

Attendance

Information Design

(2025/10/09,16)

[2,3]

Classical information design methods

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Waseda University

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Mini Report

Important!!

- ◆ Please submit Submission Exercises A, B, and C
- ◆ Each exercise should be created in PowerPoint, and finally compiled into one PDF file for submission
- ◆ The deadline for submission is **23:00 on Oct 23rd, 2025**
- ◆ The file name should be **"Classical_Your Student ID Number_Name"**

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Outline of this class

[Schedule]

- [1] Orientation
- [2] Classical information design methods (1)
- [3] Classical information design methods (2)
- [4] User experience (1)
- [5] User experience (2)
- [6] User interface (1)
- [7] User interface (2)
- [8] User interface (3)
- [9] Interaction design (1)
- [10] Interaction design (2)
- [11] Augmented reality (1)
- [12] Augmented reality (2)
- [13] Augmented reality (3)
- [14] Conclusion

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Information Design



There are three major breakthroughs in iPod. Lets's take a look at each one of them. The first one is it's all true portable, so if we're going to keep a thousand songs on iPod and it fits in your pocket.

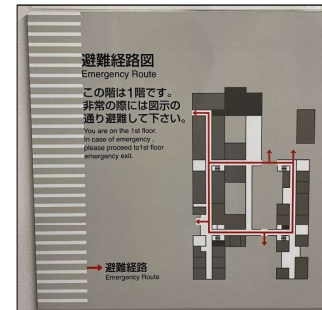
https://logmi.jp/knowledge_culture/speech/36156

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Information Design

The process of **expressing and presenting information** so that it is **easy for recipients to understand**



Emergency Route
(Waseda University IPS)

Does it reflect knowledge of information design?

- + **Multilingual support!**
- + **The facility is represented with simple diagrams!**
- **The current location is unclear...**

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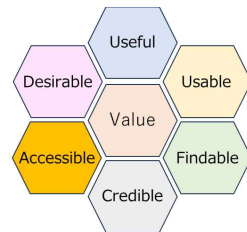
User Experience

User Experience (UX)

The **total experience and overall impression** that a user gains through interaction with a product or service

Elements that constitute a valuable UX

- ◆ Useful
- ◆ Usable
- ◆ Findable
- ◆ Credible
- ◆ Accessible
- ◆ Desirable



User Experience Honeycomb

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Submission Exercise A

As experts in information design, you are responsible for managing and designing website. Please visit the homepage of the university you attended as an undergraduate, and summarize your observations based on the following points:

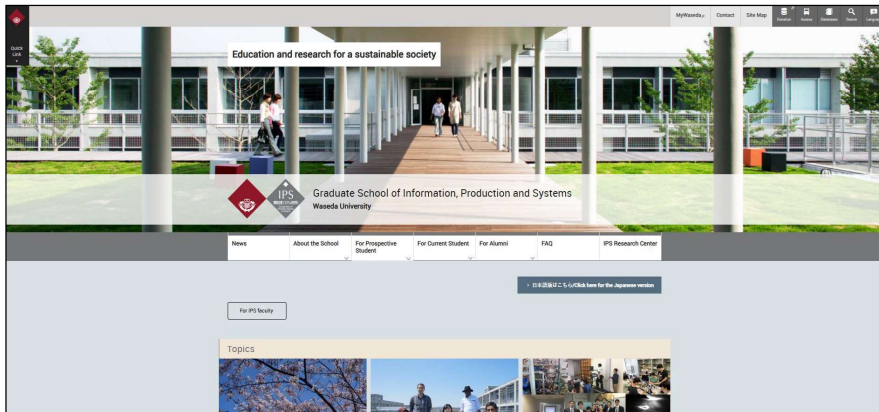
1. Is the homepage **Useful** (helpful and informative)?
2. Is the homepage **Usable** (easy to use and navigate)?
3. Is the homepage **Findable** (easy to search and locate information)?
4. Is the homepage **Credible** (trustworthy and reliable)?
5. Is the homepage **Accessible** (available and usable for everyone, including people with disabilities)?
6. Is the homepage **Desirable** (visually appealing and engaging)?

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Submission Exercise A

Case of Waseda University IPS



<https://www.waseda.jp/fsci/gips/en/>

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User Interface

User Interface (UI)

A system that enables the exchange of information between the user and the computer



Delivering the right information accurately and concisely requires thoughtful design



An excellent practical example where **information design** **knowledge can be applied!**

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Information Design Approach

1. Understand the target audience (User Research)
2. Decide on the direction of information design (Concept Development)
3. Design the information concretely (Visualization)
4. Evaluate the information design (Design Evaluation)

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Information Design Approach

1. Understand the target audience (User Research)
 - Interviews, ethnographic studies, questionnaires, etc.
2. **Decide on the direction of information design (Concept Development)**
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Persona Design

A **typical user profile** defined through user research

<Persona Design Items (in the case of website design)>

1. Basic attributes
 - Name, gender, age, occupation, etc.
2. Behavioral tendencies
 - How they spend free time, hobbies, lifestyle patterns, etc.
3. Psychological tendencies
 - Personality, interests, sensitivity to trends, etc.
4. Information-gathering habits
 - Used social media platforms, search devices, etc.

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Personas should not be created based on just imagination, but on **real experiences and data**

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Persona Design

サンプル



<個人情報>
名前：森河 珠代
年齢：76歳
性別：女性
職業：個店経営(お茶屋)
家族：夫(77歳)と二人暮らし

<ITに関する知識>
電子機器に疎く、携帯電話もガラケーを使用しており、主な利用は家族との通話のみ。

項目	詳細
性格	おっとりしており、マイペースな性格。とてもやさしく、気配りもできる女性。おしゃべり好き。たまに抜けているところもあり、忘れ物やお会計の間違いなどもよく起こすが、持ち前の人の良さが、すべてをカバーしている。
職業の内容	お茶屋さんで、お茶の販売をしている。30年前に夫と始めたお店であり、二人で経営している。お客さんも少なくはないが、その多くは近隣の高齢者層。電子機器に疎いため、レジも存在せず、全て計算機や帳簿で管理をしている。
生きがい	お店を続けること、お仕事が好きで、体が動く限り、店頭に立っていたいと願っている。常連客とおしゃべりも生きがいの一つであり、よく店内でお茶を飲みながら、お客さんとお話をしている。
悩んでいること	電子機器に疎いため、照明の交換や、スマートフォンを使った手続き等が難しくわからない。付近に大学が存在するため、来店してくれる若い人に、いつも相談をしている。
地域との関係性・思い入れ	この地域で30年も続けて商いを続けているため、愛着は強い。地域の開催するイベントにも積極的な姿勢を見せ、地域のために何かできることはないか、常に考えている。地域の他店舗との連携にもとても前向きである。
地域に関する願い	地域では近くに大学や高等学校が存在するものの、住民としては高齢化が進んでいる。新しい活気をうむために、地域の革新や、若年層への地域活動への参加や利用を願っている。

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Submission Exercise B

Design a persona representing a typical user of the university homepage you belonged to as an undergraduate student.

Please follow the steps below:

1. Decide what kind of information should be included
 - Use **Persona Design Items** (in the case of website design)
2. Create the persona using data related to your university
 - Use **real data** or reasonable assumptions grounded in facts about the university and its users.

Notes and Instructions

- ◆ Summarize everything on one PowerPoint slide.
- ◆ Present Behavioral tendencies, Psychological tendencies, and Information-gathering habits in a table format.
- ◆ Include a rough illustration of the persona and Basic attributes separately from the table.

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Structuring Information

A concept for **organizing and arranging information** to make sharing and utilization easier.

Example:

LATCH – The Five Ultimate Ways to Organize Information

1. Location
2. Alphabet
3. Time
4. Category
5. Hierarchy

Example of organizing information by **Location**
Link map data with tourism resource information



Provide location details and descriptions of tourist spots using map pins!

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Exercise: LATCH Classification

Classify the following items according to the LATCH framework

- Tokyo Tower
- Motsunabe (offal hot pot)
- Sapporo Clock Tower
- Dazaifu Tenmangū Shrine
- Mentaiko (spicy cod roe)
- Jingsukan (grilled mutton)
- Monjayaki

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Exercise: LATCH Classification

Location: Tokyo

- Tokyo Tower
- Monjayaki

Location: Fukuoka

- Motsunabe (offal hot pot)
- Dazaifu Tenmangū Shrine
- Mentaiko (spicy cod roe)

Location: Sapporo

- Sapporo Clock Tower
- Jingsukan (grilled mutton)

Category: Spot

- Tokyo Tower
- Dazaifu Tenmangū Shrine
- Sapporo Clock Tower

Category: Food

- Monjayaki
- Motsunabe (offal hot pot)
- Mentaiko (spicy cod roe)
- Jingsukan (grilled mutton)

The five LATCH principles are not completely separate categories, but rather **selectable frameworks that help organize and classify information effectively!**

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Infographics

A **visual form of communication** that conveys information clearly and effectively using graphical elements.

They aim to communicate information in a simple and non-verbal way.



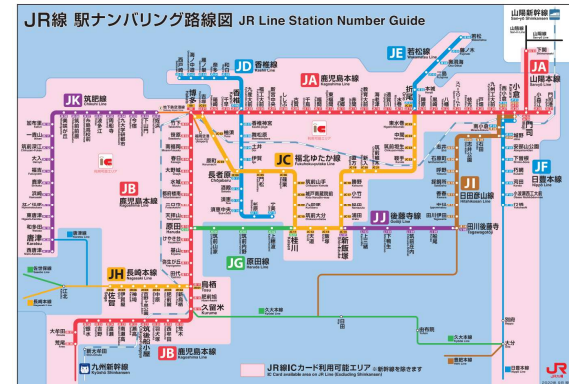
Aim to communicate information in a simple and non-verbal way

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Infographics

Structural design can communicate information clearly and effectively



<LATCH>
Location
Category

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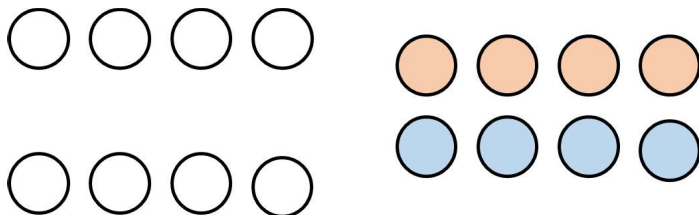
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Cognition and Interface

Designing information according to the **Gestalt Principles**

Law of Proximity: Elements that are placed close to each other are perceived as related

Law of Similarity: Elements that look similar are perceived as belonging together



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Submission Exercise C

Let's explore how these ideas (various visualization techniques—such as LATCH, Infographics, and Cognition-based design) are applied to the homepage of the university you attended as an undergraduate student.

1. Investigate the homepage
2. Identify **three** visualization-focused techniques
 - Look for examples of LATCH, Infographics, or Cognitive design elements
3. Capture the relevant parts
4. Explain each technique (1 finding per slide)
 - Paste the screenshot on a slide and briefly describe: What the visualization technique is, Where it appears, How it improves clarity or usability, etc.

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User Evaluation

Evaluate the usability of a product or system from the user's standpoint

Design Stage
(Planning phase)

Development Stage
(Implementation and development phase)

Pre-Release Stage
(Testing phase)

- + Enables high-precision evaluation of design quality
- Requires high cost to conduct
- Needs a prototype for evaluation



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Expert Evaluation

Assess the usability of a product or system from the perspective of experts

Design Stage
(Planning phase)

Development Stage
(Implementation and development phase)

Pre-Release Stage
(Testing phase)

- + Can be conducted in the early stages of development
- + Relatively low-cost to implement
- Cannot fully account for unexpected user behaviors

一貫性 に関するチェック項目	第2段階で確認した「ユーザー理解」の成果				
	情報 提供	表示 方法	表示 位置	表示 内容	表示 形式
① 画面上の要素やアプリケーションでも、同じ機能は同じ名称、色、形になっているか(○)				○	○
② 同じ機能に異なる画面で同じ位置に表示されているか(○)		○	○		
③ 類似の機能は類似の機能で同じ位置に表示されているか(○)	○	○	○		
④ 文字や画面要素の用途の文法規則を一貫させてあるか(○)					○
⑤ エラーメッセージの表示方法、エラーへの対処方法は同じになっているか(○)					○
⑥ 画面の構成やレイアウト、表示方法に統一感があるか(○)				○	
⑦ コンテンツの表示は一定の場所、一定の位置、一定の大きさで表示されているか(○)			○		
⑧ 画面の構成やレイアウト、表示方法に統一感があるか(○)					○
⑨ 画面の構成やレイアウト、表示方法に統一感があるか(○)					○
⑩ 画面の構成やレイアウト、表示方法に統一感があるか(○)	○	○	○	○	○

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