



Introduction to Design

CS 88S | Kevin Tan | Lecture 1

Logistics

Facilitator: Kevin Tan (do NOT call me professor!!!!)

Faculty Advisor: Paul Eggert

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Class Info: Tuesdays 12 PM-1 PM, Kaplan Hall A48

Office Hours: By appointment

Who am I?

Kevin Tan

- 3rd year Computer Science major 🐾
- President of UCLA ACM 📄
- Software Engineering Intern, iOS at BuzzFeed 📈

Hobbies: Volleyball, piano, going to the gym 🏋️‍♂️, spending time with friends, secretly watching anime

Favorite Food: Anything Italian, Japanese, or Chinese 🥟

Favorite Dining Hall: BPlate 🌿🐿️

Go-to Drink at Kerckhoff: Black coffee ❤️



Your turn! 🤠

What You'll Learn

Course Objectives

- **Demonstrate** an understanding of the principles of good product design
- **Analyze** mobile app design choices critically and thoughtfully
- **Create** mobile app User Interface (UI)/User Experience (UX) flows of your own

My Goal: Give you a foundation so that you can explore the world of **design** on your own!

Road Map

Design of Physical
Products

Design in modern
mobile applications

History of the iPhone



Grading & Assignments

This class is **P/NP**, meaning you need a **70%** to pass.

- **40%**—Participation
- **20%**—Discussion Posts
- **10%**—Wireframe Project
- **30%**—Final Project

You **must** complete **at least half of the discussion posts**, and **submit both projects** in order to receive a Pass.

Course Reader

\$18 in Ackerman!!!

As a seminar, this class is very discussion-based! It is important that you complete the readings so you can most effectively contribute to discussions.

What is Design?

Your First Design Task

Design a **name tag** that also expresses who you are!

Design Task

Design a **name tag** that also
expresses who you are!

Artistic Task

Design a **name tag** that also
expresses who you are!

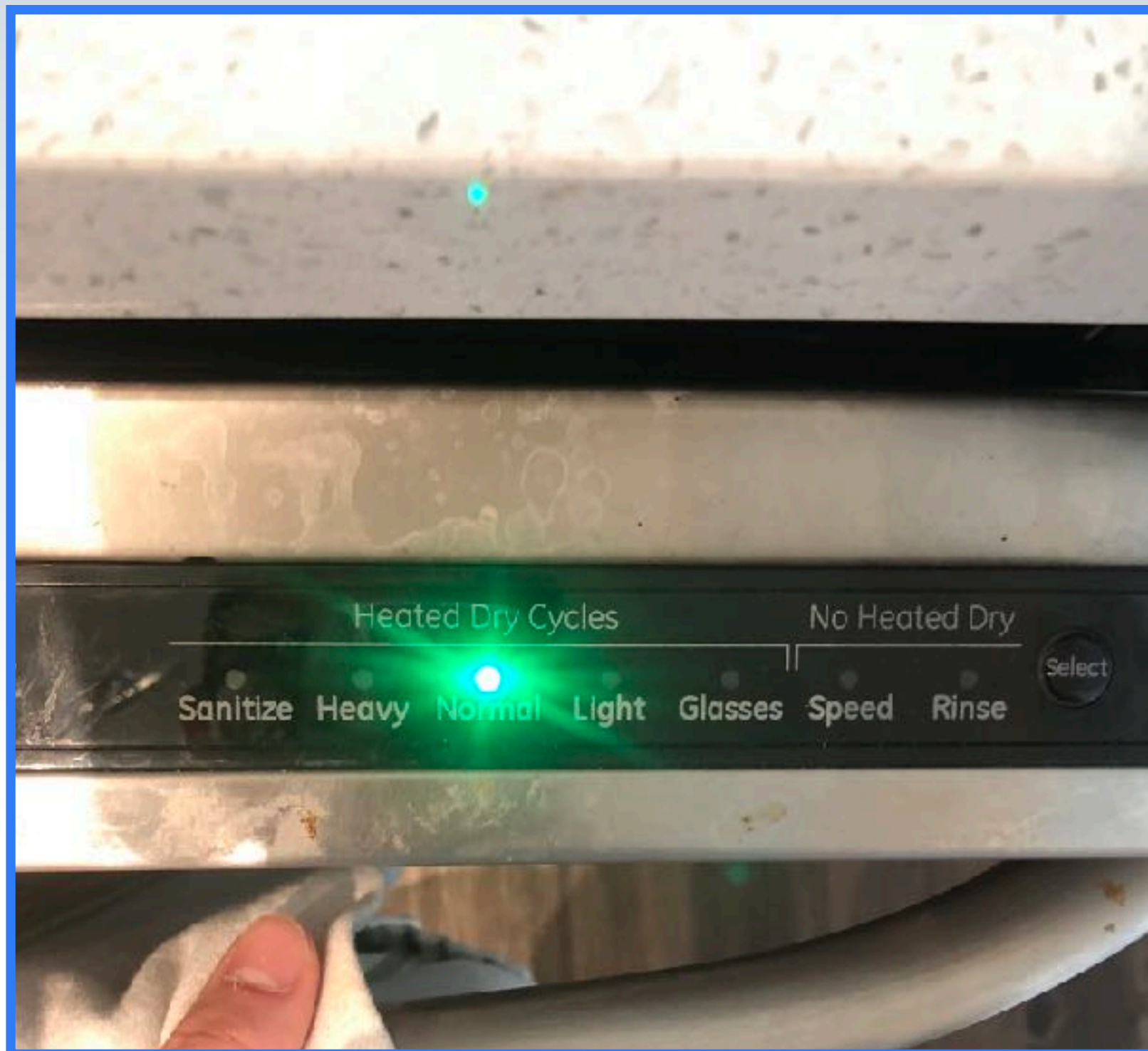
Designs can be evaluated using
concrete criteria.

Arguably, designs can be
objectively good or bad.

Bad Designs







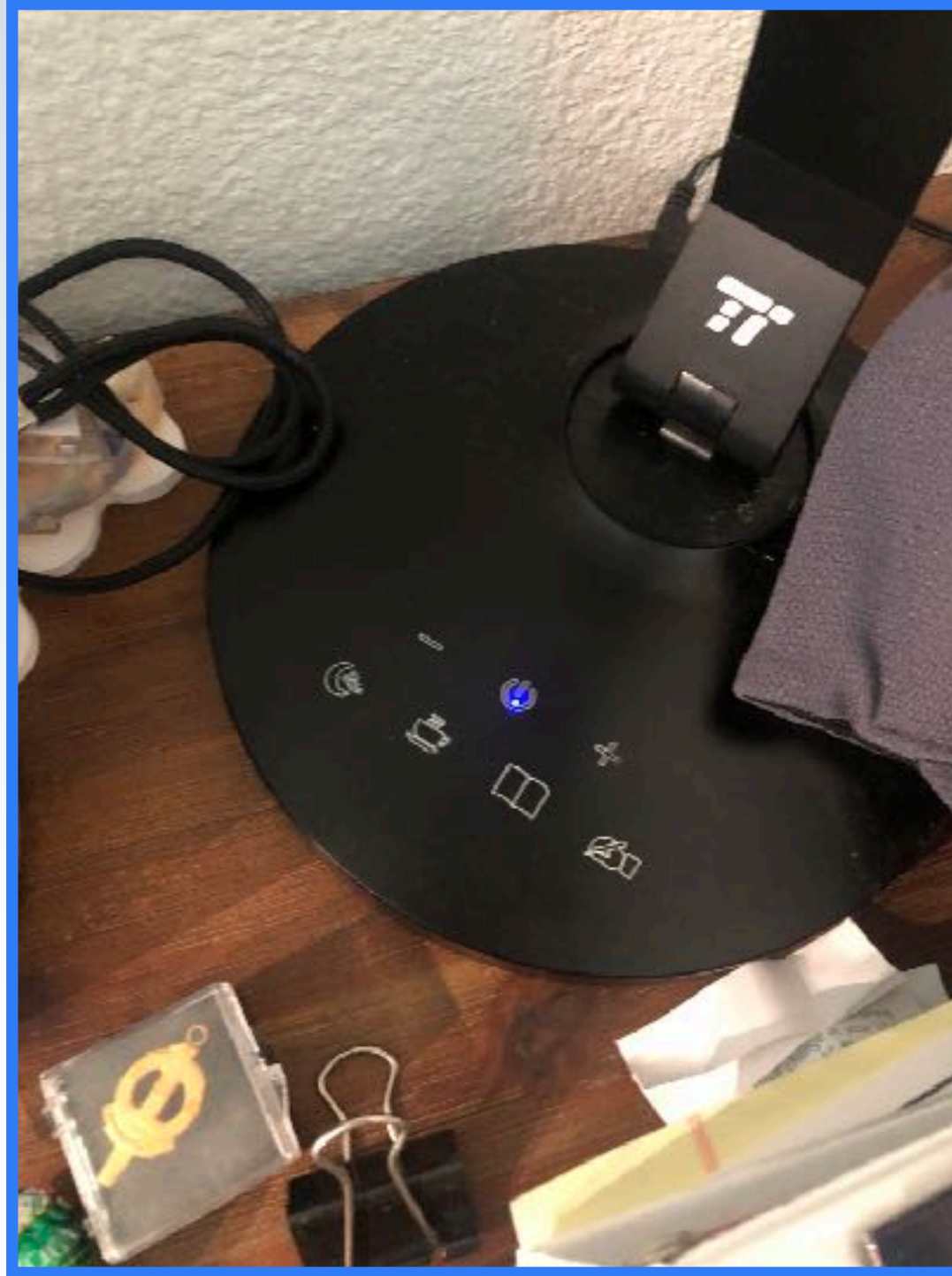


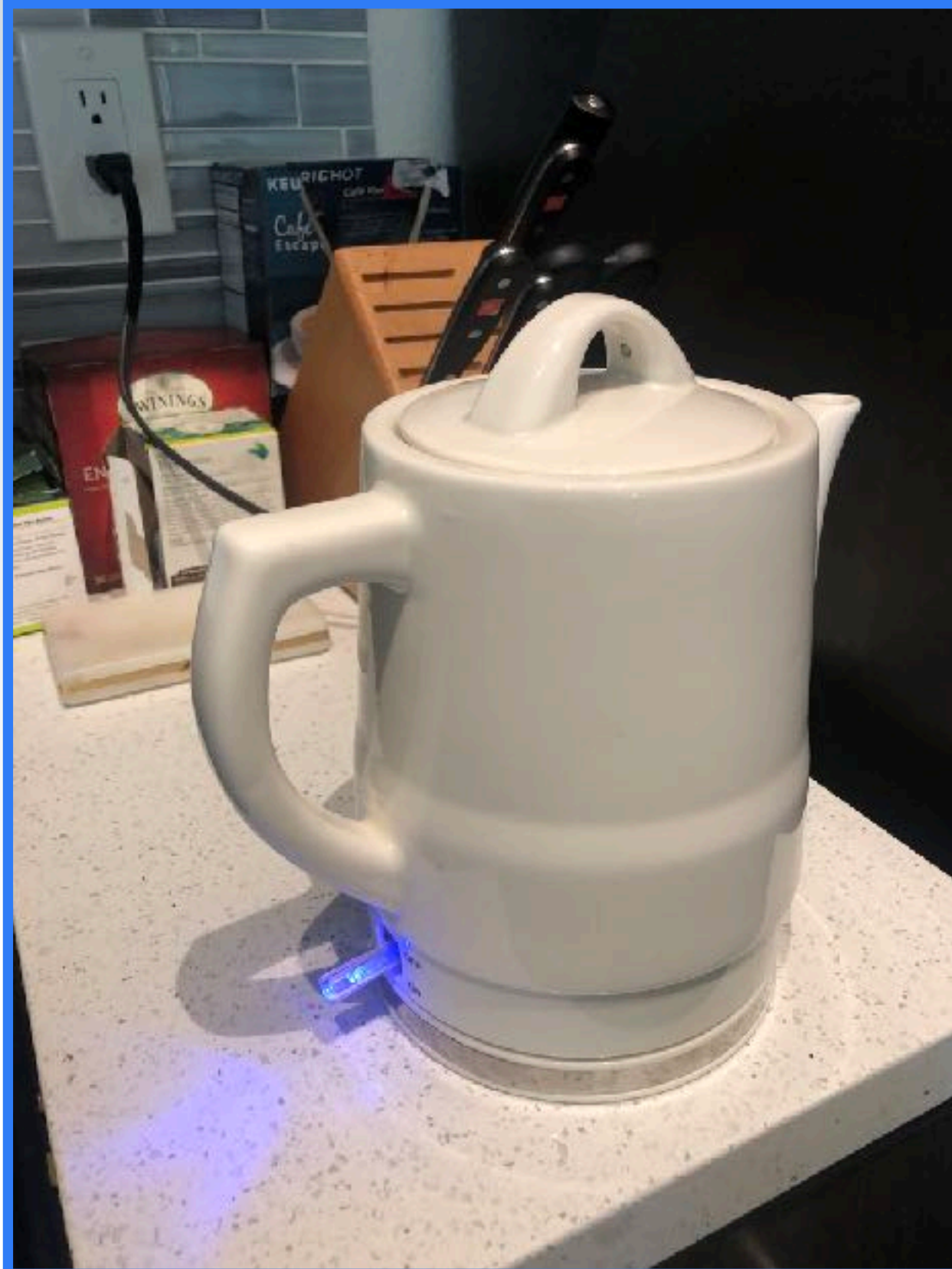
Bad Design is Dangerous!

- Makes you feel like you're incompetent/stupid when really the product is just poorly designed
- Can lead to actual danger (unsafe workplaces, harm, unintended side effects)
- Products are supposed to make your life easier, not harder!

Good Designs







What is Design?

To plan the creation of a product or service with the intention of **improving human experience** with respect to a specified problem.

What makes a design
good?

Affordances

- Fundamental properties of a product that determine how it can possibly be used
- Restrict the set of actions a user can perform with a product
- What actions does the product *afford*?



Discussion Post

Write a few sentences analyzing this product's design.

- What is the purpose of the product? Is its design conducive for that purpose?
- How could the user misuse the product? Does the design take this into account?
- What do you like about the design? What does it do well?
- How could it be improved?

The iPhone Cup Holder

