

Think Brownstone, Inc. Design Challenge

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Adhithya Ramakumar, Matt Bloom-Carlin, Yangguang Li

The Challenge

Design a concept that would help Think Brownstone **engage** in **design thinking** and activities with clients even when **dislocated** by many miles.



Engaging

+



Design thinking

+



Dislocation

=



Tightly coupled work is very
difficult to do remotely.

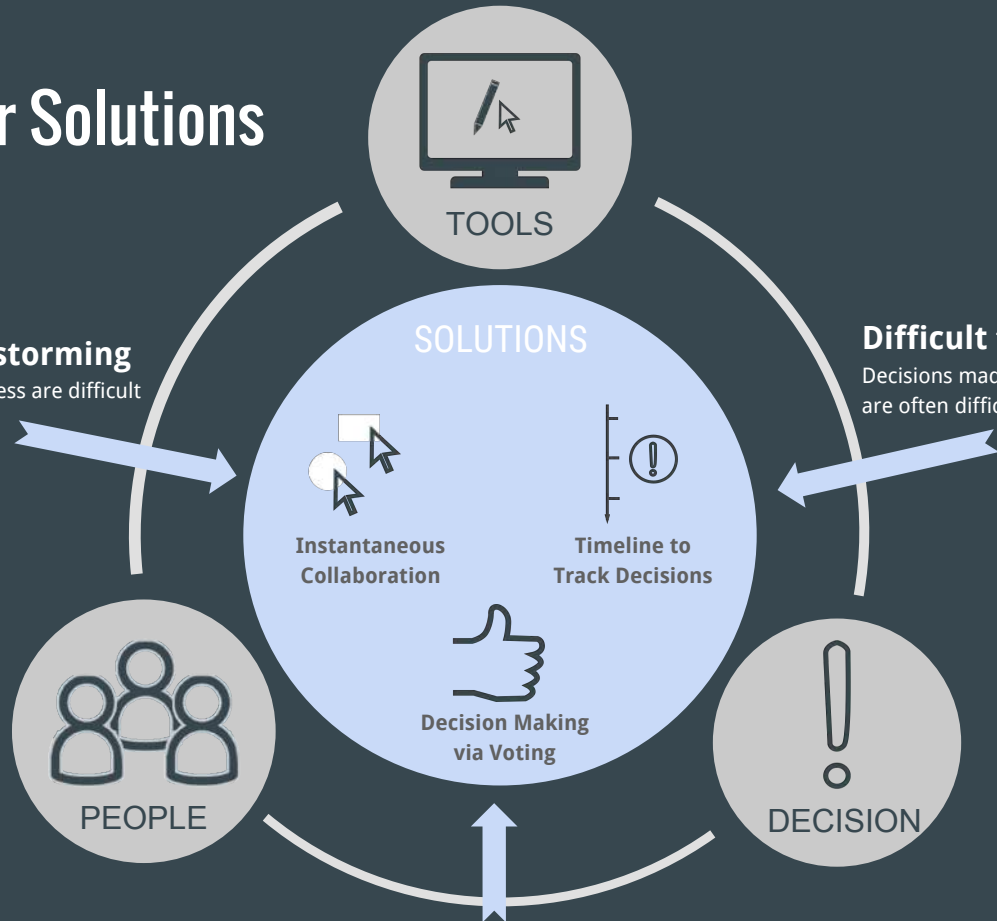
Technology, at least today, does
not support rapid back and forth
in conversation or awareness and
repair of ambiguity.

“Distance Matters” - Gary M. Olson & Judith S. Olson

Problems & Our Solutions

Distance Limits Brainstorming

Methods critical to the design process are difficult to complete remotely.



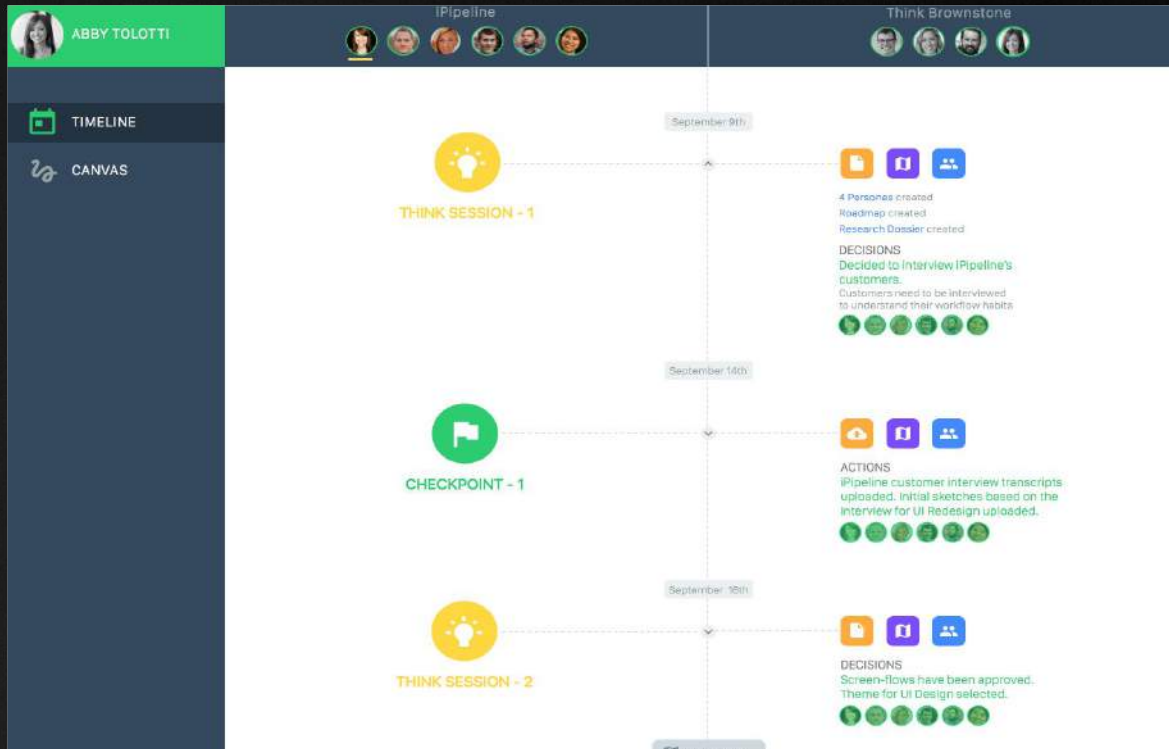
Difficult to Capture Decisions

Decisions made using brainstorming methods are often difficult to fully capture.

Difficulty to Move Towards Decisions

Difficulty in moving towards a decision in remote contexts.

Final Design - “Design Studio”



chrome

The screenshot displays the 'Design Studio' interface. On the left, a vertical sidebar contains a green header with 'ABBY TOLOTTI' and a profile picture, and two tabs: 'TIMELINE' (active) and 'CANVAS'. The main workspace shows a project timeline with a yellow lightbulb icon labeled 'THINK SESSION - 1'. A dashed line connects this to a 'Call in 3 minutes' notification box with a green play button. Above the timeline, two groups of member avatars are shown: 'iPipeline' and 'Think Brownstone'. A 'Call in Progress' notification is also visible, showing a red video camera icon and the time '2:32'. Three blue lines with arrows point from text annotations to specific elements: one to the member avatars, one to the 'Call in Progress' notification, and one to the 'TIMELINE' tab.

ABBY TOLOTTI

iPipeline

Think Brownstone

TIMELINE

CANVAS

THINK SESSION - 1

Call in 3 minutes

Call in Progress

2:32

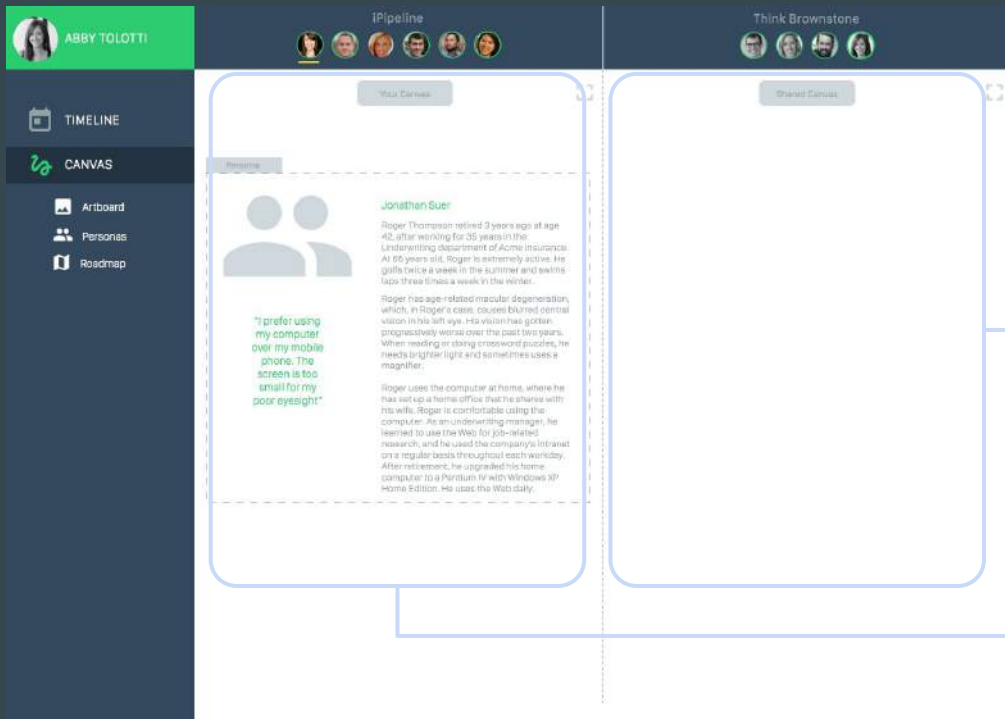
All members from both TBI and the client.

Meeting notification. Click to join the meeting.

Timeline view for the whole project progress, and Canvas view for working.

Check Timeline and Join Meeting

Abby logged into “Design Studio” to start day one’s work. She opened the timeline tab and waited for the upcoming meeting.



“Your canvas” for individual working. “Shared canvas” for collaborating. Abby can drag content between the two canvases.

Collaborating During the Think Session

Everyone joined the meeting. Abby opened her own persona artboard and dragged it to the shared canvas to collaborate with others.

ABBY TOLOTTI

TIMELINE

CANVAS

Artboard

Personas

Roadmap

IPipeline

Think Brownstone

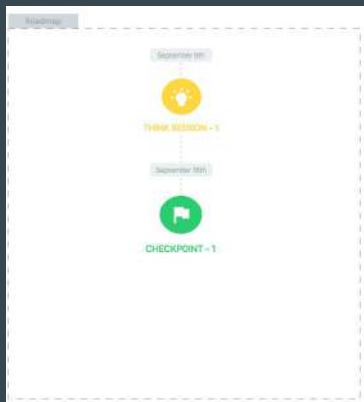
Shared Artboard

The image shows two hand-drawn sketches of a client interface. The left sketch is labeled 'CLIENT' and 'TIMELINE' and includes a 'CANVAS' section. The right sketch is labeled 'CLIENT' and 'TIMELINE' and includes a 'PERSONAS' section. Three team members have added annotations: Joe (blue circle), Rebecca (green circle), and Steven (yellow circle). Joe's annotation is on the 'CANVAS' section, Rebecca's is on the 'PERSONAS' section, and Steven's is on the 'PERSONAS' section. The sketches are titled 'CLIENT' and 'TIMELINE'.

Multiple members working at the same time.

Collaborating During the Think Session

Multiple members of the team worked together on the sketch, and added comments.



Roadmap

Jonathan Suer

Roger Thompson retired 3 years ago at age 42, after working for 35 years in the Underwriting department of Acme Insurance. At 66 years old, Roger is extremely active. He golfs twice a week in the summer and swims laps three times a week in the winter.

Roger has age-related macular degeneration, which, in Roger's case, causes blurred central vision in his left eye. His vision has gotten progressively worse over the past two years. When reading or doing crossword puzzles, he needs brighter light and sometimes uses a magnifier.

Roger uses the computer at home, where he has set up a home office that he shares with his wife. Roger is comfortable using the computer. As an underwriting manager, he learned to use the Web for job-related research, and he used the company's Intranet on a regular basis throughout each workday. After retirement, he upgraded his home computer to a Pentium IV with Windows XP Home Edition. He uses the Web daily.

"I prefer using my computer over my mobile phone. The screen is too small for my poor eyesight"

Create Persona

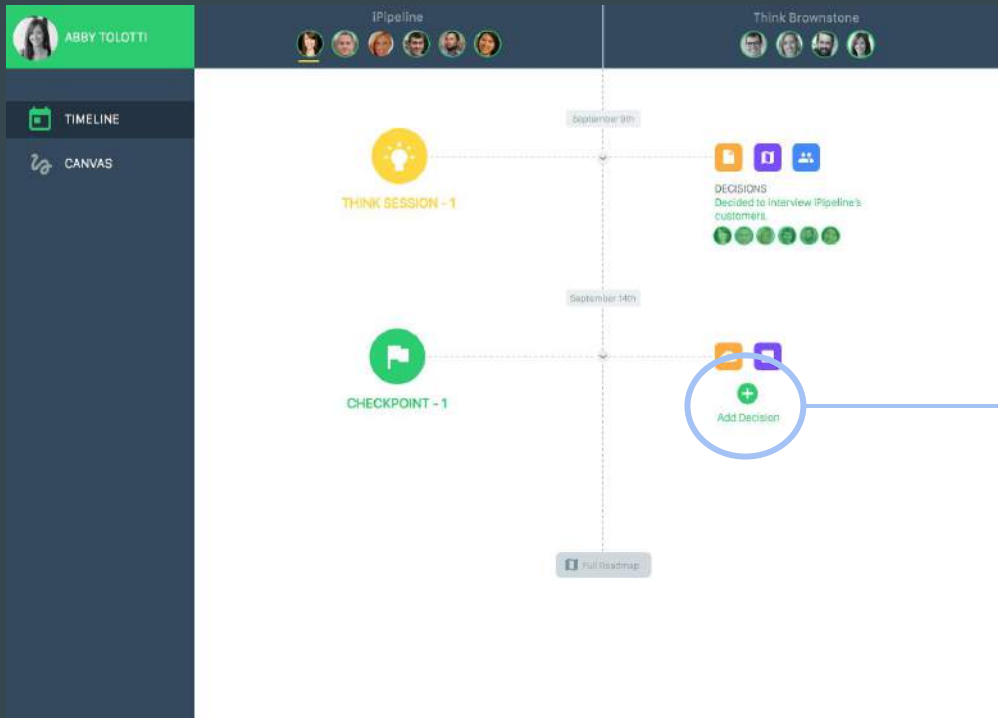


Sketching

Discussing Wires

Whole Process in One Tool

Abby can work through the whole design process using “Design Studio”, both individually and collaboratively.



Click “Add Decision” to propose a decision.

Proposing Decisions

After discussion, Abby proposed a decision about screen the flow. Everyone else in the team will receive a decision voting notification.

The screenshot displays a collaborative workspace interface. On the left, a sidebar shows the user 'ABBY TOLOTTI' and navigation options: 'TIMELINE' (selected) and 'CANVAS'. The main area is divided into two columns: 'iPipeline' and 'Think Brownstone'. A vertical timeline runs through the center, with dates 'September 9th' and 'September 14th'. On September 9th, under 'iPipeline', there is a 'THINK SESSION - 1' (lightbulb icon). To its right, under 'Think Brownstone', is a 'DECISIONS' section titled 'Decided to interview iPipeline's customers'. This decision has five green circular votes. On September 14th, under 'iPipeline', there is a 'CHECKPOINT - 1' (flag icon). To its right, under 'Think Brownstone', is an 'ACTIONS' section titled 'iPipeline customer interview transcripts uploaded. Initial sketches based on the interview for UI Redesign uploaded.' This action has five circular votes (two red, three green). A callout box, highlighted by a blue line, points to these votes and contains the text: 'Screen-flow 3 has some issues. I don't see the hierarchy in the screens as we discussed.' Below the text are the buttons 'Mark as Resolved' and 'Respond'. Another callout box points to the 'DECISIONS' section, containing the text: 'Screen-flow 3 has some issues. I don't see the hierarchy in the screens as we discussed.' Below this text are the buttons 'Mark as Resolved' and 'Respond'. At the bottom of the timeline, there is a 'Full Roadmap' button.

Voting from members, and comments about the decision.

Reviewing Decisions

The next day, Abby returns to the timeline to see the decisions made yesterday. She can see who voted, and also review the resources that informed that decision.

Design Demo

<https://www.youtube.com/watch?v=gbRhcvwbpxs&feature=youtu.be>

Implementation & Business Consideration

A web application

This would be a web application similar to basecamp or google drive. However, it's focus would be on the design process.

Integration of tools

Potential to integrate with prototyping and communication tools that are already on the market.

Holistic

No current tool offers a holistic and collaborative approach to the process of design. It's an undeveloped market.

Useful to other design agencies

A well-formed tool for remote brainstorming and design would be marketable to other design agencies.

Thank You

Adhithya Ramakumar

aramkum@indiana.edu

Matt Bloom-Carlin

mbloomcar@gmail.com

Yangguang Li

liyangguangcn@gmail.com