IDEATION: BRAINSTORMING

CPSC 544 FUNDAMENTALS IN DESIGNING INTERACTIVE COMPUTATION TECHNOLOGY FOR PEOPLE
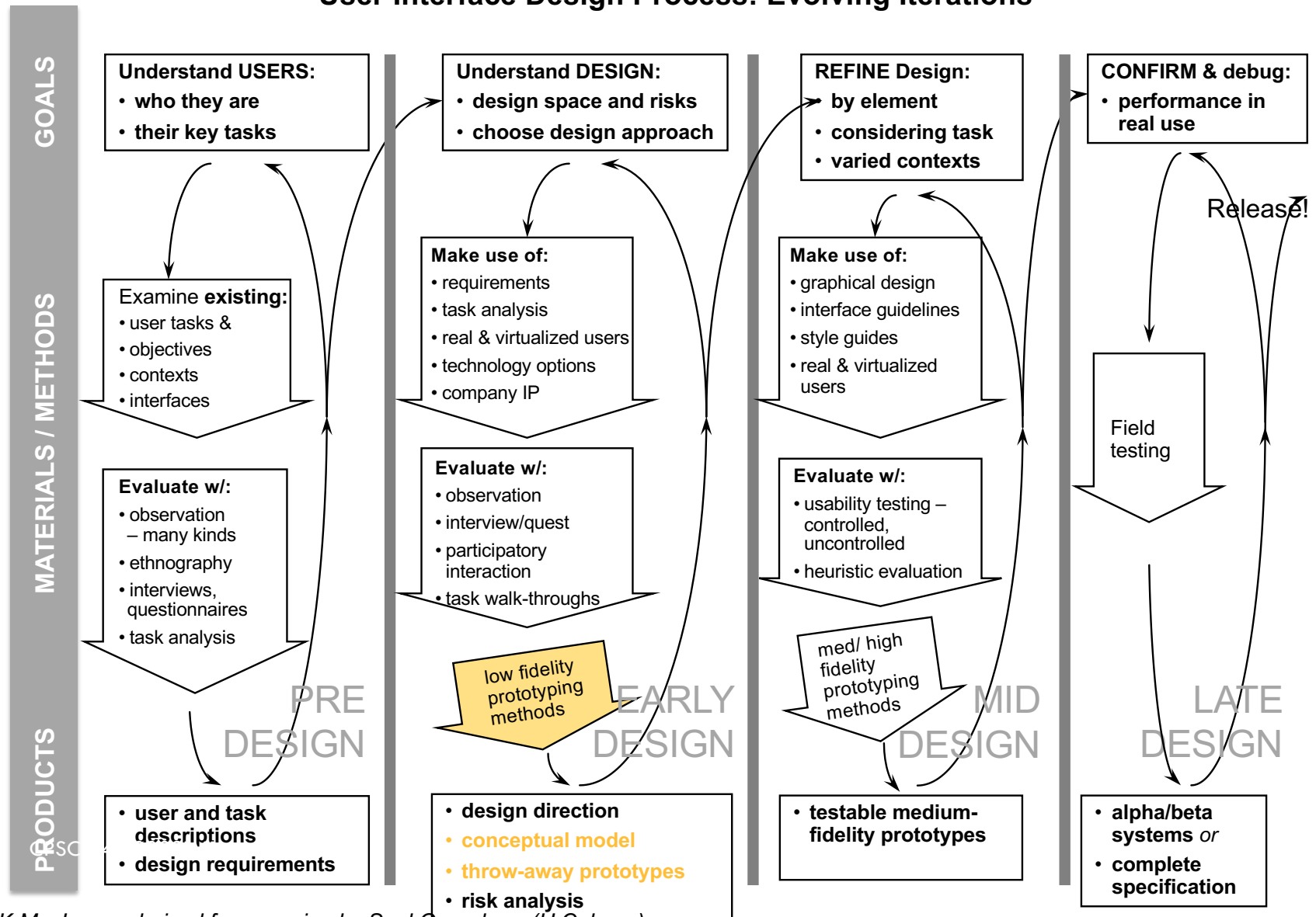
INTRODUCING: CRAZY 8

A sketch brainstorm technique
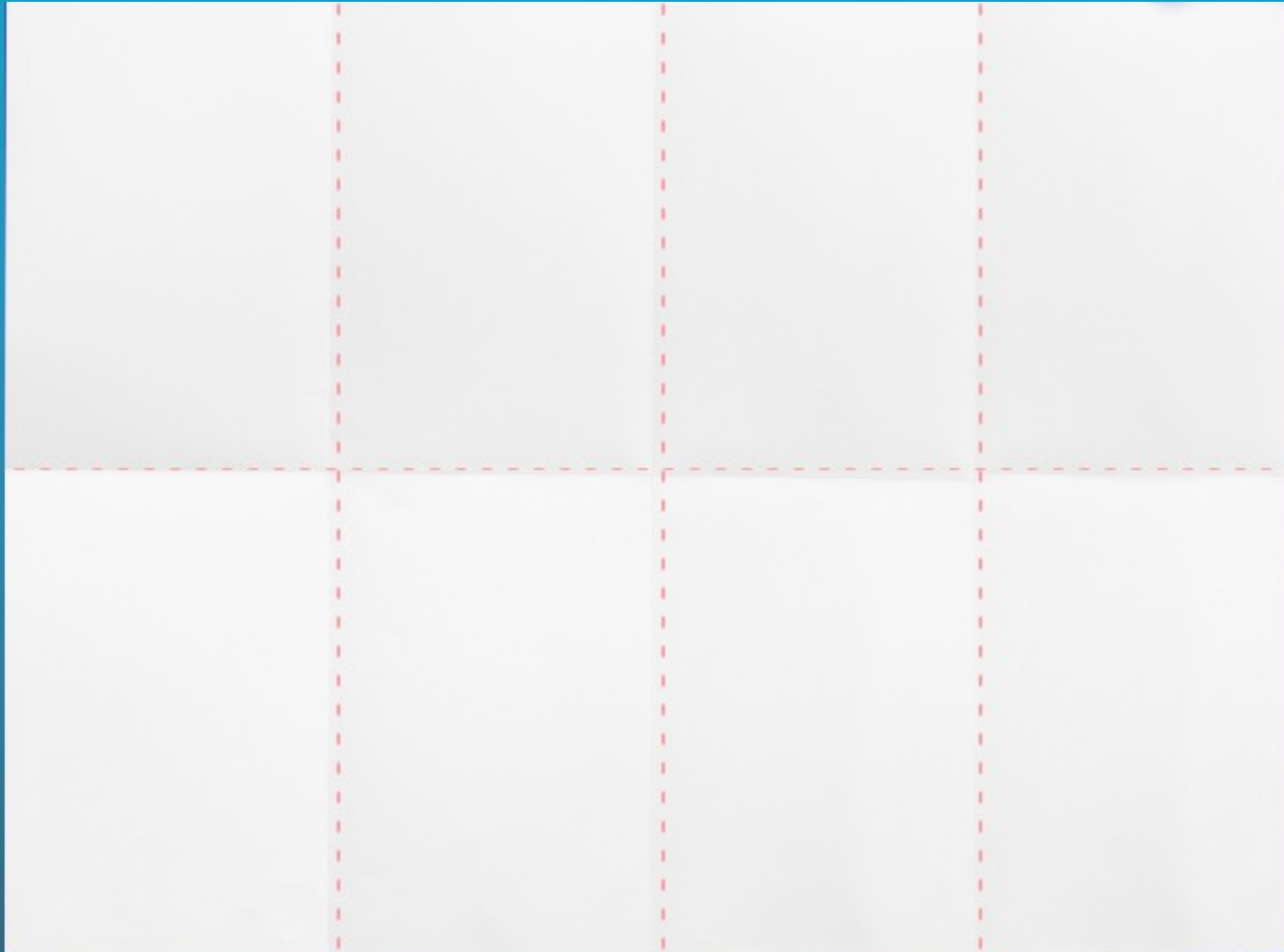
Can use for lots of things

Here: get you moving on your low-fi prototyping

Where Are We?

User Interface Design Process: Evolving Iterations

GOALS

Understand USERS: • **who they are** • **their key tasks**	**Understand DESIGN:** • **design space and risks** • **choose design approach**	**REFINE Design:** • **by element** • **considering task** • **varied contexts**	**CONFIRM & debug:** • **performance in real use**

MATERIALS / METHODS

Examine **existing:**
• user tasks &
• objectives
• contexts
• interfaces

Make use of:
• requirements
• task analysis
• real & virtualized users
• technology options
• company IP

Make use of:
• graphical design
• interface guidelines
• style guides
• real & virtualized users

Release!

Evaluate w/:
• observation
  – many kinds
• ethnography
• interviews, questionnaires
• task analysis

Evaluate w/:
• observation
• interview/quest
• participatory interaction
• task walk-throughs

Evaluate w/:
• usability testing – controlled, uncontrolled
• heuristic evaluation

Field testing

low fidelity prototyping methods

med/ high fidelity prototyping methods

PRE DESIGN

EARLY DESIGN

MID DESIGN

LATE DESIGN

PRODUCTS

• **user and task descriptions** • **design requirements**	• **design direction** • **conceptual model** • **throw-away prototypes** • **risk analysis**	• **testable medium-fidelity prototypes**	• **alpha/beta systems** *or* • **complete specification**

K MacLean - derived from version by Saul Greenberg (U Calgary)

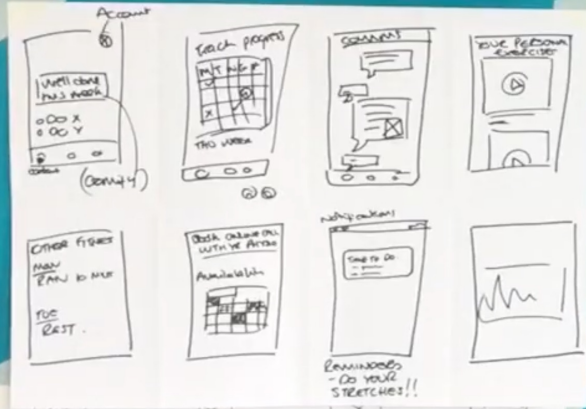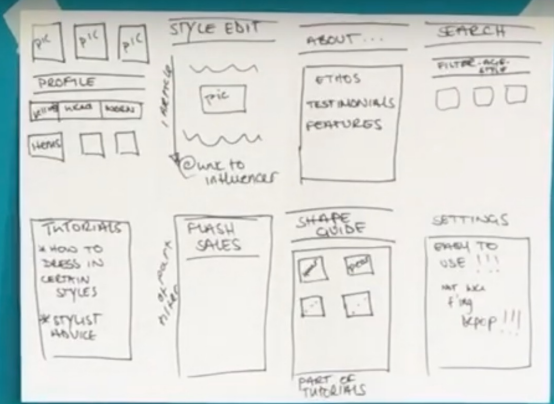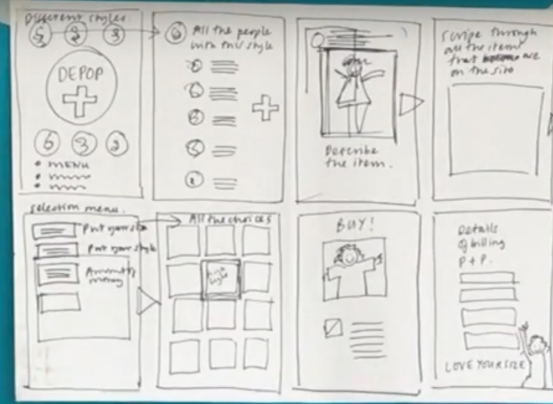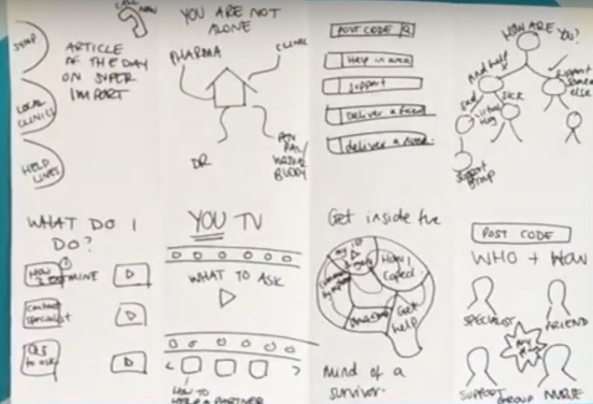# Choose a brainstorm focus, then fold a piece of paper

Brainstorm: **SKETCH 1 idea** / square, 1 minute each!
(different ideas/square: this is not a storyboard progression)

More C8 examples – just to show a reasonable level of detail for 1-min sketches
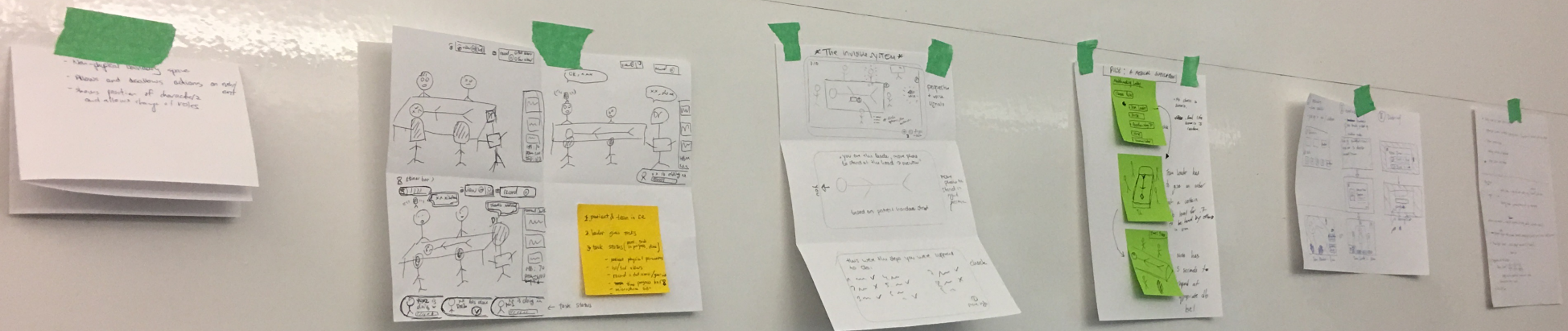## These are "scribbles for yourself" – no one else has to see them
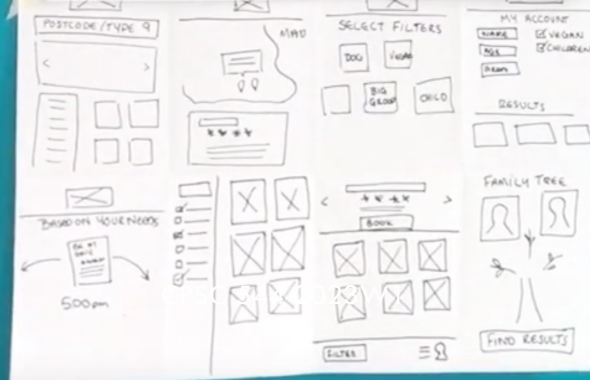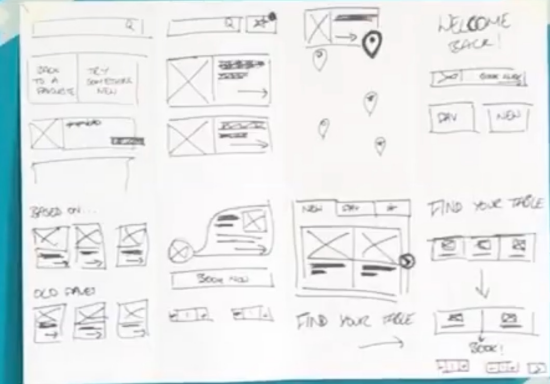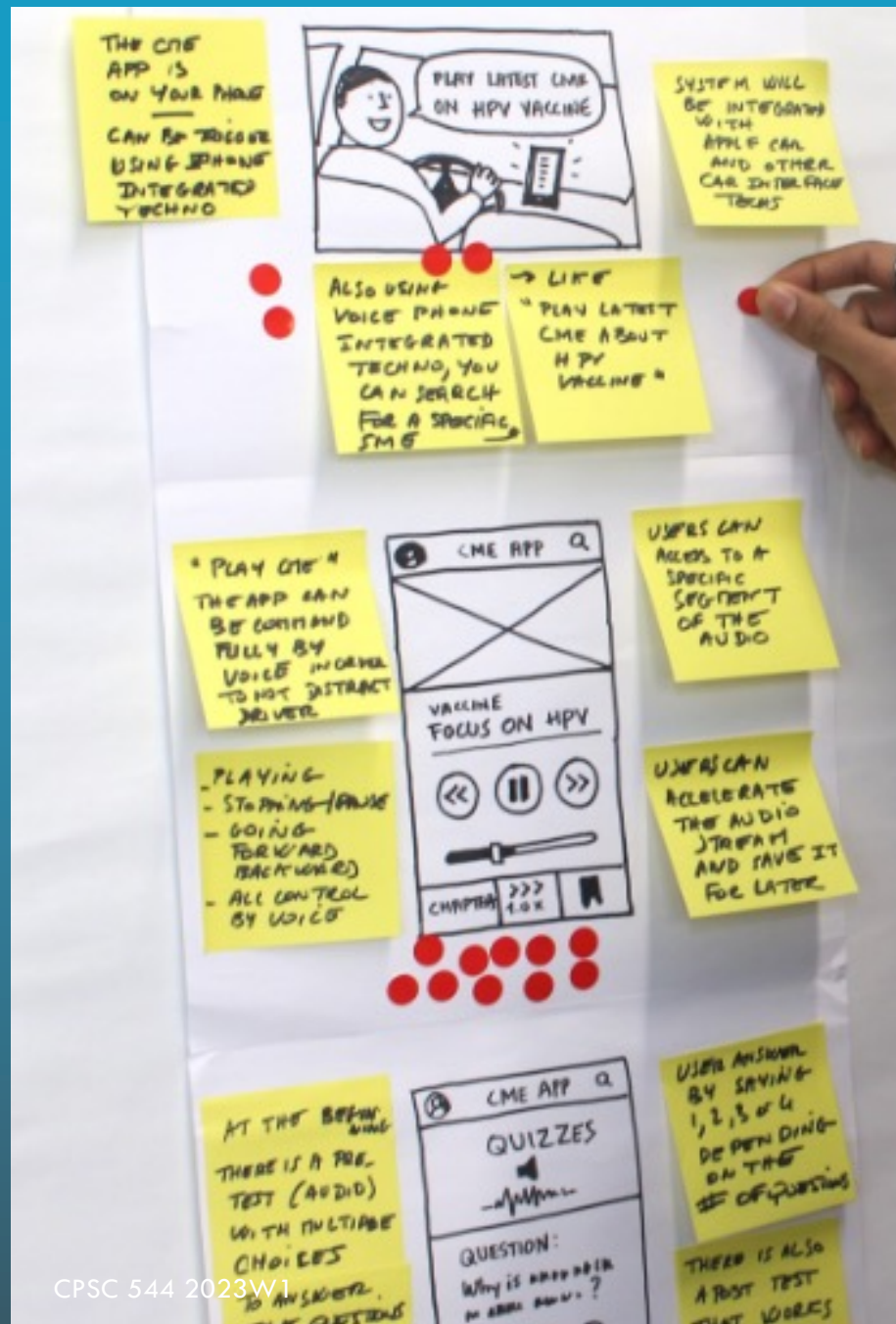
THEN, ELABORATE

- Choose your favorite idea(s) – or combinations – from the 1-min sketches.

- Taking a little more time on a single sheet of paper, sketch the top ideas more carefully.

- These are for sharing with your team.

Sketch level is still very simple!

Group review:

- Mark parts of your teammates' sketches that you especially like.

- Think about what it is that you like; can jot it down with a post-it or note on a whiteboard.

- Discuss, analyze, integrate

EXERCISE – CRAZY 8

- Get together in your teams

- **10 min: As a group**, specify scope of a problem you want to develop in this brainstorm exercise.
  - Generally: Good for interface design, specific feature, a process, an idea you want to try.
    For example:
    - "What are different ways we could approach a particular task, given our conceptual model?"
    - "How might we include a social network in the existing conceptual model?"
    - "How might we integrate feature X into the interface we already have?"
  - **Today**: focus is to sketch **different interface possibilities that fit your conceptual model.**

EXERCISE – CRAZY 8

- **Individually:** Take a paper sheet and fold it into 8 squares.

- **8 min - Fast Sketch (1m/square):** Sketch out your ideas. ONE min per SQUARE
  - Don't worry - no one else will see this! The point is to force yourself to scribble things down then quickly move on to a different idea.

- **15 min - Re-Sketch:** Now pick **one** of your 8 ideas (or a combination) and sketch that **one** idea out on **one full piece of paper**.
  - Goal: clear enough that someone can understand it just by looking at it.

- **10 min:** Look at each re-sketch from your group members
  Vote with a mark (marker or sticker) for **elements you like.**

- **20 min – Together:** go over the marked features and ideas; discuss.

- Later: Combine them and make one final paper / Lo-Fi prototype.