**About Face 3 Notes:**

**CH1- GOAL DIRECTED DESIGN**

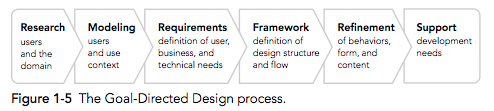
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Designers as researchers. This notion of sharing the load can be seen in the Lean UX methodology. The Agile design process allows al stakeholders to share a common ground in the process the leverages each members’ specialties to spur a group understanding 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).”

Modeling:

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

Context Scenario – Day in the life of each persona using the product. What digital human factors influence the users motivations, goals.

Requirements Definition - balances user, business, and technical requirements of the design to follow.

Framework Definition:

Framework for products visual design and behavior and physical form factor are determined.

Seminal methodological tools inherent in Framework definition - Interaction Design Principles meet Interaction Design Patterns

Interaction Framework Definition – “stable design concept that provides the logical and gross formal structure for the detail to come.”

Visual Framework (Visual Language Strategy) – Created by visual designers, based on the Interaction Framework definition. “Use brand attributes as well as an understanding of the overall interface structure to develop options for typography, color palettes, and visual style.”

Refinement:

Similar to the Framework Definition phase.

Interaction Designers run through the experience of the product and refine using “key path (walkthrough) and validation scenarios focused on storyboarding paths through the interface in high detail.”

Visual Designers refine the visual language, libraries and styles that will be incorporated and finalize and refine the visual hierarchy.

Refinement outcome is the final product documentation or form and behavior specification.

Development Support:

Key Questions to answer:

Who are my users?

What are my users trying to accomplish?

How do my users think about what they’re trying to accomplish?

What kind of experiences do my users find appealing and rewarding?

How should my product behave?

What form should my product take?

How will users interact with my product?

How can my product’s functions be most effectively organized?

How will my product introduce itself to first-time users?

How can my product put an understandable, appealing, and controllable face on technology?

How can my product deal with problems that users encounter?

How will my product help infrequent and inexperienced users understand how to accomplish their goals?

How can my product provide sufficient depth and power for expert users?

**CH2 – IMPLEMENTATION MODELS AND MENTAL MODELS**

Implementation model – representation of how a software program actually works/is implemented in code (code snippets, algorightms, API’s etc…)

Mental Model – User’s approximation of how the machine/program meets his/her goals.

Represented Model – “he way the designer chooses to represent a program’s functioning to the user.”

Pg. 29 “The closer the represented model comes to the user’s mental model, the easier he

will find the program to use and to understand.”

Pg. 33 “User interfaces and interactions designed by engineers, who know precisely how software works, quite often lead to a represented model that is very consistent with its implementation model.”

Pg. 37 Mechanical Age Representations Degrade User Interaction

**Ch. 4 Understanding Users: Qualitative Research**

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