About Face 3 Notes:

CH1

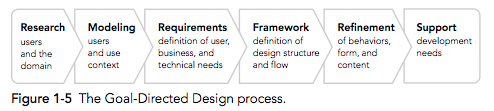
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Designers as researchers. This notion of sharing the load can be seen in the Lean UX methodology. The Agile design process allows al stakeholders to share a common ground in the process the leverages each members’ specialties to spur a group understanding of the project, the problem being solved and the desired outcomes of all deliverables, research design and development.

Pg. 19“One of the most powerful tools designers bring to the table is empathy: the ability to feel what others are feeling. The direct and extensive exposure to users that proper user research entails immerses designers in the users’ world, and gets them thinking about users long before they propose solutions.”

“few methods capture user behaviors in a manner that appropriately directs the definition of a product.”

Pg. 20 Goal Oriented Design Process



Research:

Major takeaway, “behavior patterns — identifiable behaviors that help categorize modes of use of a potential or existing product. These patterns suggest goals and motivations (specific and general desired outcomes of using the product).”

Modelling:

Behavior and workflow patterns that are discovered in the research phase are reconstituted as Domain and User Models

“Domain models can include information flow and workflow diagrams. User models, or personas, are detailed, composite user archetypes that represent distinct groupings of behaviors, attitudes, aptitudes, goals, and motivations observed and identified during the Research phase.”

Domain Models – Information Flow, workflow diagrams

Personas are “the main characters in a narrative, scenario-based [iterative] approach to design.” They should be synthesized prioritized and differentiated throughout the modeling process so as to provide a broad range of user behaviors/goals and experience levels for investigation. Personas are used to designate design targets and prioritize their importance and the importance of the goals/pain points that they address.

Requirements Definition:

“employs scenario-based design methods with the important innovation of focusing the scenarios not on user tasks in the abstract, but first and foremost on meeting the goals and needs of specific user personas.”

Personas as maicn characters “designers explore the design space via a form of role-playing.”

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