

UX
parte 3

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“Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

Tim Brown (IDEO)

DESIGN THINKING: USER CENTRED APPROACH

**DESIGN USING PEOPLE AS CENTRAL ELEMENTS,
CONSIDERING NEEDS, HABITS, DESIRES.**

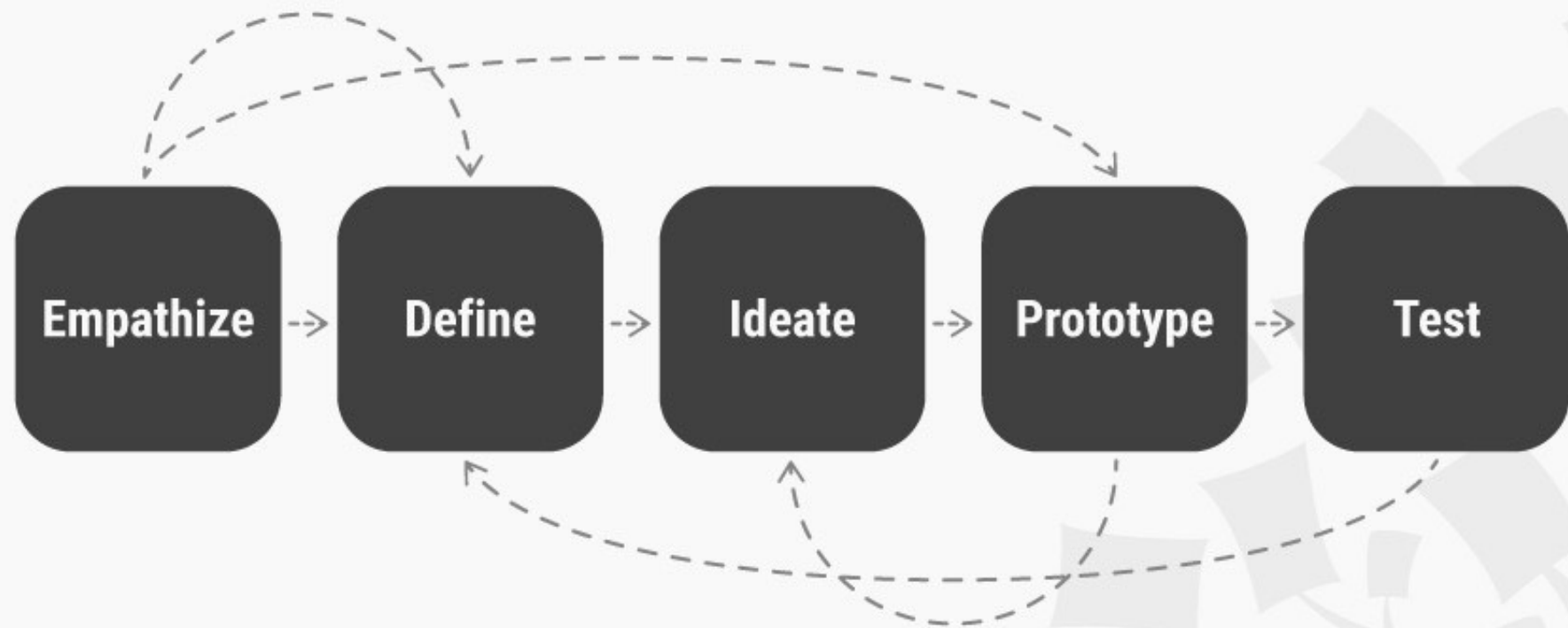
<https://designthinking.ideo.com/>

What is Design Thinking?

- Design thinking is a non-linear, iterative process which seeks to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test.
- The method consists of 5 phases—Empathize, Define, Ideate, Prototype and Test and is most useful when you want to tackle problems that are ill-defined or unknown.

<https://www.interaction-design.org/literature/topics/design-thinking>

Design Thinking: A 5-Stage Process



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What is Design Thinking?

Stage 1: Empathize—Research Your Users' Needs

- The first stage of the design thinking process allows you to gain an empathetic understanding of the problem you're trying to solve, typically through user research.

Empathy is crucial to a human-centered design process like design thinking because it allows you to set aside your own assumptions about the world and gain real insight into users and their needs.

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What is Design Thinking?

Stage 2: Define—State Your Users' Needs and Problems

In the Define stage, you accumulate the information you created and gathered during the Empathize stage.

You ***analyze*** your observations and ***synthesize*** them to define the core problems you and your team have identified so far. You should always seek to define the problem statement in a human-centered manner as you do this.

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What is Design Thinking?

Stage 3: Ideate—Challenge Assumptions and Create Ideas

Designers are ready to generate ideas as they reach the third stage of design thinking.

The solid background of knowledge from the first two phases means you can start to “think outside the box”, look for alternative ways to view the problem and identify innovative solutions to the problem statement you’ve created.

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What is Design Thinking?

Stage 4: Prototype—Start to Create Solutions

This is an experimental phase, and the aim is to identify the best possible solution for each of the problems identified during the first three stages.

Design teams will produce a number of inexpensive, scaled-down versions of the product (or specific features found within the product) to investigate the problem solutions generated in the previous stage.

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What is Design Thinking?

Stage 5: Test—Try Your Solutions Out

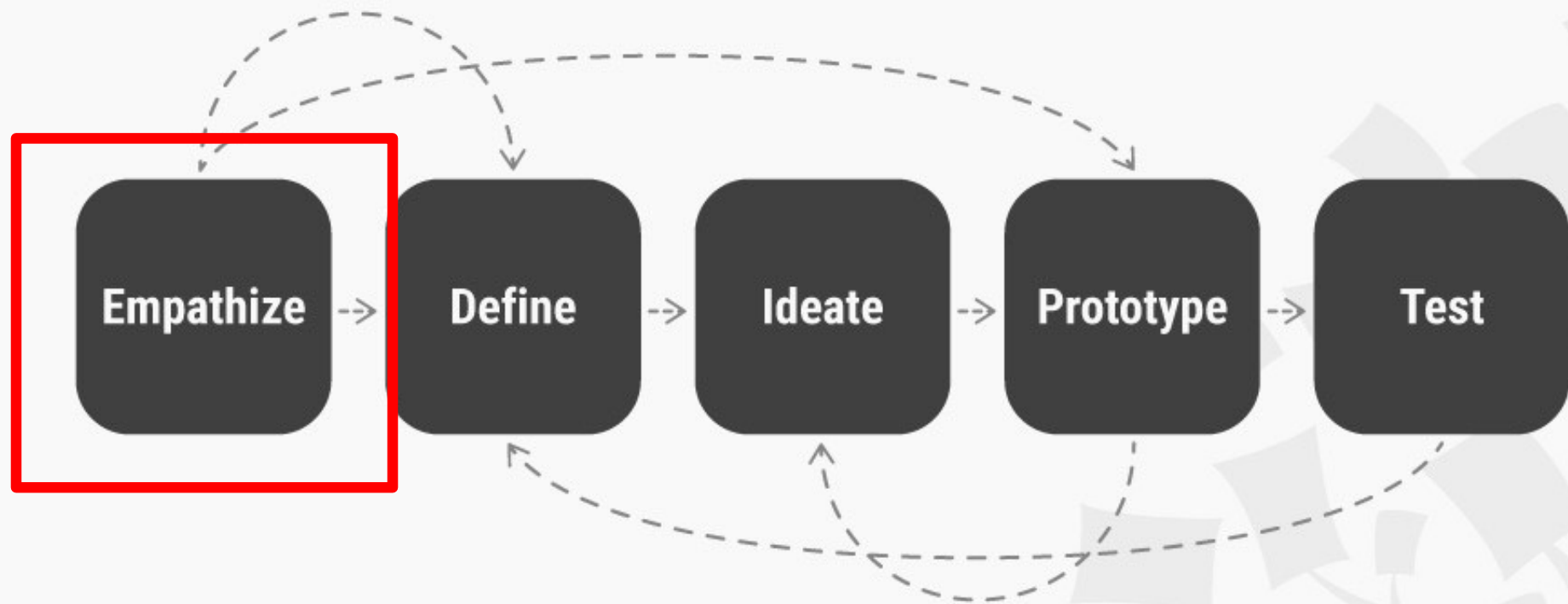
Designers or evaluators rigorously test the complete product using the best solutions identified in the Prototype phase.

This is the final phase of the model but, in an iterative process such as design thinking, the results generated are often used to redefine one or more further problems.

Designers can then choose to return to previous stages in the process to make further iterations, alterations and refinements to rule out alternative solutions.

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What is Design Thinking?

Stage 1: Empathize—Research Your Users' Needs

Personas

È una tecnica che permette di raccontare le evidenze della ricerca attraverso i **profili degli utenti-tipo** del servizio pubblico digitale, le personas, che supportano la narrativa della prospettiva dell'utente e della sua esperienza.

Questa tecnica supporta il team di progetto a ipotizzare **soluzioni concrete** che rispondano alle esigenze dei cittadini e anche a divulgare i risultati della ricerca agli interlocutori esterni al gruppo di lavoro.

Le personas sono archetipi mirati a rappresentare le **caratteristiche essenziali** che accomunano un certo gruppo di utenti e a definire delle personas, cioè dei costrutti focalizzati sull'esprimere **l'attitudine**, il **comportamento** e il modo di pensare degli utenti nell'interazione con il servizio.

Gli archetipi, sono infatti dei modelli che descrivono i principali schemi di comportamento adottati rispetto a un determinato contesto.

What is Design Thinking?

Stage 1: Empathize—Research Your Users' Needs

Personas

Nel corso della sua vita la stessa persona può infatti seguire diversi pattern, a seconda del contesto in cui si trova.

Empatizzare con l'utente e comprendere meglio la sua percezione aiuta a capire meglio ciò di cui le persone hanno bisogno e quindi a migliorare l'esperienza dell'utente.

Non è un caso se alcuni concetti come questo, utilizzati in psicologia cognitiva, e nelle scienze sociali, sono stati applicati anche nel campo della **progettazione centrata sull'utente**.

La narrazione delle personas può coinvolgere una serie diversa di variabili a seconda del contesto di progettazione, e di cosa è effettivamente utile al progettista.

What is Design Thinking?

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Personas

In generale, di solito una **scheda Personas** comprende:

- informazioni di profilo: nome, soprannome, professione, stato familiare, età ed eventuali altri dati anagrafici che aiutano a capire la tipologia di utente
- un motto: una frase esemplificativa che rappresenta la loro attitudine
- comportamenti: abitudini, necessità e difficoltà relative all'utilizzo del servizio
- conoscenza e frequenza d'uso del servizio, o servizi simili
- familiarità con gli strumenti digitali e la navigazione online
- strumenti di riferimento: dispositivi, applicazioni o servizi utilizzati

What is Design Thinking?

Stage 1: Empathize—Research Your Users' Needs

Personas

https://docs.google.com/presentation/d/1KB6qaOKfxM0eYS-yYGIKapPshlwI4wKcsr6vprTJ3i4/edit#slide=id.gb8eece2fcb_3_175

User journey

<https://docs.google.com/spreadsheets/d/1IMncyfqxV-sldfGcEyyFk16IIRCbNKD0tlcLVA2rl-M/edit#gid=1918884779>