

# **Assignment Review**

# **Discussion**

## Critical Code Studies

# **Presentation Techniques**

# Show + Tell

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## Use visual aids

A picture is worth a thousand words -- show us!

## Showing videos?

Video is a great way to show precedent cases, your progress documentation, to intuitively demonstrate a point, and all sorts of great things. Just keep in mind to coordinate the video with your narrative. Don't try to talk over a loud video, or show one for too long.

# Tell us a story

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The slides aren't everything

Don't read the slides!

# Know your material

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## Rehearse your presentation

Present to your friend - or even a stuffed animal.

Time yourself.

Record yourself.

# Know your audience

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**Who are you presenting to?**

Understand your audience, and organize your language and presentation style accordingly.

# Be prepared

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## Tech

Make sure you know the room you are presenting in, and the technical tools you need to give your presentation.

Before important presentations, visit the room ahead of time and set up to test your devices.

## Checklist

Monitors  
Power outlets  
Display dongle  
Notebook

If applicable:  
Sensors  
Microphones  
Lights  
etc.

# Backup your files!

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## Things happen

Make sure you have your presentation backed up on a hard drive, or stored on cloud.

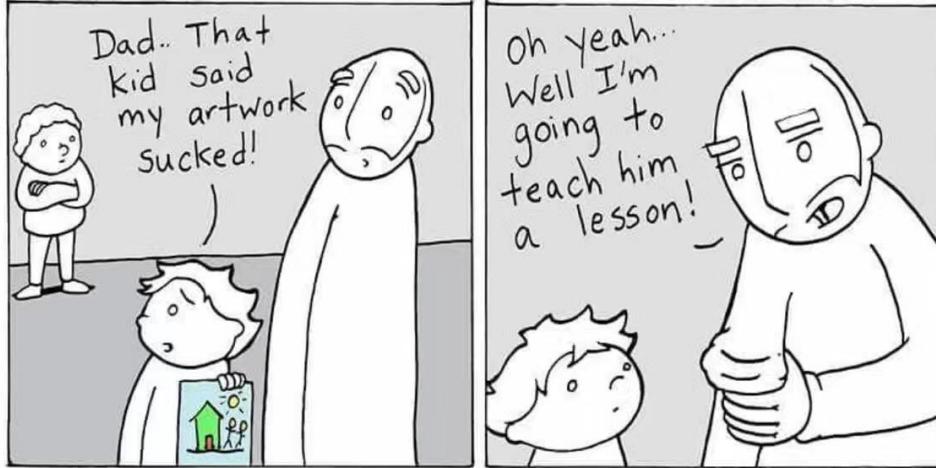
If you're planning on showing a live demo, make sure you have documentation of it working properly just in case.

## Services you can use:

Google Drive

Dropbox

# **What's the best way to give critique?**



# Praise vs. Criticism

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Praise is good

BUT

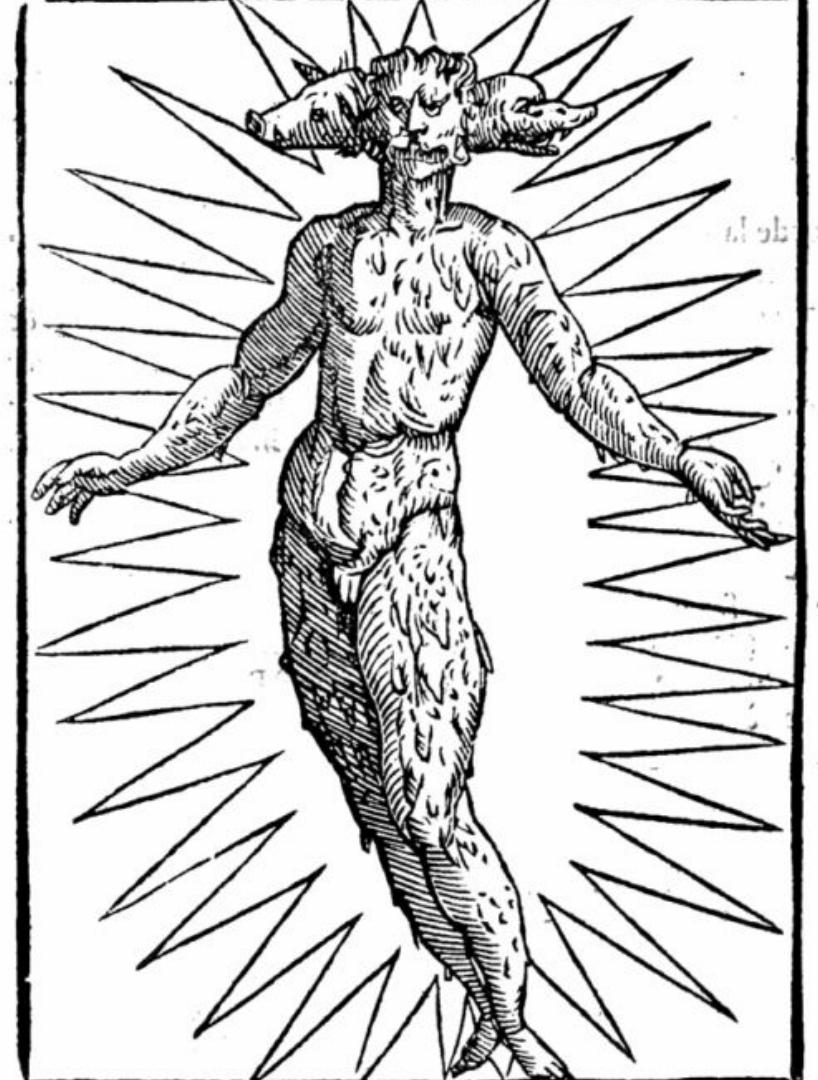
Remember to be honest



# Contextualizing

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Are you criticizing the basic concept  
or a small detail?



# Be specific

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Avoid extremely general comments:

"I like it"

"I don't like it"



# What can be done

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Be realistic and pragmatic



## Offer alternatives

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Engage with the project:

"Instead of that, have you thought about this?"



# Be descriptive

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Describe the project

"To me, what comes across in this project, is this..."



# How to receive critique?

# Listen

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The purpose of having a critique is to help your project,

The opinions are not towards you personally



# Respect

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Be open and respectful, rather than jumping directly to defend yourself



# Understand the critique

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If you're unsure - ask!

Don't make conclusions for them.



# Multiple sources

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It's important to get multiple people's opinion on your project

Consider their:

Academic background, demographic group, previous knowledge, etc.



# Ask

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Ask for the feedback you want!



Let's decide the day  
of final class.

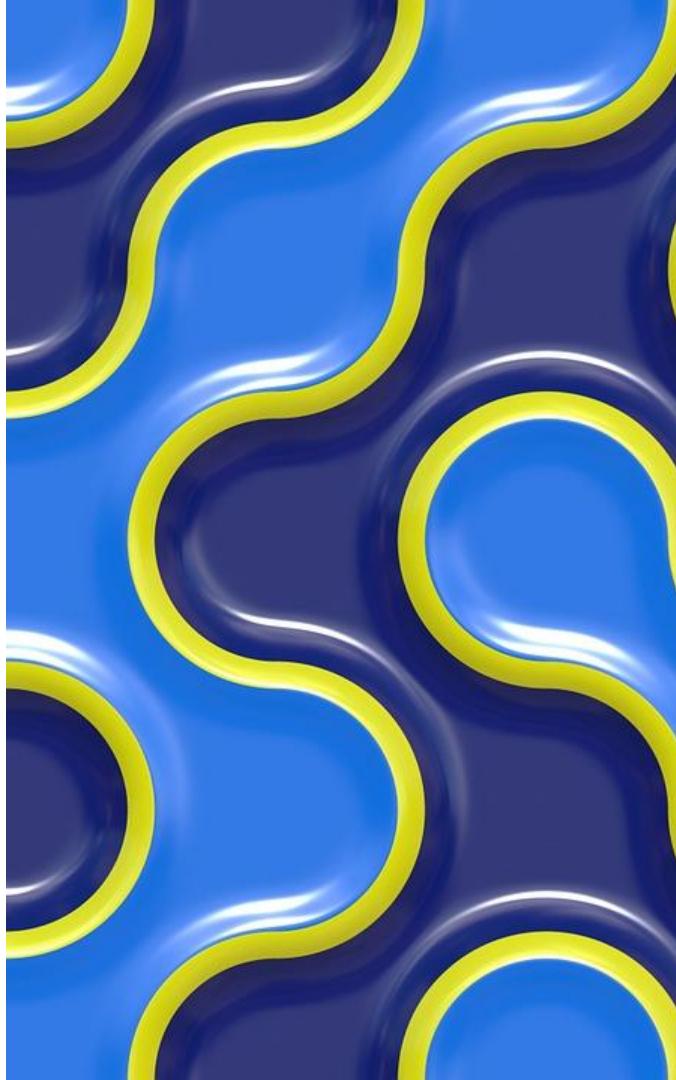
# Design ?

# Design

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**Design** is the creation of a plan or convention for the construction of an object or a system.

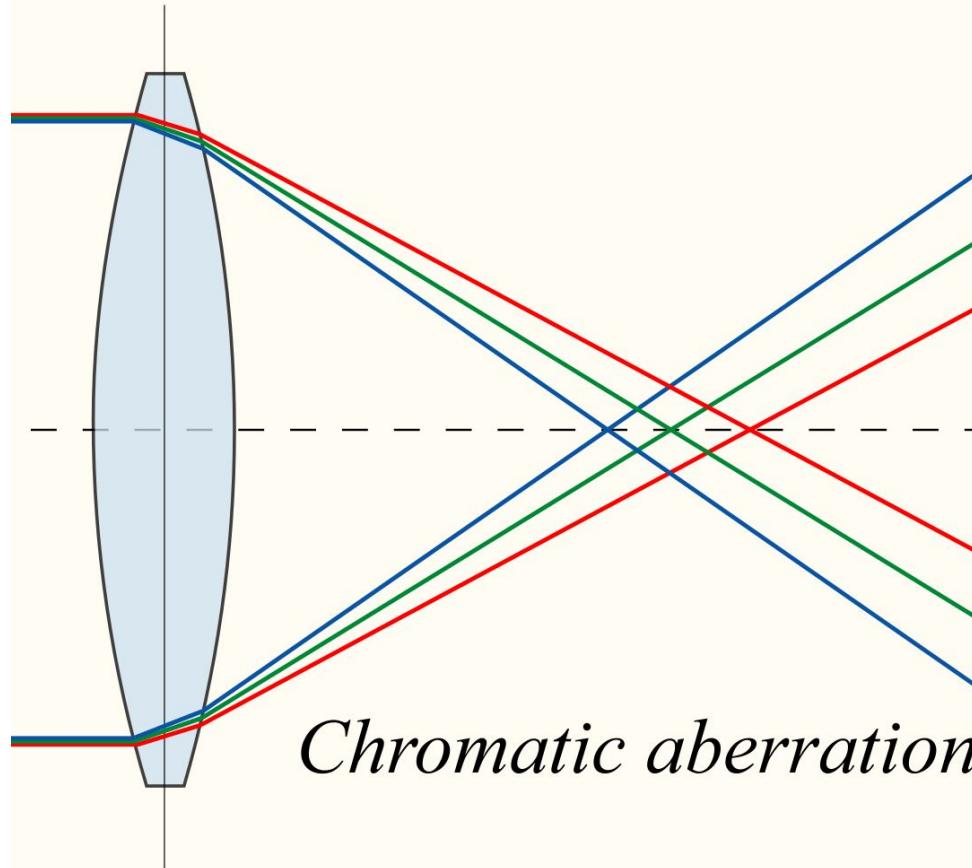
(as in architectural blueprints, engineering drawings, business processes, circuit diagrams and sewing patterns).



# Lenses

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- Critical
- Conceptual
- Speculative
- Human-Centered
- Non-Human Centered Design etc.

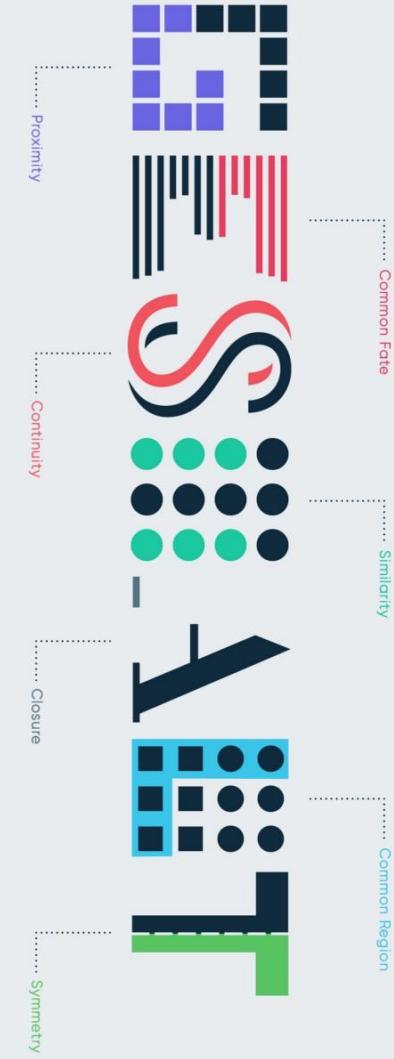


# Different Design Disciplines

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## Visual design

**Visual design** aims to shape and improve the user experience through considering the effects of illustrations, photography, typography, space, layouts, and color on the usability of products and on their aesthetic appeal

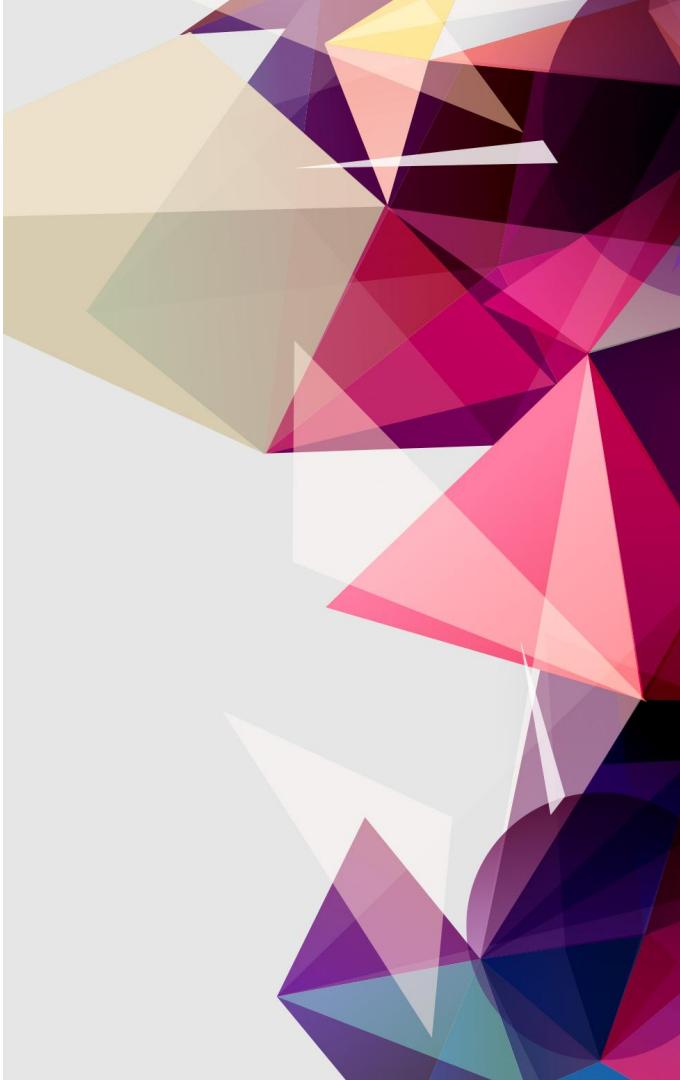


# Different Design Disciplines

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## Graphic design

Graphic design is the process of visual communication and problem-solving through the use of typography, photography and illustration



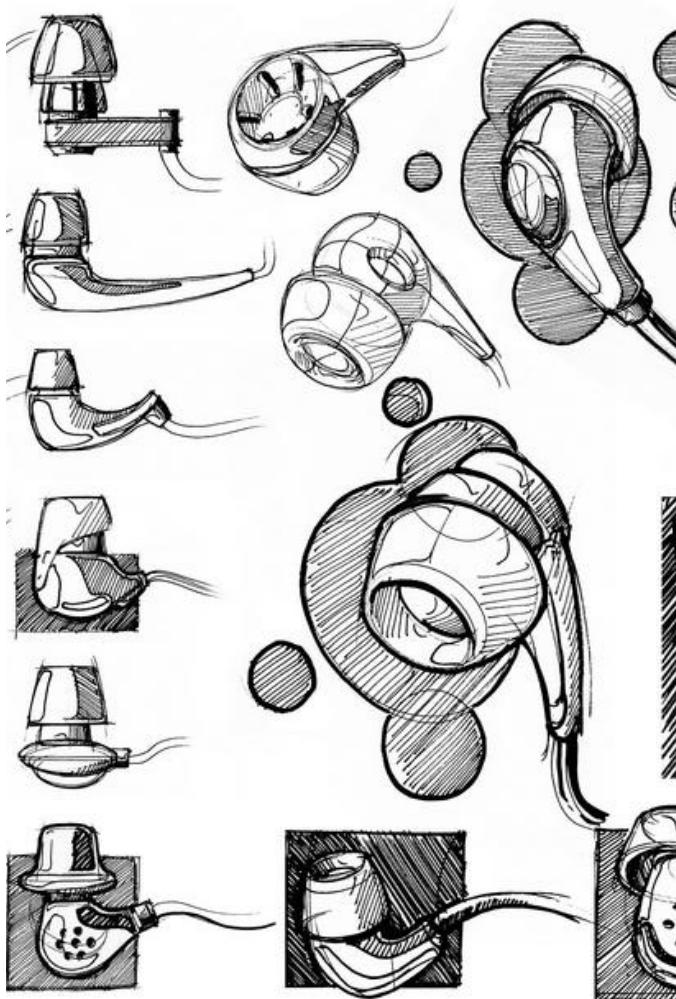
# Different Design Disciplines

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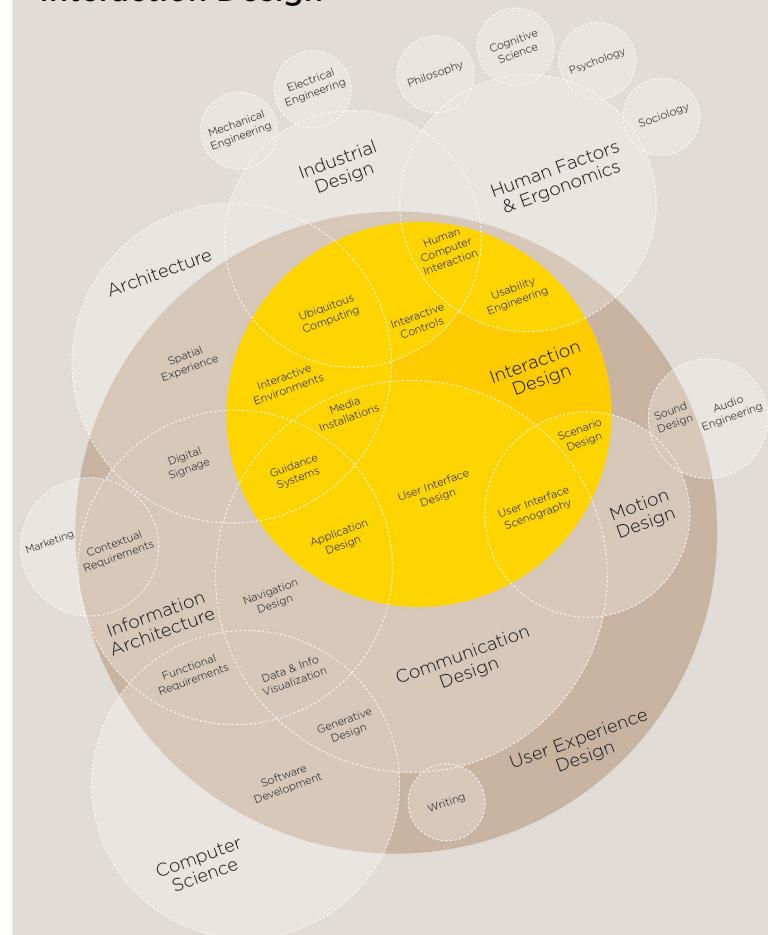
## Industrial Design

Creating and developing concepts and specifications that optimize the function, value, and appearance of products and systems for the mutual benefit of both user and manufacturer.

(Industrial Design Society of America)



## The Disciplines of Interaction Design

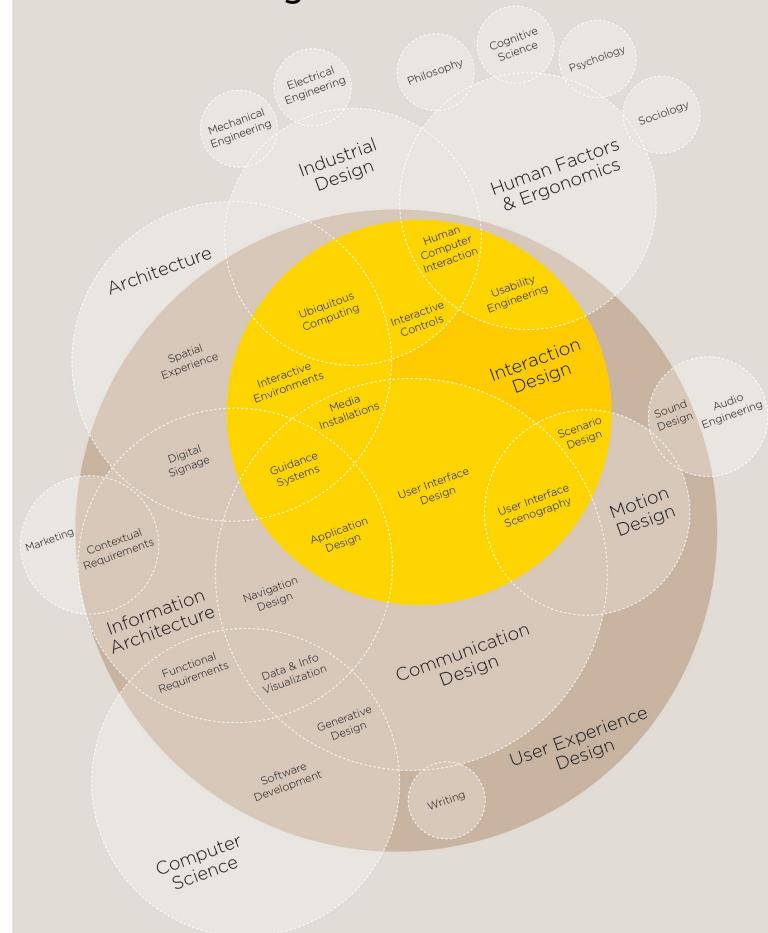


# Different Design Disciplines

## User experience design

is the process of enhancing user satisfaction with a product by improving the usability, accessibility, and pleasure provided in the interaction with the product.

## The Disciplines of Interaction Design



# Different Design Disciplines

## Interaction Design

The focus is upon how people interact with technology.

The goal is to enhance people's understanding of what can be done, what is happening, and what has just occurred.

Interaction design draws upon principles of psychology, design, art, and emotion to ensure a positive, enjoyable experience.

“

“**Creativity** involves breaking  
out of established patterns in  
order to look at things  
in a different way”

Edward de Bono

# How to come up with creative ideas & strong concepts?

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- Brainstorming
- Mind mapping
- Design Question & How Might We's
- Challenges & goals
- Design Statements

# How to brainstorm ideas?

# Mind Maps

# What is Mapping?

# Mapping

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## What is it?

the act or process of making a map

a diagram used to **visually** organize information.

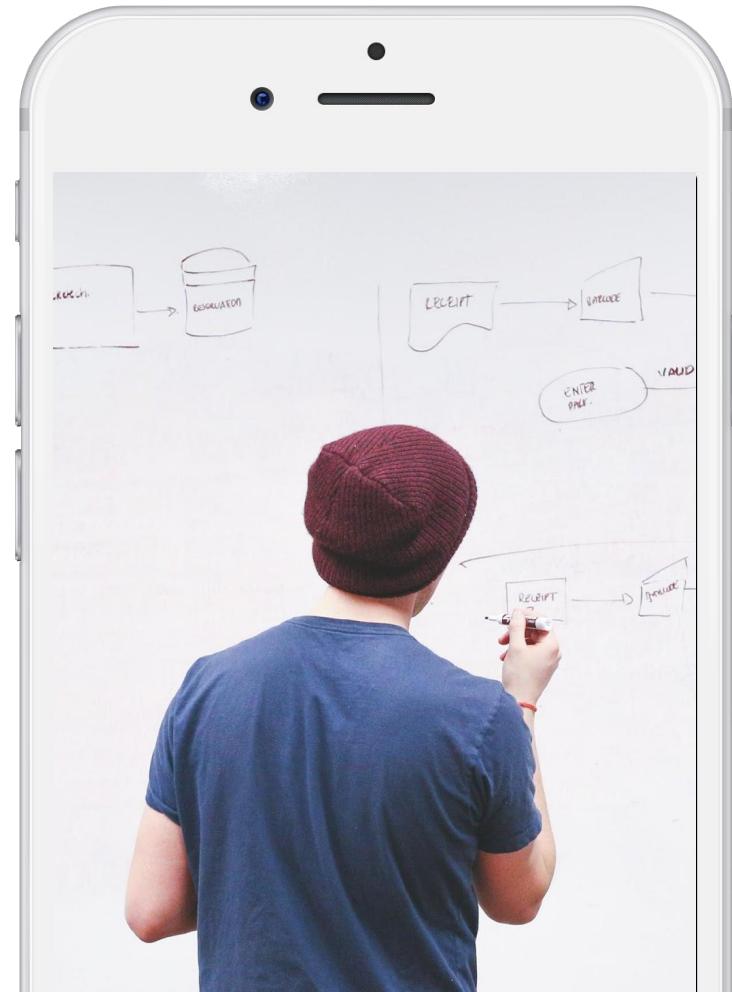
## Types of Mapping

Domain map

Mind map

Concept map

Topic map and many others...



# Some type of Maps

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## Mind Map

- Begins with only one word or idea
- radial/tree structures
- Quick tool to transfer Ideas into a visual context
- An easy way to brainstorm

## Concept Map

- Similar to Mind Maps
- connections of multiple words or ideas.
- connections between concepts in more diverse structures

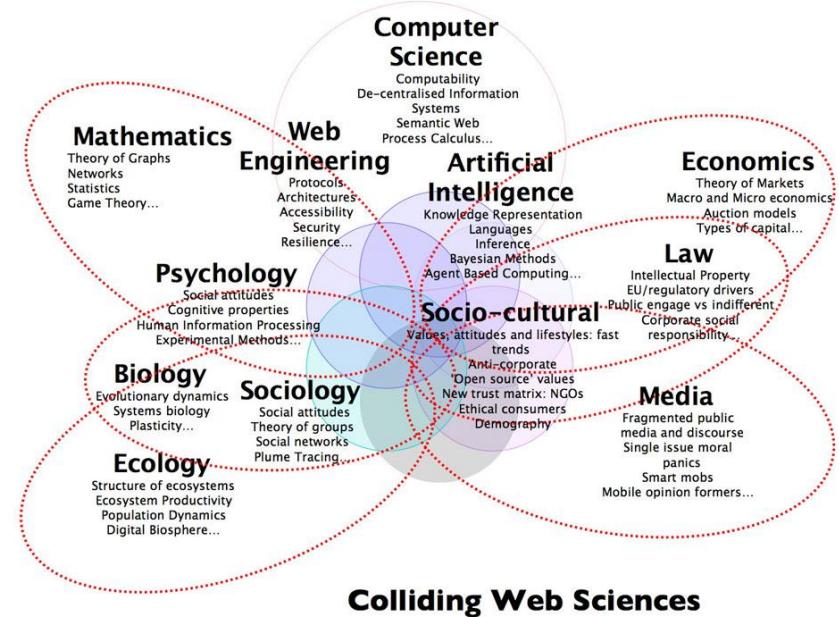
## Domain Map

- It is a scope or an expression for you to plan and visually map out a project.
- It's the Domains that your ideas fall underneath.

# Domain Map

Subject area / field  
Territory scope/ range

In design process in particular, **domain** is an **academic** expression or **discipline** related to your interests or projects.



# Domain Mapping

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## What is it?

Domain Mapping is a tool that allows you to **structure your ideas into specific categories** that your ideas fall underneath. This notion helps you sort out places you should be looking to further research.

## How is it used?

In design process in particular, it's an academic expression or discipline related to your interests or projects

## Examples

- Keywords - Bioplastics, environment, polymers, compostability, biodegradable, textiles, materials.
- Domains: Science, Materials, Technology, Design...

# Domain Mapping

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## Why is domain map helpful in design?

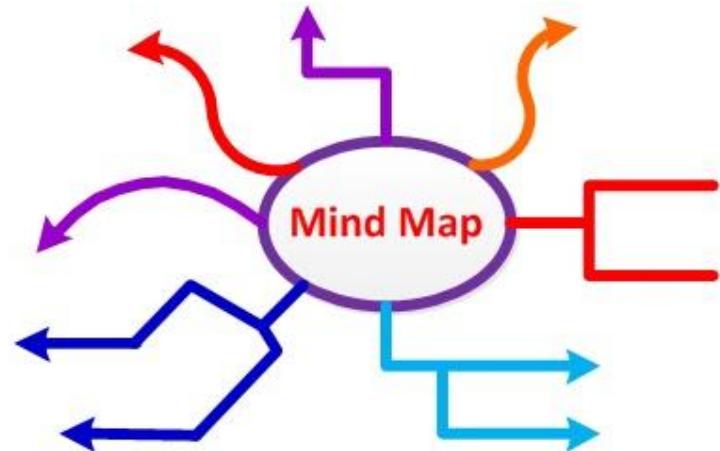
It can help you with design **research** throughout the whole process of your project.

- defining your idea
- structuring your project.

# Mind Map

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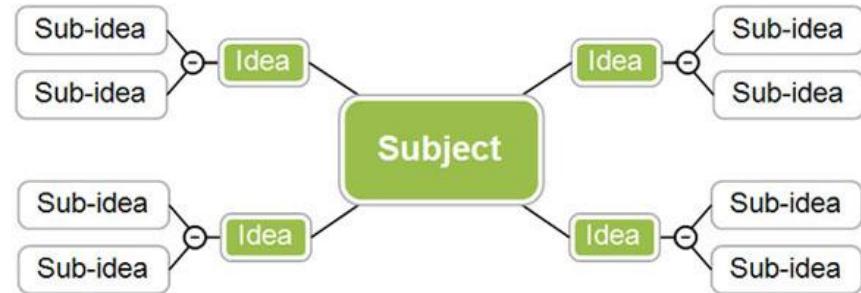
is the creation of maps, a graphic symbolic representation of the significant features, subject, area/field, concepts, topics etc...  
a diagram used to visually organize information.



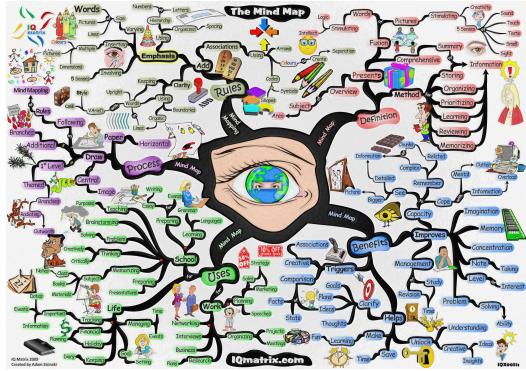
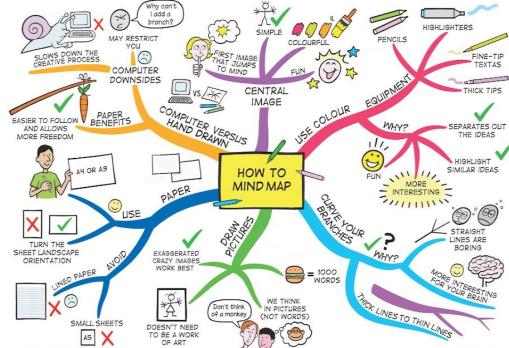
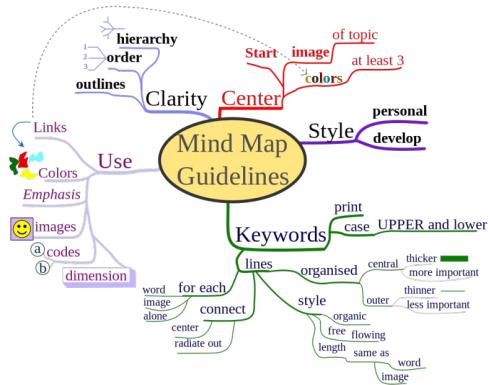
# Mind Mapping Process

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Generate a focal point.  
Then develop related  
components to your focus.  
Continue to draw ideas.



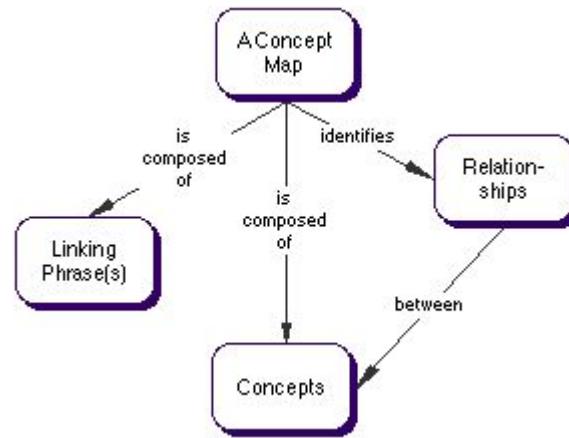
# Examples of Mind Maps



# Concept Map

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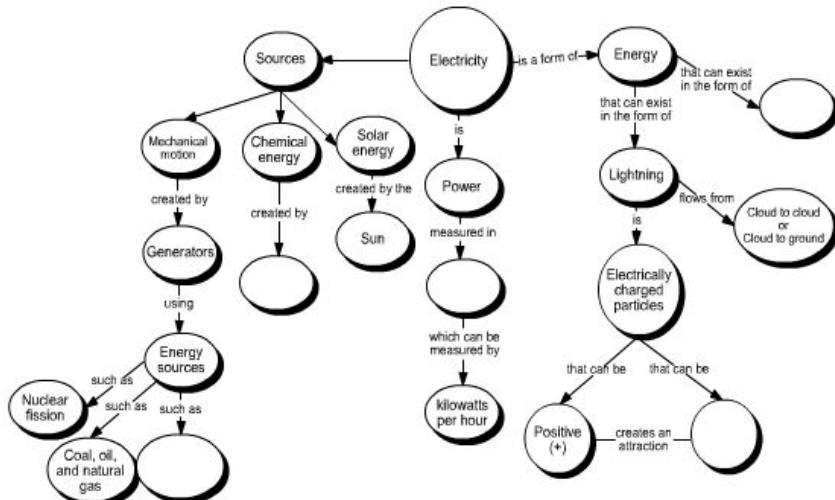
Concept maps begin with a main idea (or concept) and then branch out to show how that main idea can be broken down into specific topics.



# Concept Map

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In a concept map, each word or phrase **connects** to another, and **links** back to the original idea, word, or phrase. Concept maps are a way to develop logical thinking and study skills by revealing connections and helping students see how individual ideas form a larger whole.



# Questions to start with Mind Mapping

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What larger and broader topics does my idea fit in?

What topic does it relate or overlap onto?

What discipline can I categorize it into (ex)- Science, HCI, Graphic Design ?

Who is my audience/ audiences?

What practices branch out from my idea?

What correlations or relationships can I make? (Venn-diagram)

# Tools for mapping

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## Quick and easy

Pen and paper!

## Better organize and present

Cmap

<http://cmap.ihmc.us/>

Mindmanager:

[www.mindjet.com/](http://www.mindjet.com/)

Freemind:

[http://freemind.sourceforge.net/wiki/index.php/Main\\_Page](http://freemind.sourceforge.net/wiki/index.php/Main_Page)

# In class exercise

Get into pairs or groups of three.

We will be doing a project around the themes of  
**transportation + advertisement** (anything about them  
and any form of transportation, bus, subway, etc. and  
any form of advertisement)

# In class exercise

With your partner start to **mind map and brainstorm** around the topics of **transportation + advertisement** .

*First Step:*

*Decide on an everyday product  
to imagine later about how you will advertise it at a  
transportation context.*

# Design Questions

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- Brainstorming
- Mind mapping
- Design Question
- How Might We's
- Challenges & goals
- Design Statements

"What do I find annoying about the things I have to do everyday and the systems I have to interact with?"

"I wish that \_\_\_\_\_ existed so that doing \_\_\_\_\_ wouldn't be so hard".

"\_\_\_\_\_ is a big problem in our society, I wonder how we could make it better."

# In class exercise

With your partner, come up with some  
**design questions** by inspiring from your early  
discussions and mind map

# HMW's

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- Brainstorming
- Mind mapping
- Design Question
- **How Might We's**
- Challenges & goals
- Design Statements

Every problem is an opportunity for design. By framing your challenge as a How Might We question, you'll set yourself up for an innovative solution. EXAMPLES

- **Emphasize Good:** HMW use the items as a tool to promote more trust and value in the sharing economy?
- **Remove Bad:** HMW ensure the quality, ease-of-use, accessibility and user-friendliness of on-campus sharing services?
- **Opposite:** HMW make trading or donating items be valuable or rewarding experience?

# In class exercise

With your partner, write down some **how might we questions**. Quantity leads to quality!

# Challenges & goals

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- Brainstorming
- Mind mapping
- Design Question
- How Might We's
- Challenges & goals
- Design Statements

Take a look at all the HMWs you've come up with and start to identify some of the challenges and goals of the project.

**What do you want to accomplish, how will you do it?**

**What are some barriers to that goal?**

# In class exercise

With your partner, write down some **challenges** along  
with **three** high level **goals** for the project

# Design Statements

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- Brainstorming
- Mind mapping
- Design Question
- How Might We's
- Challenges & goals
- **Design Statements**

I am exploring \_\_\_\_\_ because I want to find out how \_\_\_\_\_ in order to \_\_\_\_\_.

I will be approaching this project from the lens of a \_\_\_\_\_.

# In class exercise

With your partner, come up with your design statement. There should only be one

I am exploring \_\_\_\_\_ because I want to find out how \_\_\_\_\_ in order to \_\_\_\_\_. I will be approaching this project from the lens of a \_\_\_\_\_.

# Personas



# Story Boards



# Personas

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**Specify:** Help us specify which groups of users/audiences most important to target

**Communicate Needs:** Tell story about different types of users and their needs

**Transcend Archetypes:** Defines a class or type of user and realize

**Derived from Behaviors:** Based on observations of real people we are targeting as users + supporting quantitative research about them

# Behavior

+

# Patterns

+

# Goals

# Step 1. Identify user/audience characteristics

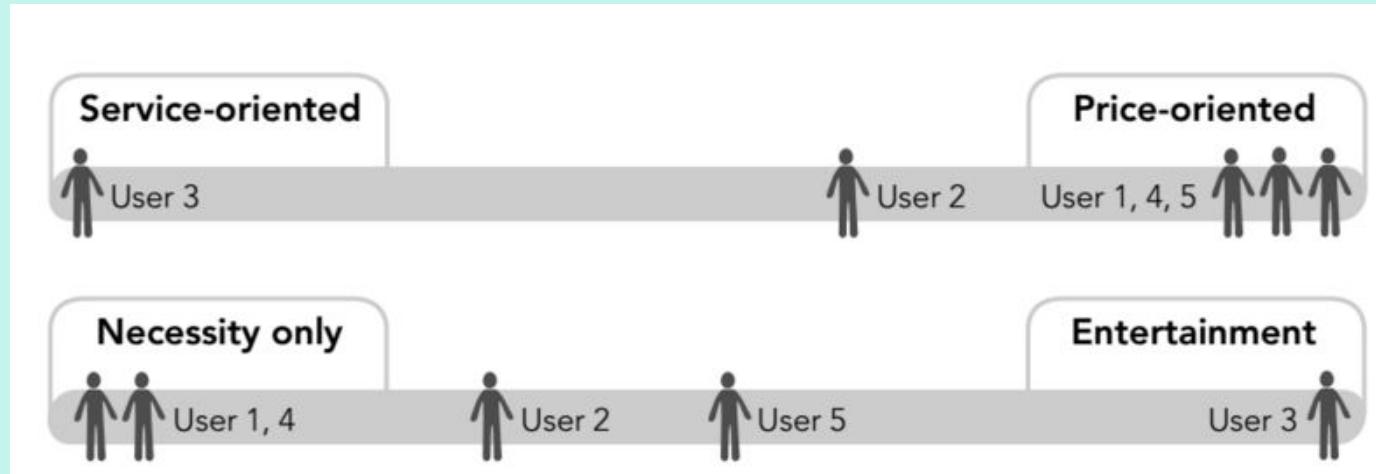
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- **Activities** – What the user does? How often? When?
- **Attitudes** – How the user thinks about the product domain and technology.
- **Aptitudes** – What education and training the user has & their ability to learn?
- **Motivations** – Why the user is engaged in the product domain?
- **Skills** – User capabilities related to the product domain and technology.

## Step 2. Map and identify behaviors

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Look for clusters of people that occur across multiple behavior ranges or variables.



## Step 3. Patterns

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- Goals are the **most critical detail** to synthesize from interviews and observations of behaviors.
- You can infer goals both by **observing actions** (what interview subjects in each persona cluster are trying to accomplish and why) and by analyzing subject responses to **goal-oriented interview questions**.
- By identifying the **logical connections** between each persona's behaviors, you can begin to infer the goals that lead to those behaviors.



Matthew

8 years old  
Boston, USA

#### Personality

Introvert  Ekstrovert

Analytical  Creative

Conservative  Liberal

Passive  Active

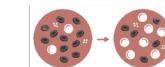


Likes video games,  
and playing baseball.

Social, friendly, creative.



Hospitals, doctors,  
treatment process  
makes him anxious.

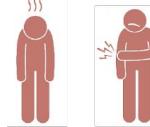


Has Laukemia (1 year)

4 days a week at hospital.



Drip-feeded for hours/  
Get injections



Treatments makes him:

Weak In Pain

# In class project

With your partner, practice **making a persona** from the transportation concept you & your partner came up.

# Personas



# Story Boards



# Storyboard

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Once you have personas, you can create storyboards for them. Storyboards are visual representation of your scenario and personas.

This can **help people better connect how your design will work** in user's/audiences life by visually showing how users experience will look with this. Helps them put themselves in the shoes of your user and it makes it more real.

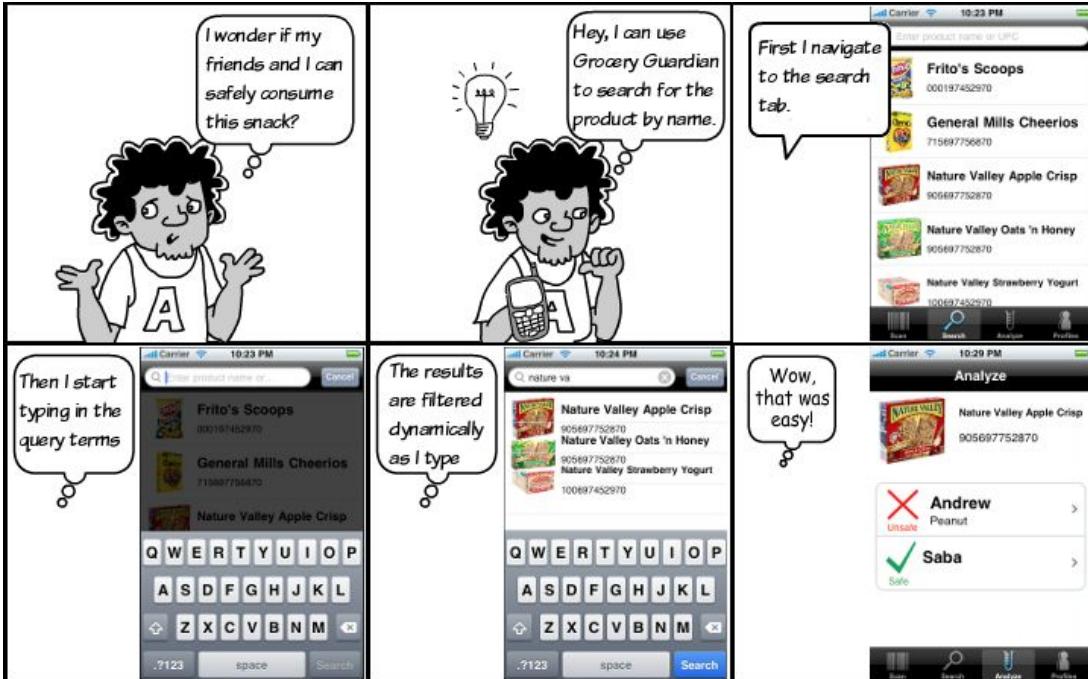
Write it all out as steps first in a scenario. Make one scenario for each persona. This will then become your storyboard

# Story Boards

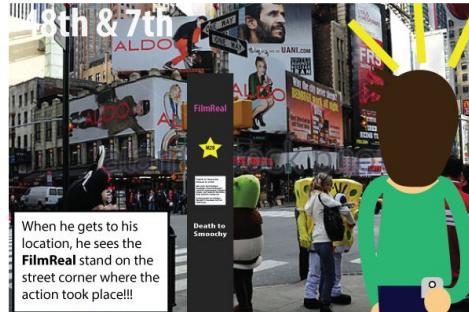
Makes a concrete representation of a design idea

Walk us through how your design will...

- Help the user meet the goals described in their persona
- Solve the challenges your How Might We identified



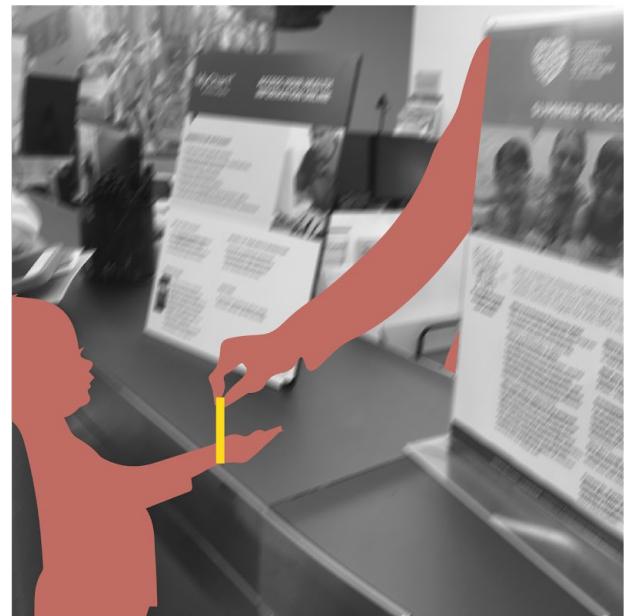
# Sample Storyboard



# Sample Storyboard

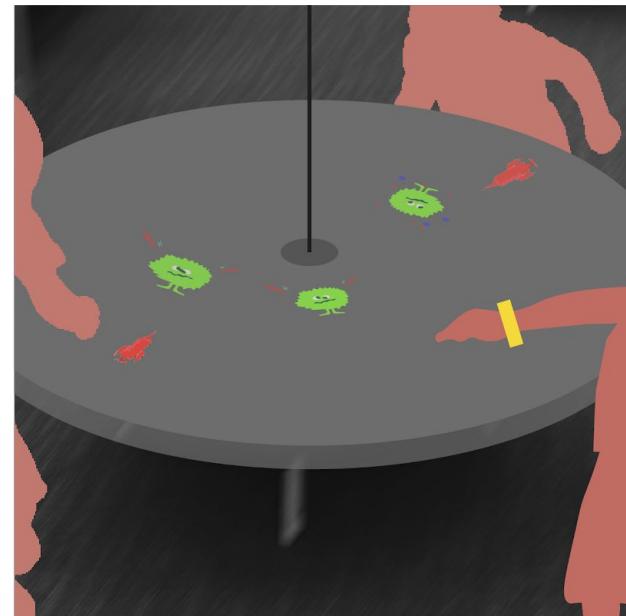
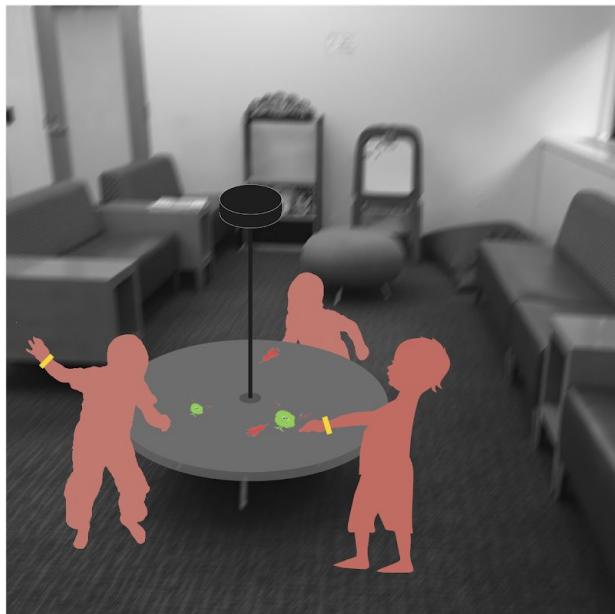
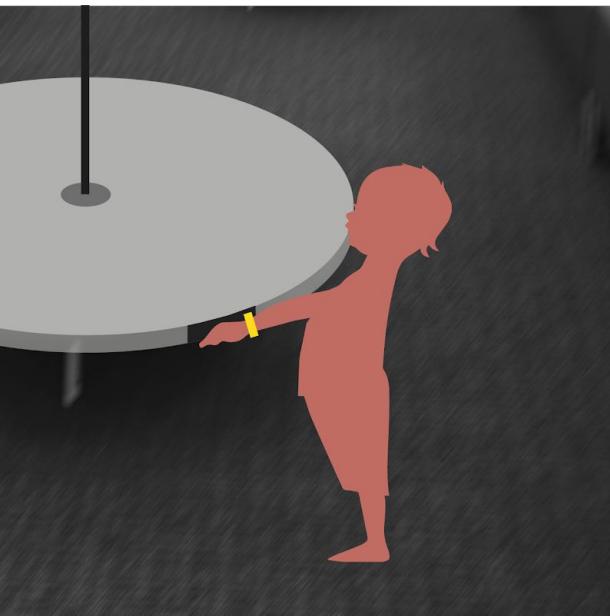
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Department of Child and  
Adolescent Psychiatry  
NYU Child Study Center



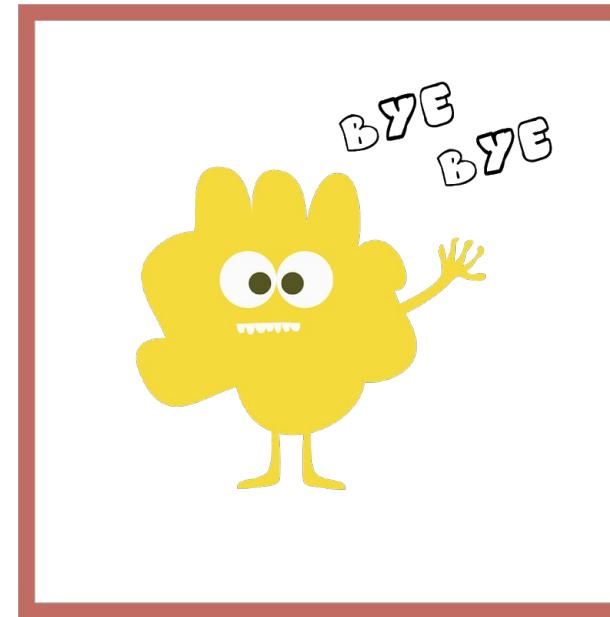
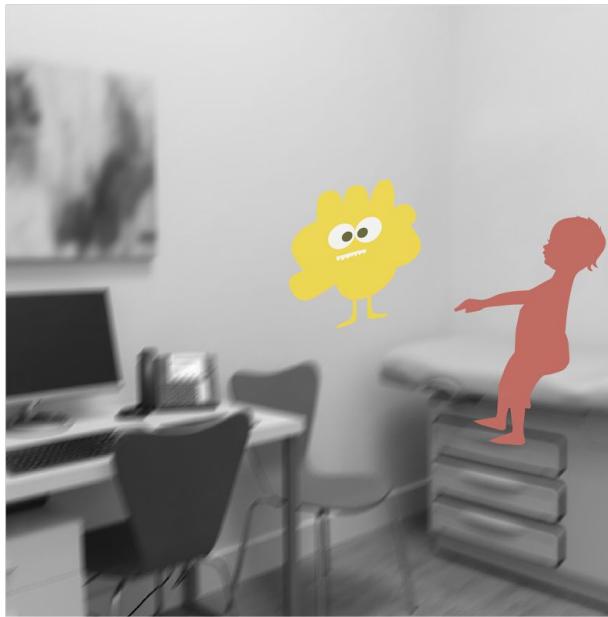
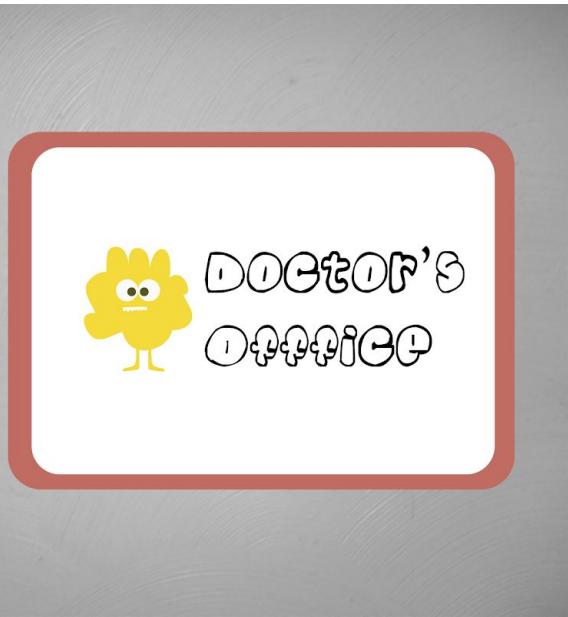
# Sample Storyboard

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# Sample Storyboard

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# In class exercise

With your partner, practice making a storyboard from the transportation concept you & your partner came up with for the rest of class !

Use these techniques when  
you are coming up with the  
final project idea...

**By Nov 24th.**

Send me your “concept statements”. You will receive written feedback.

# **No Class on Nov 30th**

You can reach me with our questions via email or we can have an online meeting at class time, if needed.

**Thanks.**