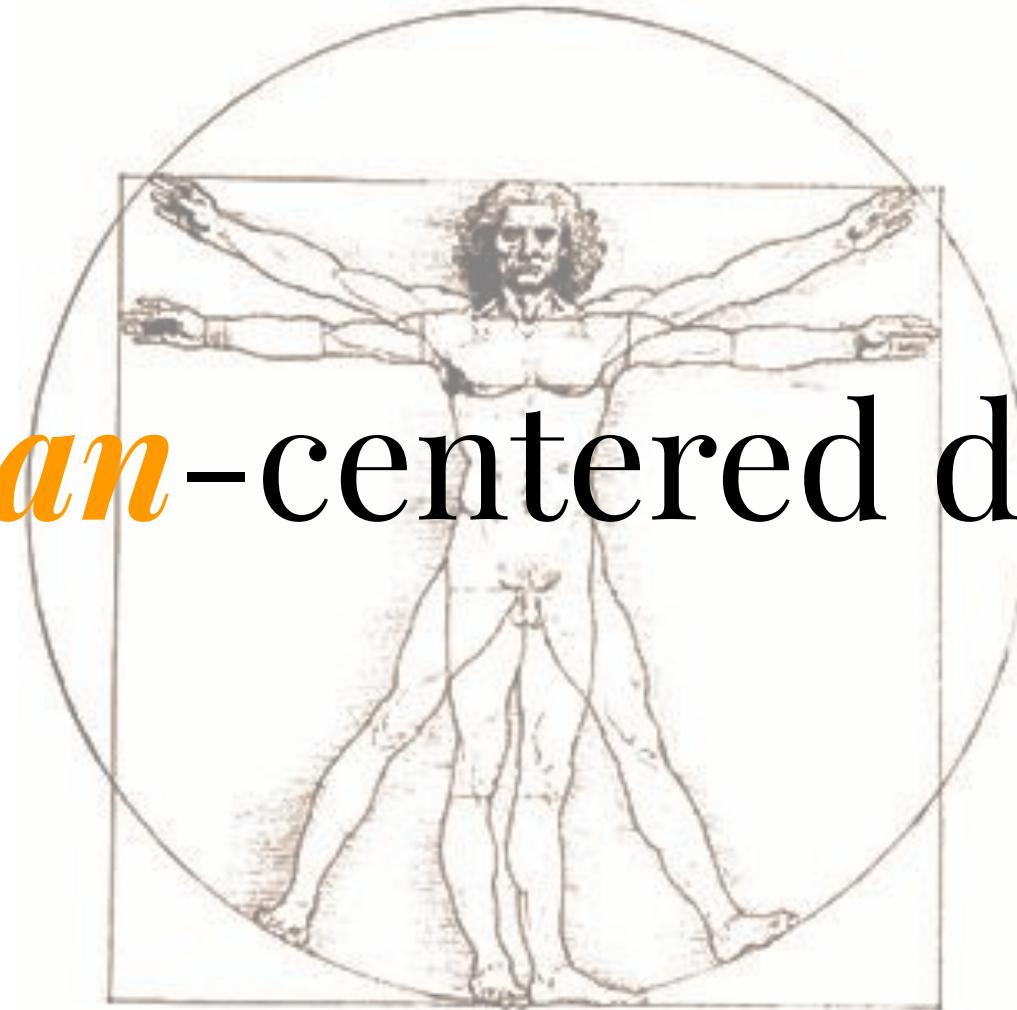
Human-Centric Approach to Solving Problems

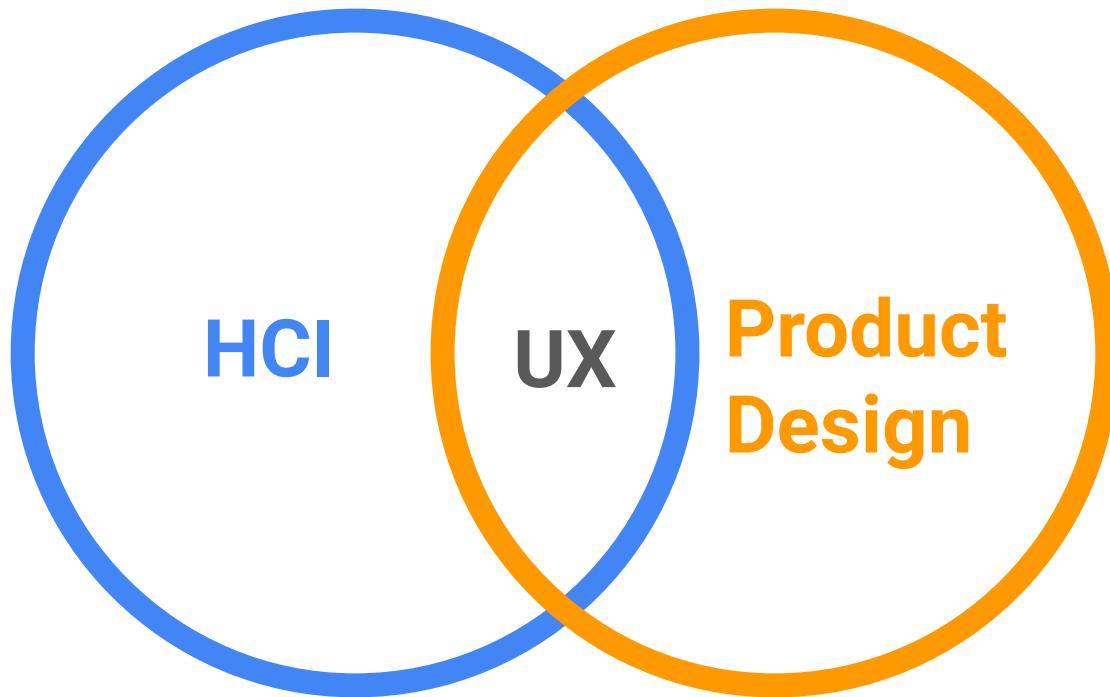
DT is a methodology used by designers to solve complex problems, and find desirable solutions for clients. It is a mindset that is not problem-focused, rather it is solution focused, action oriented towards creating a preferred future.



Vox

human-centered design





UX&UI

**Let's remove the 'U', what
do we have left?**

UX & UI

Experiences
Interfaces

Let's remove the 'U', what
do we have left?

UX & HCI

Let's look at the first words
shall we?

UX & HCI

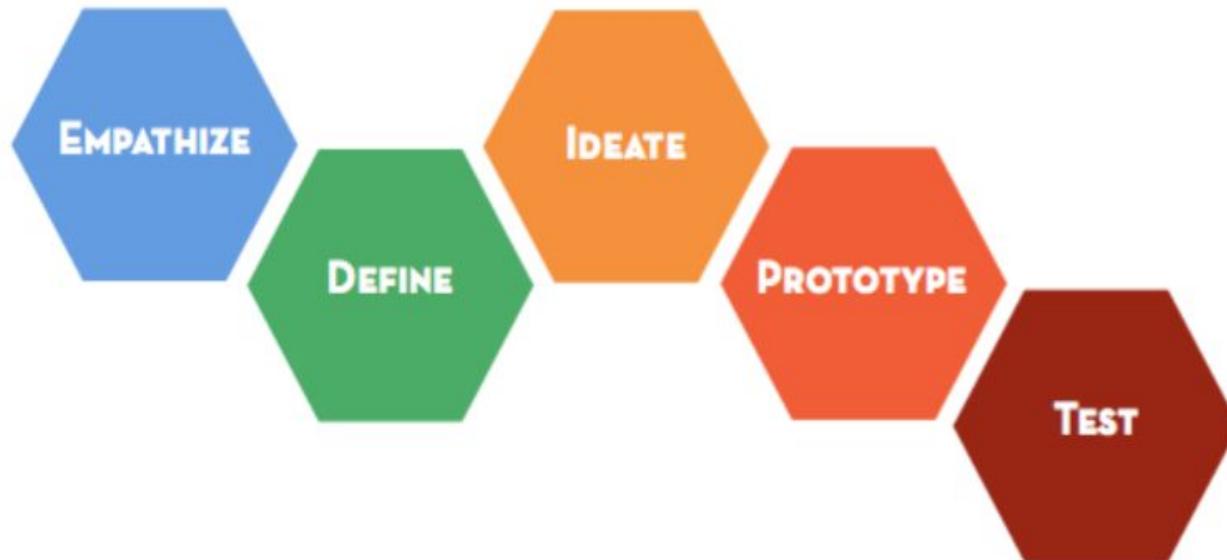
User Experience
Human Computer
Interaction

Let's look at the first words
shall we?

UXareas

Experience Design
Interaction Design
User Research
Visual Design
Information Architecture
Service Design
Product Design

Stages in Design Thinking



Let's play: Charlie the door!





Instructions

Let's do it simple first:

You will be given a "problem to solve".

During the said time, write/draw/sketch as many ideas on your post-it's. 1 idea = 1 post-it.

Put your ideas on your "space". Do not filter.

Then when ready, discuss as a group and sketch in one sheet of bond paper.

When the timer ends, share to the class and explain your answer.



There are two rooms adjacent to each other.
There is a wall separating the two of them.
You need to build a door to connect the two
of them. You have all the materials, resources
and builders you need ***except for electricity.***

*Design a door that ***you no longer*** have to pull*

show!!!



There are two rooms adjacent to each other.
There is a wall separating the two of them.
You need to build a door to connect the two
of them. You have all the materials, resources
and builders you need ***except for electricity.***

*Design a door for people with
hands **as big as their entire
bodies***

show!!!



There are two rooms adjacent to each other.
There is a wall separating the two of them.
You need to build a door to connect the two of them. You have all the materials, resources and builders you need ***except for electricity.***

*Design a door that can be opened **by people with no arms***

show!!!

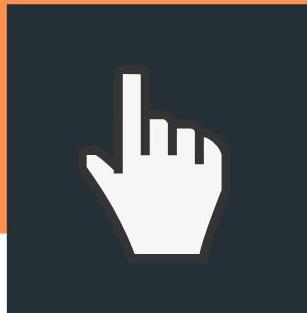


There are two rooms adjacent to each other.
There is a wall separating the two of them.
You need to build a door to connect the two of them. You have all the materials, resources and builders you need ***except for electricity.***

Design a door that you no longer have to pull, that can be opened by people with hands as big as their entire bodies, by people with no arms

show!!!

What designing doors tell us about design



Door 1:
Design that
is usable



Door 2:
Design that is
smart



Door 3:
Design that is
inclusive



Door 4:
Design that is
universal



how might we design ...

- ... a door that is universal?
- ... an experience that is natural?
- ... a process that is not problematic?
- ... an organization that works smoothly?
- ... a product that solves problems?





today's real task:

You will embark on a journey, a design challenge. You will work as a team and present a working prototype later on!

Design Challenge

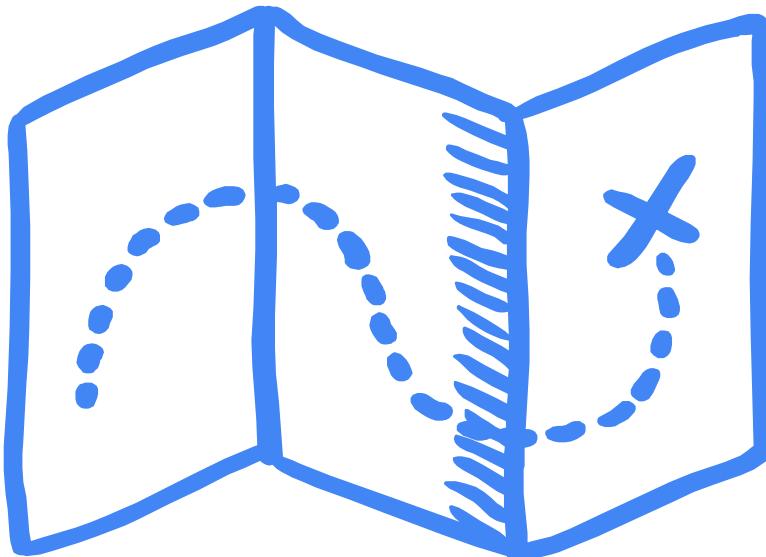
It is a Sunday night and you are at home. You realize that you need medications and you ran out of meds. There are no more stores open. Thankfully there's an app that you can use to order meds and deliver it straight to your place.

Working Lunch

Go out and interview at least 5 people.
Know their stories and their pain points.
Gather insights. Observe.
Come back more experienced!

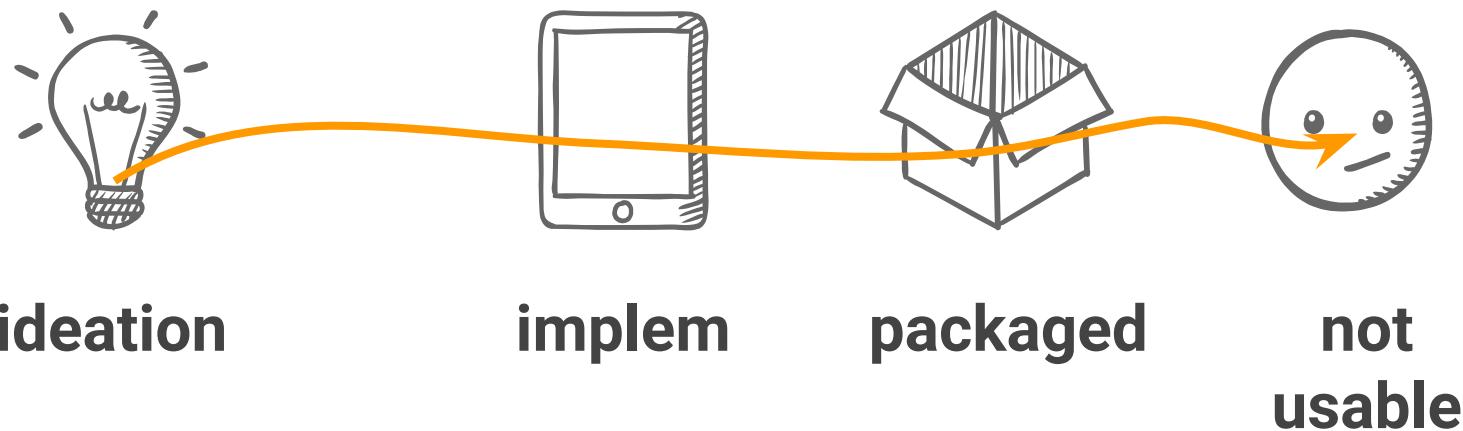


the product journeys of



a digital product

the typical design journey of a digital product



We want a usable, sustainable product?



solves a
problem



is a usable
product

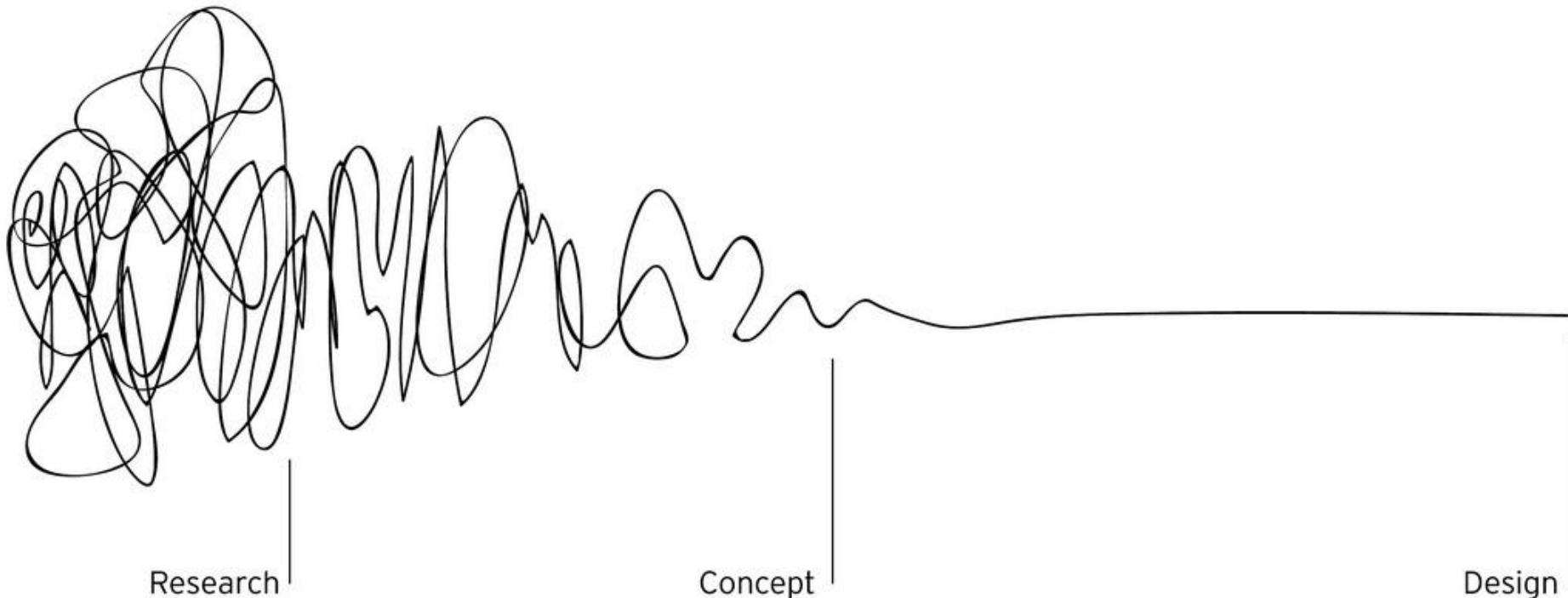


profitable,
provides
opportunities

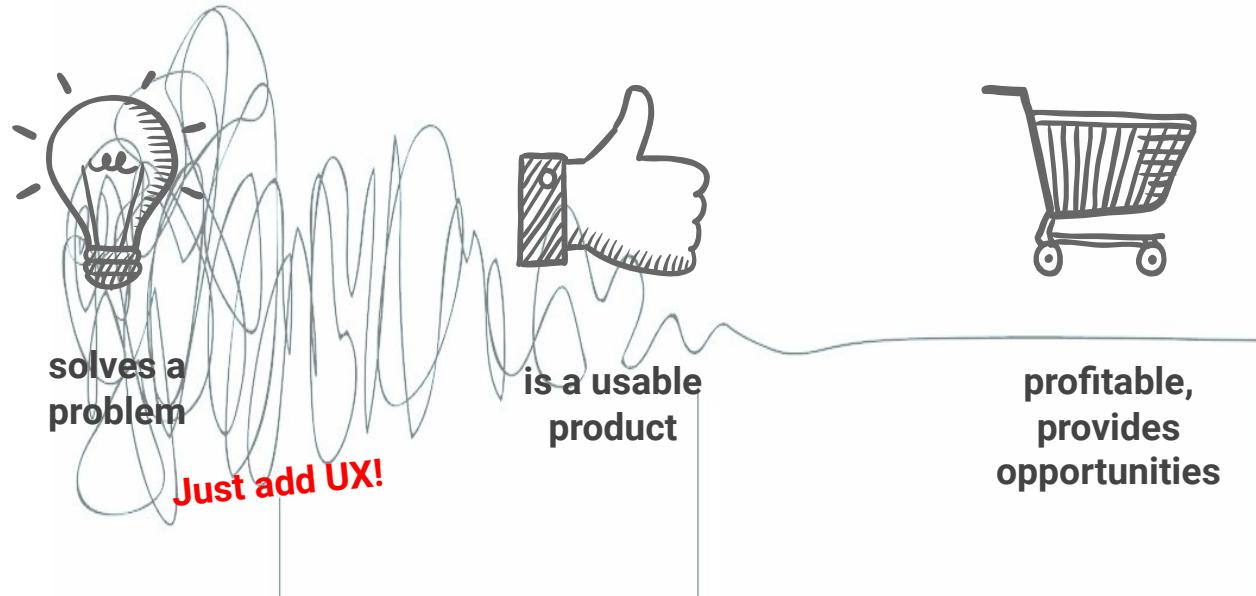
UX Squiggle

Uncertainty / patterns / insights

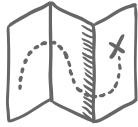
Clarity / Focus



What should be the journey towards a usable, sustainable product?



+specific UX methods for a sustainable product



Journey
mapping



Service
blueprint



personas



business
origami



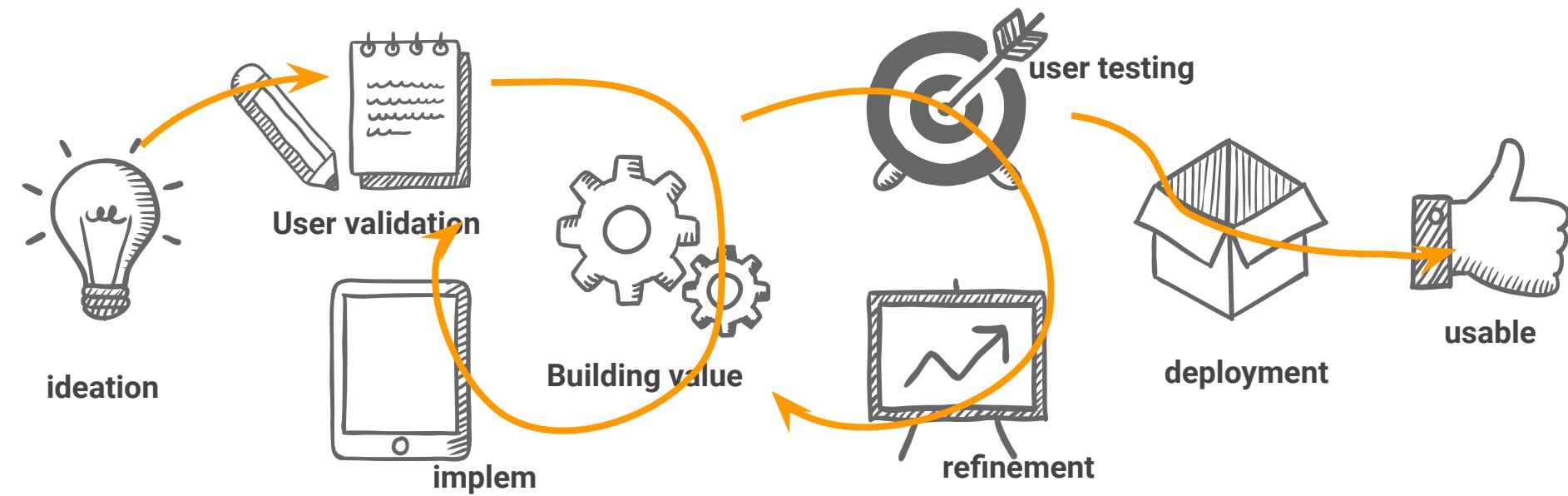
AIDA
Storyboarding



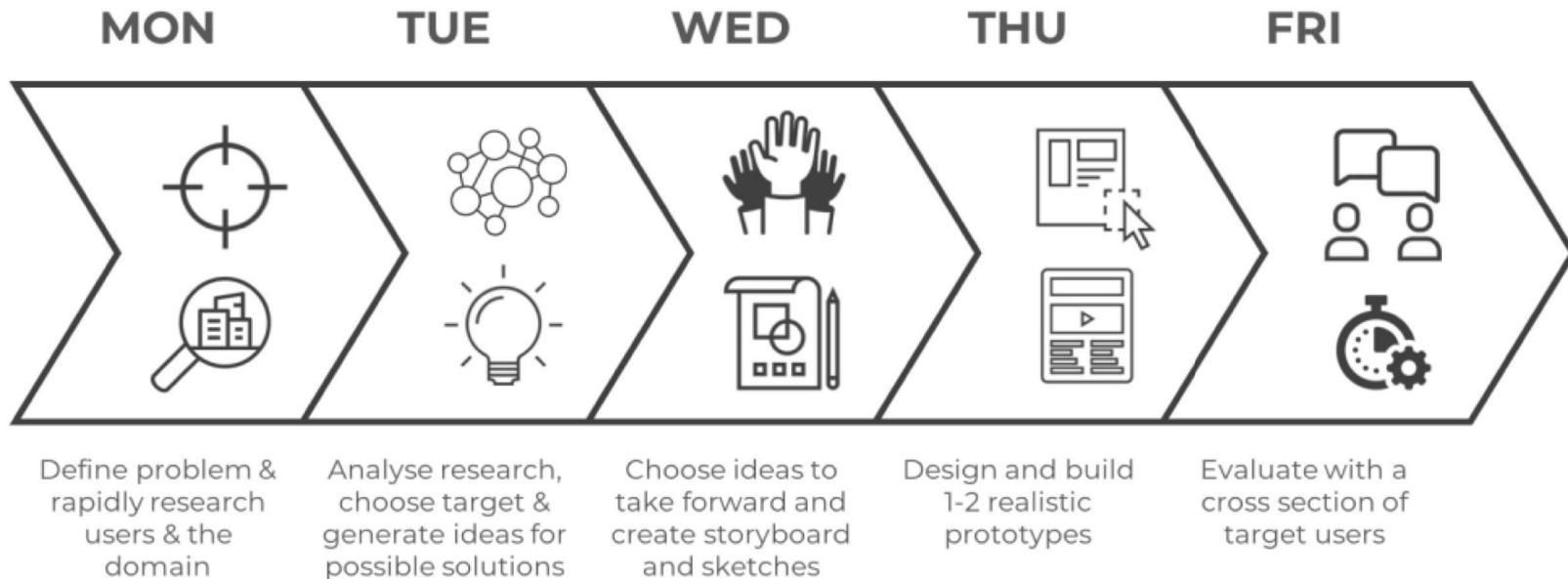
User empathy
and value
proposition

And many
more...

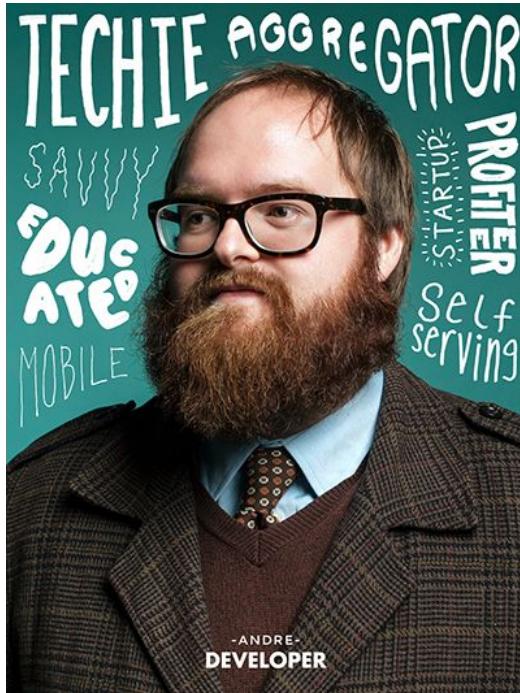
the ideal design journey of a usable digital product



typical design sprint timeline



The first step to Design Thinking..



...is to empathize

TOBI DAY



PERSONA TEMPLATE

AGE 26

OCCUPATION Record Store Manager

STATUS Single

LOCATION New York, NY

TIER Enthusiast

ARCHETYPE The Maestro

Ambitious

Admired

Focused



"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."

MOTIVATIONS



GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

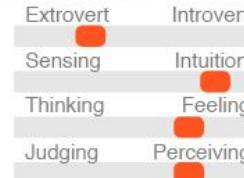
FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

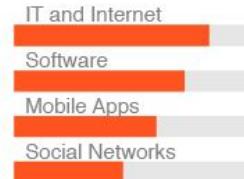
BIO

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

PERSONALITY



TECHNOLOGY



Audi

Coca-Cola

SONY

PreSonus

FIRST LAST



PERSONA TEMPLATE

AGE 1-100

OCCUPATION What they do for a living

STATUS Single or Married

LOCATION Where they live/work

TIER Enthusiast/Prosumer/Pro

ARCHETYPE Character model

Adjective 1

Adjective 2

Adjective 3

IMAGE
(235 x 205px)

"Personal quotation"
*(Should capture the essence
of this persona's personality)*

MOTIVATIONS

Incentive

Fear

Achievement

Growth

Power

Social

GOALS

(The objectives this person hopes to achieve)

- Goal 1
- Goal 2
- Goal 3

FRUSTRATIONS

(The pain points they'd like to avoid)

- Frustration 1
- Frustration 2
- Frustration 3

BIO

A paragraph to describe the user journey. Should include some background leading up to a current use case.

PERSONALITY

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

TECHNOLOGY

IT and Internet

Software

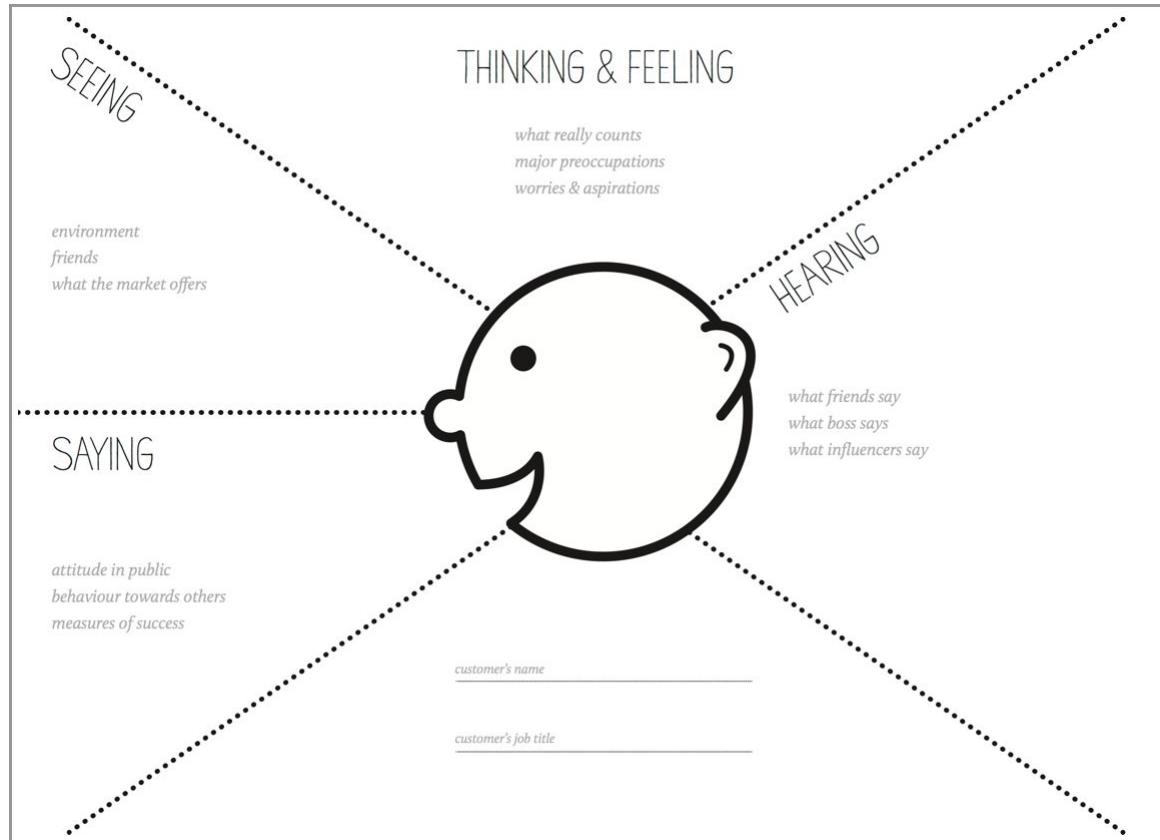
Mobile Apps

Social Networks

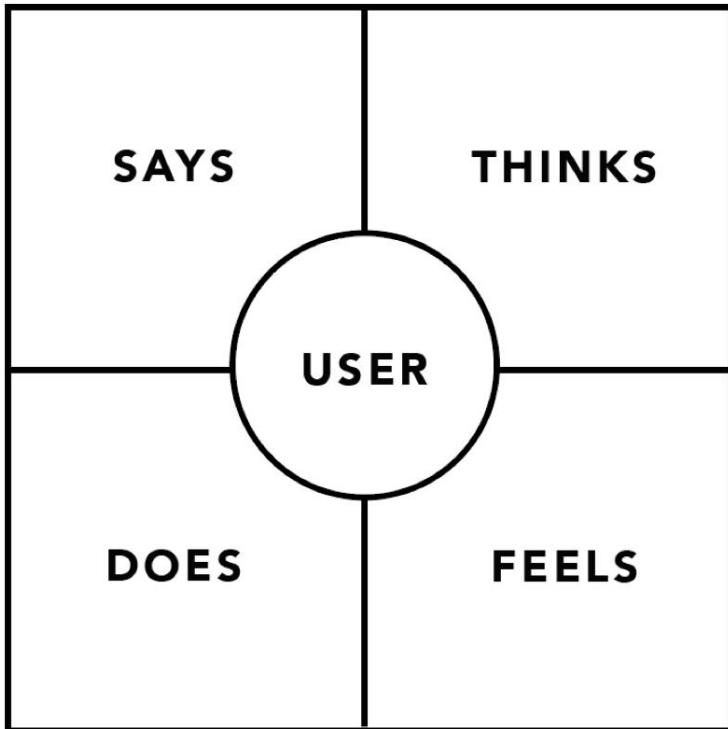
BRANDS

(A collection of greyscale brand logos representing the users favorite brands)

Let's make Empathy Maps



Hello Empathy Maps



The **Says** quadrant contains what the user says out loud in an interview. Ideally, it contains verbatim and direct quotes from research.

"I want something reliable."

The **Thinks** quadrant captures what the user is thinking throughout the experience. Ask yourself: what occupies the user's thoughts? What matters to the user? Pay special attention to what users think, but may not be willing to vocalize. Try to understand why they are reluctant to share — are they unsure, self-conscious, polite, or afraid to tell others something?

"This is really annoying."

"Am I dumb for not understanding this?"

The **Does** quadrant encloses the actions the user takes. From the research, what does the user physically do? How does the user go about doing it?

Refreshes page several times.

Shops around to compare prices.

The **Feels** quadrant is the user's emotional state, often represented as an adjective plus a short sentence for context. Ask yourself: what worries the user? What does the user get excited about? How does the user feel about the experience?

Impatient: pages load too slowly

Confused: too many contradictory prices

Worried: they are doing something wrong

THINKING & FEELING

SEEING

I want something that just works.

I don't want an extra suitcase and a million peripherals

So many to choose from on market. I'm confused!

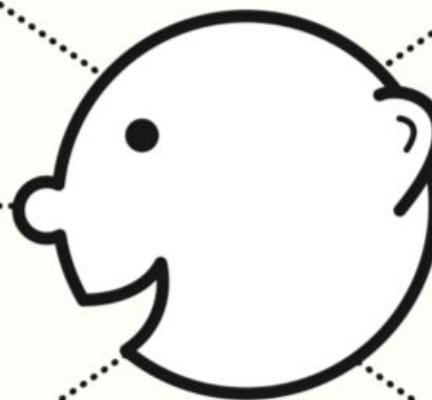
HEARING

My friend Jane said her \$1000 Sony camcorder it doesn't even work with her Mac

SAYING

What the hell is a CODEC? I don't care, i just want to point and shoot!

Dad's still nagging me to give him a copy of the home video from last xmas



name:
Charlie

background:
Budget-conscious
Non-technical
Consumer

..then lets define their journey..



Customer Journey Map Template



Persona

Scenario

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent ac lectus cursus, semper arcu eu, posuere nibh. Etiam sollicitudin, odio sed vulputate ultrices, elit lectus malesuada purus, eget rutrum turpis ipsum ut nunc.

Goals & Expectations

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent ac lectus cursus, semper arcu eu, posuere nibh. Etiam sollicitudin, odio sed vulputate ultrices, elit lectus malesuada purus, eget rutrum turpis ipsum ut nunc.

Step 1

Step 2

...

Final Step

Customer goals

- Goal 1
- Goal 2

Customer goals

- Goal 1
- Goal 2

Customer thoughts and emotions

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Customer thoughts and emotions

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Customer goals

- Goal 1
- Goal 2

Customer thoughts and emotions

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Opportunities & ideas to improve

- Opportunity 1
- Idea 1

Opportunities & ideas to improve

- Opportunity 1
- Idea 1

Opportunities & ideas to improve

- Opportunity 1
- Idea 1

Internal ownership

- Team member 1
- Team member 2

Internal ownership

- Team member 1
- Team member 2

Internal ownership

- Team member 1
- Team member 2



INTERACTION DESIGN
FOUNDATION

INTERACTION-DESIGN.ORG



Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, as long as you give credit to the Interaction Design Foundation. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.

Customer Journey Map Template

<p>Attach a photo here</p>	Scenario		Goals & Expectations		
Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Customer goals					
Customer thoughts and emotions					
Opportunities & ideas to improve					
Internal ownership					



	Record	Download to computer	Import to editing software	Edit the video	Export	Upload	Share
ACTIONS	Charge battery Buy blank tapes	Find cable Transfer to PC	Choose & install app Import footage	Add Crossfades, music Tinker for hours	Choose file format, codec Wait for export ... zzzz	Select hosting service Upload file	Send out chain mail Link to myspace, bebo, etc.
QUESTIONS	Do I have blank tapes? Batteries charged? Spare battery packed?	Why is it taking so long?	Which app is best? Is my PC compatible?		What's a CODEC? What settings are best?	Where can I put this file?	
HAPPY MOMENTS	Video quality is amazing! Love the long zoom				Labour of love - looks great		HOORAY, friends like it!
PAIN POINTS	So much preparation!	Can't find goddam cable! out of disk space. Huh?	Hard to pick the right app	Takes way too long	It came out all blocky! Too many decisions!	Youtube is 10 mins max	Doesn't play on mum's PC Too much work overall!
OPPORTUNITIES	Use Flash storage not tape	Allow AA batteries	Preload editing app free on camera	Streamlined editor - less control but quicker!	Video recorded as web ready Jargon free export options	Share as one click feature of editor	Jargon free export options Ensure a joined up "end to end" experience

Sketch!

- 1. Let's create a low-fidelity prototype.**
- 2. Begin with a storyboard aligned on your Journey Map.**
- 3. Design screens and create user flows**

Tools for Hi-Fi Prototypes

Figma <https://www.figma.com>

Create screens and manage flows

Sketch, InVision, Gravit