

Collaborative Product Design Pt 1

Design + Collaboration

- Think of org as experience machine. ideas go in + experience comes out
- Experience is made of products + services + its easier to improve what your org already builds

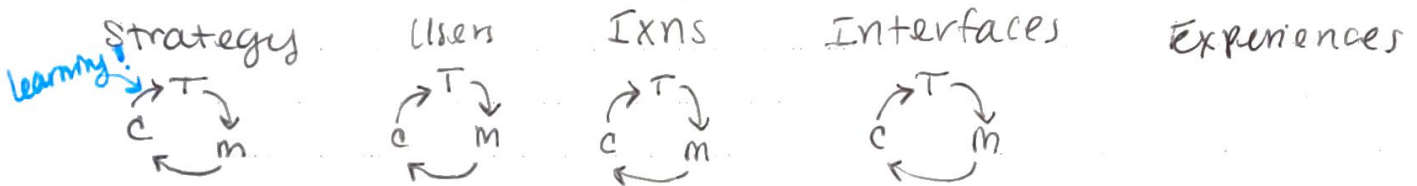
"Instead of changing what you do, change how you do it."

① Think - Make - Check + the Four Models

what you do when you design

what you do it to: users, interfaces, interactions + systems

"Designers think about things, make things, + show things to other people" (check) + then repeat



Users

- Personas represent a model of your user
- every wireframe / prototype assumes a certain kind of person will use it

Interface

- interface models are the easiest way for people to talk about a design because they're so concrete

Interaction

- how users interact w/ interfaces over time
- "you think in scenes, not screens. ... interactions do a better job of describing the entire experience."

System

User engages w/ an interface = interaction

∞ interactions connected = system

- Systems create constraints + opportunities around our product
- It's the broader context, the room around the chair

- to build better products, you have to get better at:
 - how you think, make & check
 - knowing what to model to think, make or check
- Talking about "what information should go into a model" is talking about fidelity.

② Fidelity: Check the Right Things with the Right People

- ↑ reality = ↑ fidelity, which takes ↑ time to make but easier to check
- 4 factors for how much fidelity in your model:

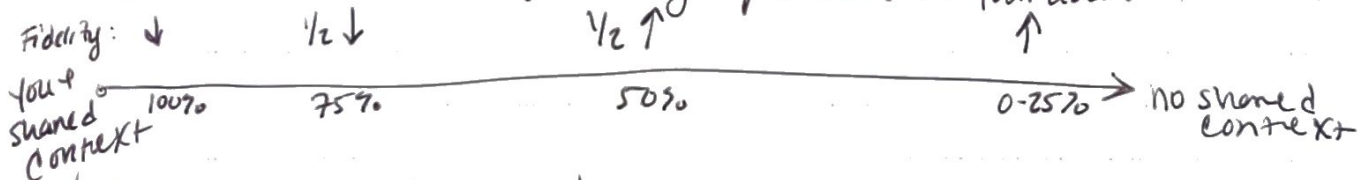
① Audience ② Distance ③ Time ④ Reach

↳ who will check? ↳ local? remote? ↳ real-time? ^{async?} ↳ will the model be ^{shared}

A model is like a signal fire. The bigger the fire, the farther away you can see it, but you're limited by how much wood you have to burn.

- focus your effort based on who & what you're checking when choosing ↑ or ↓ fidelity
- Possible audiences:

① You ② Your team ③ Your org & partners ④ Your users



↳ So you need more fidelity to clear up assumptions and share context

"Fidelity is tied to how far away your audience is from the project."

* Communication Channels

Distance: in-person convos have more built-in fidelity than remote

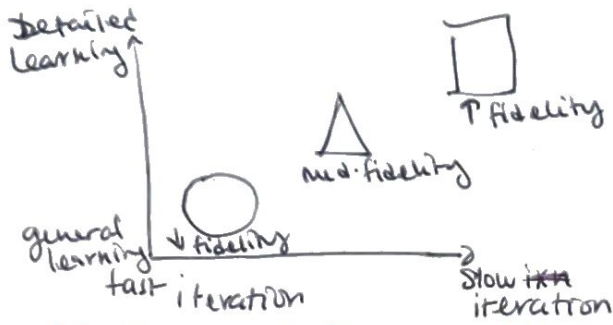
Time: Synchronous you can fix misunderstandings quickly, async is harder & have ↓ fidelity by default

* ~~also~~ also applies to time-shifted conversations w/ yourself

Reach: how far will an audience share what you're checking?

→ if you're not around to explain the design the model needs ↑ fidelity

"Who is the audience? What is the channel? What information does the audience need to answer the question?"



"Diff. types of fidelity afford different iteration speeds & provide different quality learnings."

* Can adjust fidelity for each model (users, interfaces, interactions & systems)
So you have the right conversations w/ the right audience to learn the right things.

* UX is what happens after the user & org. works together & ships something

③ The Elements of Collaboration

Shared Understanding, Inclusion, & Trust

* Begin w/ the end in mind, what does successful collab. look like when you're done?

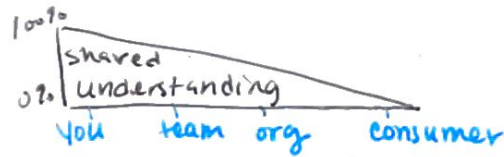
* Teams who collaborate well share understanding, inclusion & trust

↳ You can practice these skills

* Shared Understanding

↳ is a scale from 0% → 100%

↳ includes shared language



"To improve the fidelity of a list of content & functionality, you add layout & transform your list into a wireframe. To improve the fidelity of a wireframe, you add interactivity & transform it into a prototype."

↳ list + layout = wireframe

wireframe + interactivity = prototype

* Include Everyone

* need to listen & respect everyone & let go of your own ego & realize you don't own anything.

"When you include everyone, you have to understand issues important to others & go further to treat those issues as your own."

• Pull in those who haven't participated & also leave an open door for them to move along.

Elements of Collab (Cont'd)

* Trust Everyone

"Believe it or not, you're not the greatest mind in the world. You don't have all the answers. People on your team will have diff. + better ideas about the UK... like you want the team to trust you when you make a decision, you have to trust the decisions your team members make."

* Also need to trust their limitations + dreams + feedback.

* Feedback should be respected + is still up for discussion.

"Collaboration is about what the team decides, not what you think is best."

SCARF model reflects 5 emotional needs that help ppl feel safe:

Status

Certainty

Autonomy

Relatedness

Fairness

④ Collab- in Practice: Frame, Facilitate, Finish

"When you approach a project + look for ways to collaborate, set aside your usual expertise."


① Frame the question

Frame

- ① What will you do?
- ② What will you end up with?
- ③ How will you do it?
- ④ Why is it important?

② Explore + discuss

Facilitate

- ① Open
 - ② Analyze
 - ③ Synthesize
 - ④ Close
- 

③ decide on collective answer

Finish

- ↳ have a concrete representation of what was concluded.
- ① What did you do?
- ② What did you end up with?
- ③ How did you do it?
- ④ Why is it important?

↳ Closing the frame reinforces any success you had during the time