THE DESIGN PROCESS

Domenick Propati

‣ What is "design"?

‣ What makes a design "good"?

‣ What is the design process?

‣ Where do we start?

‣ Exercise

WHAT IS DESIGN?

"Everything is design. Everything!"

PAUL RAND

"Design is a plan for arranging elements in such a way as best to accomplish a particular purpose."

CHARLES EAMES

"Design is the fundamental soul of a man-made creation that ends up expressing itself in successive outer layers of the product or service."

STEVE JOBS

WHAT MAKES A DESIGN "GOOD"?

DIETER RAMS' TEN PRINCIPLES FOR GOOD DESIGN

Good design…

IS INNOVATIVE

‣ Technological innovations give rise to design opportunities

‣ Don't innovate just for the sake of being different

MAKES A PRODUCT USEFUL

‣ Products must first be made useful

‣ Good design accentuates a product's usefulness

IS AESTHETIC

‣ Products with a good aesthetic enhance the well-being of those who use them

‣ "Only well-executed objects can be beautiful"

MAKES A PRODUCT UNDERSTANDABLE

‣ Good design clarifies what the product does and how it is designed

‣ Ideally, tap into the user's intuition

‣ …more on this when we talk about Information Architecture

IS UNOBTRUSIVE

‣ Products are not works of art

‣ Design should be neutral

‣ Leave room for the user's self-expression

IS HONEST

‣ You can't make a bad product good

‣ You can't make a cheap product feel expensive

‣ Don't try to manipulate the user

IS LONG-LASTING

‣ Trends go out of style

‣ Focus on fundamentals if you want a design to last

IS THOROUGH DOWN TO THE LAST DETAIL

‣ Nothing in the design should be arbitrary

‣ Don't leave things up to chance

IS ENVIRONMENTALLY FRIENDLY

‣ Designers have a responsibility to the environment

‣ Design can minimize waste and pollution

‣ (this was an innovative concept at the time)

IS AS LITTLE DESIGN AS POSSIBLE

‣ "Less, but better"

‣ Don't burden the user and the product with non-essentials

‣ Simplicity and purity are virtues

GOOD DESIGN…

1. is innovative

2. makes a product useful

3. is aesthetic

4. makes a product understandable

5. is unobtrusive

6. is honest

7. is long-lasting

8. is thorough down to the last detail

9. is environmentally friendly

10. is as little design as possible

It is important for us as designers to establish our own preferences in design

Question:

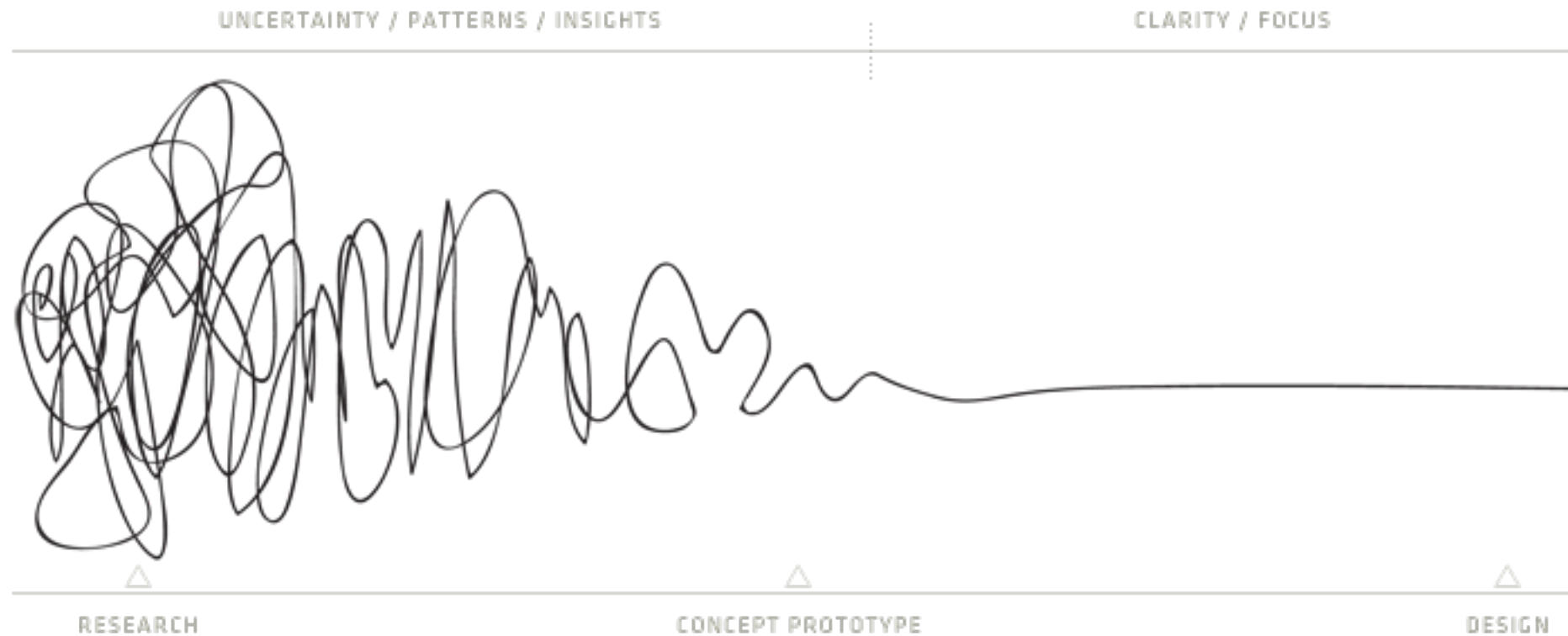Provide your own example of good design and why?

Provide an example of a design you don't like and why.

DEFINING THE DESIGN PROCESS

"Art is a noun, and design is a noun and also a verb. Art is a product and design is a process."

PAUL RAND

THE DESIGN PROCESS

UNCERTAINTY / PATTERNS / INSIGHTS   CLARITY / FOCUS

RESEARCH   CONCEPT PROTOTYPE   DESIGN

http://v2.centralstory.com/about/squiggle/

THERE ARE MANY DIFFERENT MODELS WHEN PRACTICING DESIGN…

‣ User-centered/Iterative

‣ Waterfall

‣ Process-centered design

‣ Empathic design

‣ Agile/Lean UX

‣ More…

…BUT THEY HAVE A LOT IN COMMON

‣ Research the problem space

‣ Focus on the opportunity and define the constraints
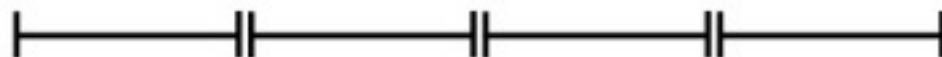
‣ Explore possibilities

‣ Decide the best solution

LETS LOOK AT SOME DIFFERENT MODELS

Agile Sprints

Velocity
Points
Iterations
Continuous Deployment

Only part of the story!

Lean Cycles

Reduce cycle time, not build time

Generative Research
Ideation
Mental models
Behavior Models
Test Results
Competitive Analysis

THINK

MAKE

Prototypes
Wireframes
Value Prop
Landing Page
Hypotheses
Comps
Deployed Code

A/B Testing
Site Analytics
Usability Testing
Funnel
Sign-ups

CHECK

JANICE@LUXR.CO   TIM@COOPER.COM

Just the UX process

Concept → Prototype → **Boss** Validate Internally → **Customers** Test Externally → Learn from user behavior → Iterate
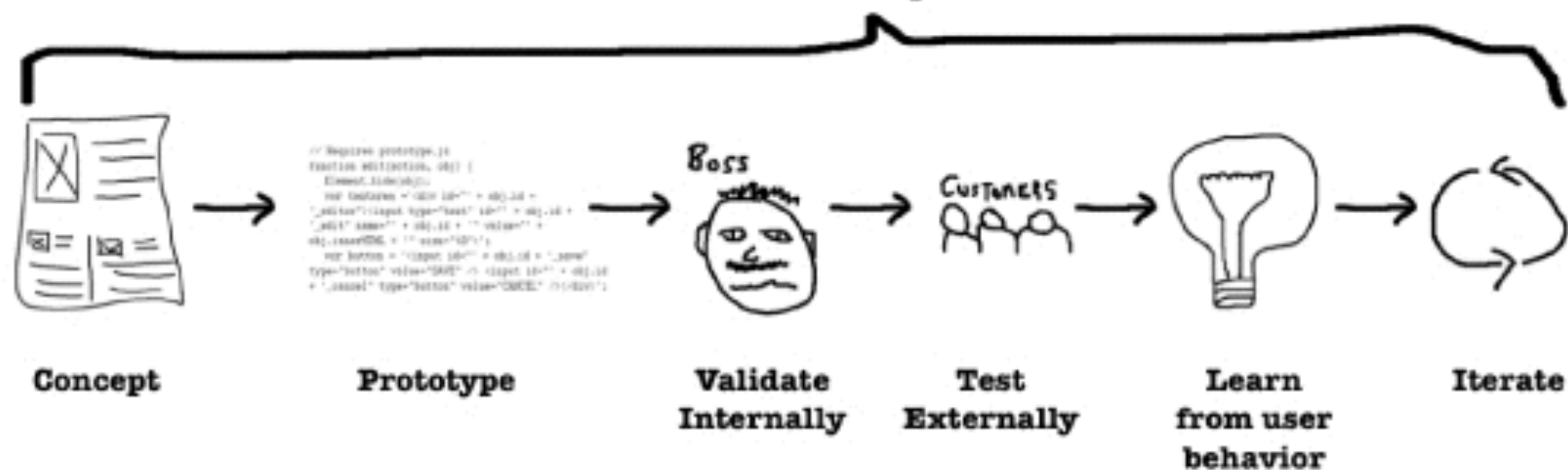
Waterfall Method

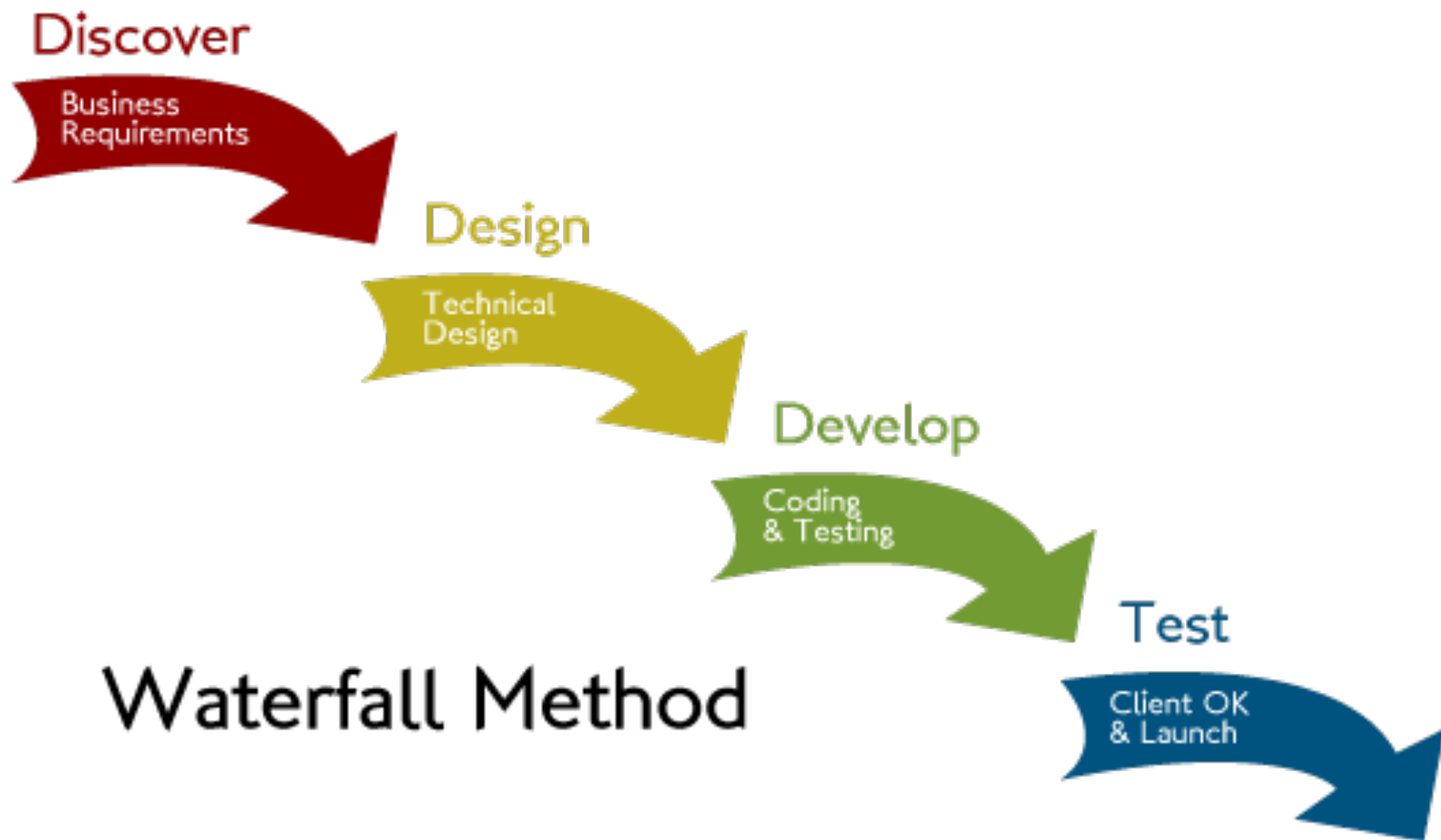**Discover** — Business Requirements

Design — Technical Design
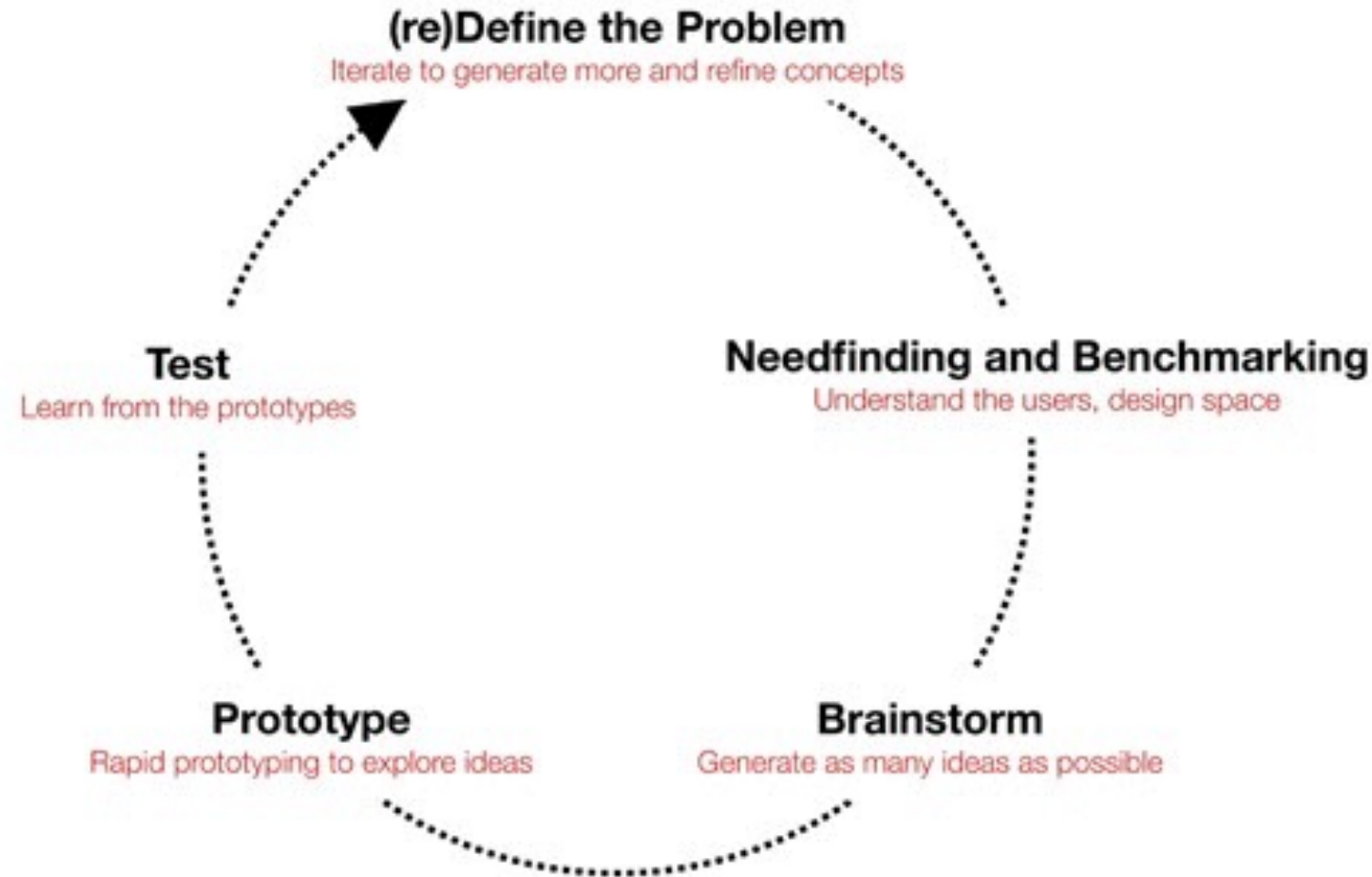
Develop — Coding & Testing

Test — Client OK & Launch

ROTMAN'S 3 GEARS OF BUSINESS DESIGN

STANFORD DESIGN INNOVATION PROCESS

3 Gears of Business Design

EMPATHY & DEEP HUMAN UNDERSTANDING
A deep dive with a broad lens

CONCEPT VISUALIZATION
Ideation, Prototyping & User Evaluation

STRATEGIC BUSINESS DESIGN
Activity System Design & Evaluation

(re)Define the Problem
Iterate to generate more and refine concepts

Needfinding and Benchmarking
Understand the users, design space

Brainstorm
Generate as many ideas as possible

Prototype
Rapid prototyping to explore ideas

Test
Learn from the prototypes

IDEO

Start Here

DESIRABILITY

FEASIBILITY

VIABILITY
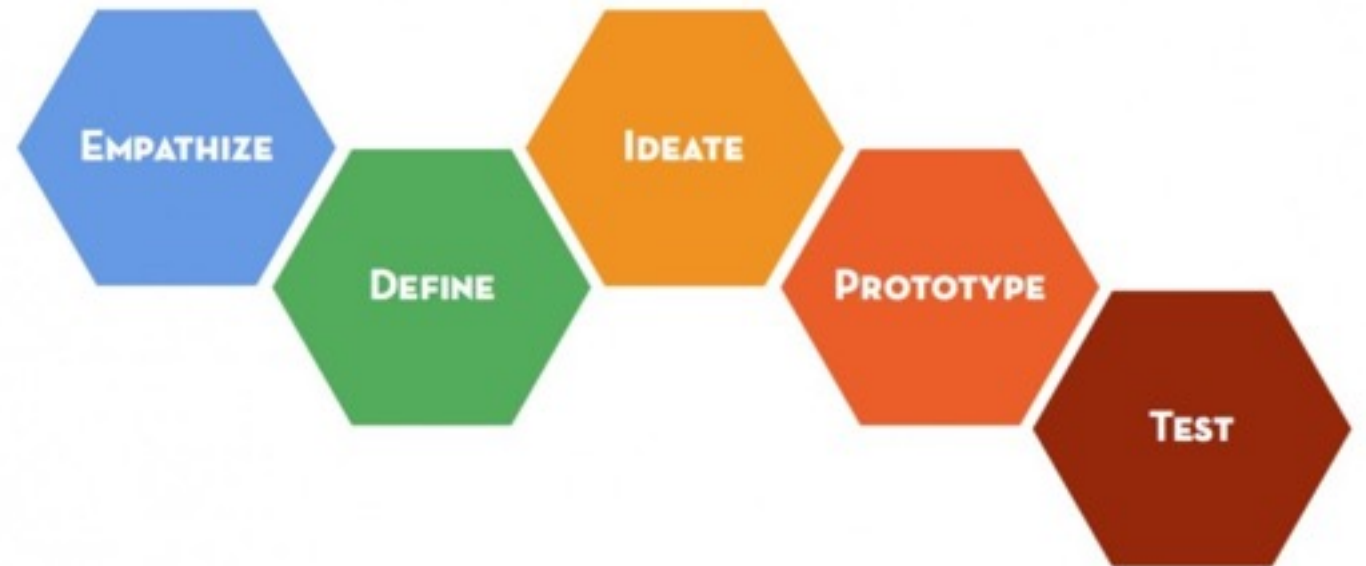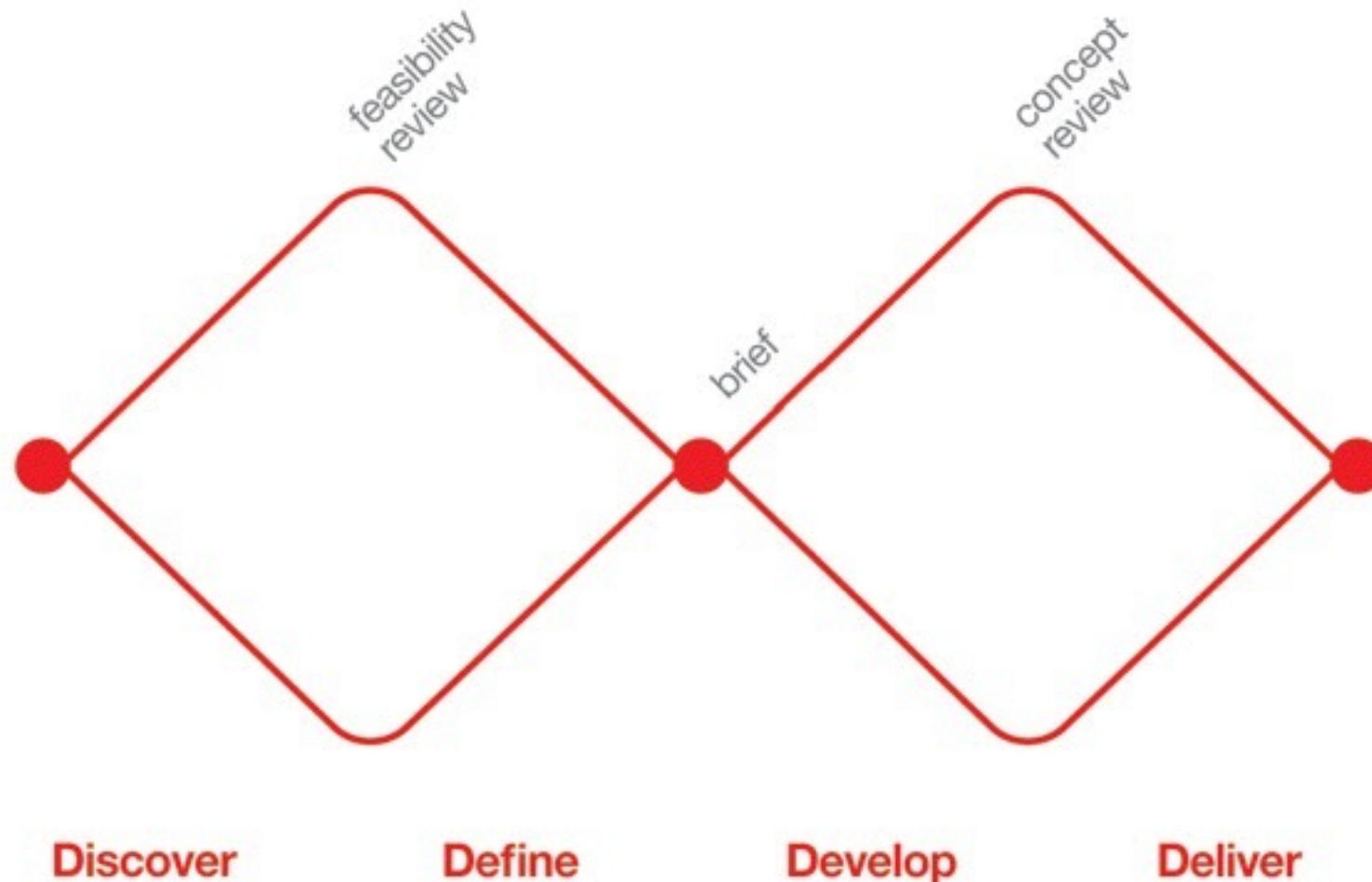
The solutions that emerge at the end of the Human-Centered Design should hit the overlap of these three lenses; they need to be **Desirable, Feasible, and Viable.**

D.SCHOOL AT STANFORD

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

THE DOUBLE DIAMOND PROCESS MODEL

feasibility
review

concept
review

brief

**Discover**   **Define**   **Develop**   **Deliver**

DISCOVER

‣ Research the market

‣ Explore business needs

‣ Gather information about the users

‣ Assess content, materials, technology

DEFINE

‣ Define project constraints

‣ Define the scope of the problem being addressed

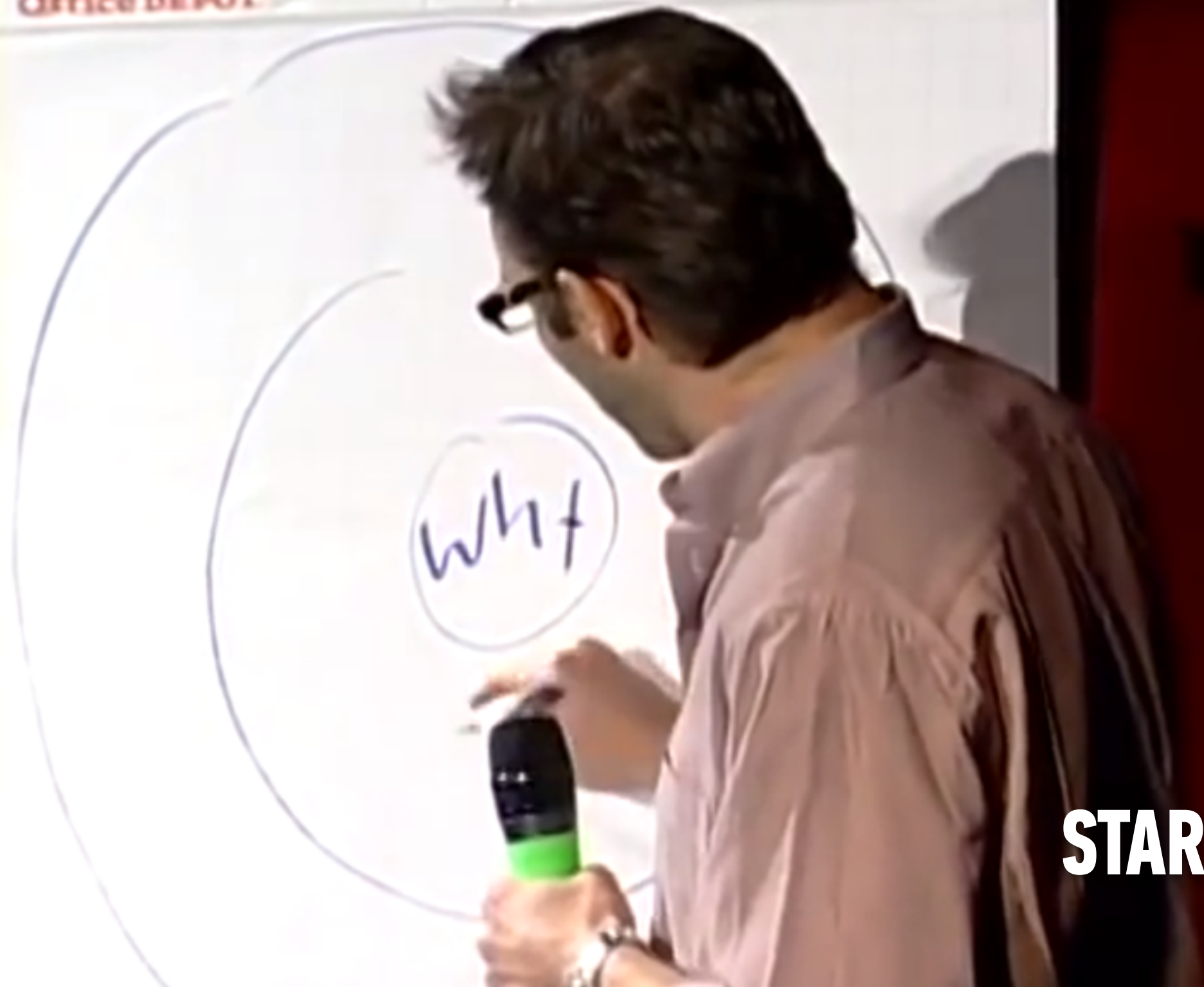‣ Define approach to solving the problem

‣ Define desired outcome

DEVELOP

‣ Ideate design solutions

‣ Create prototypes
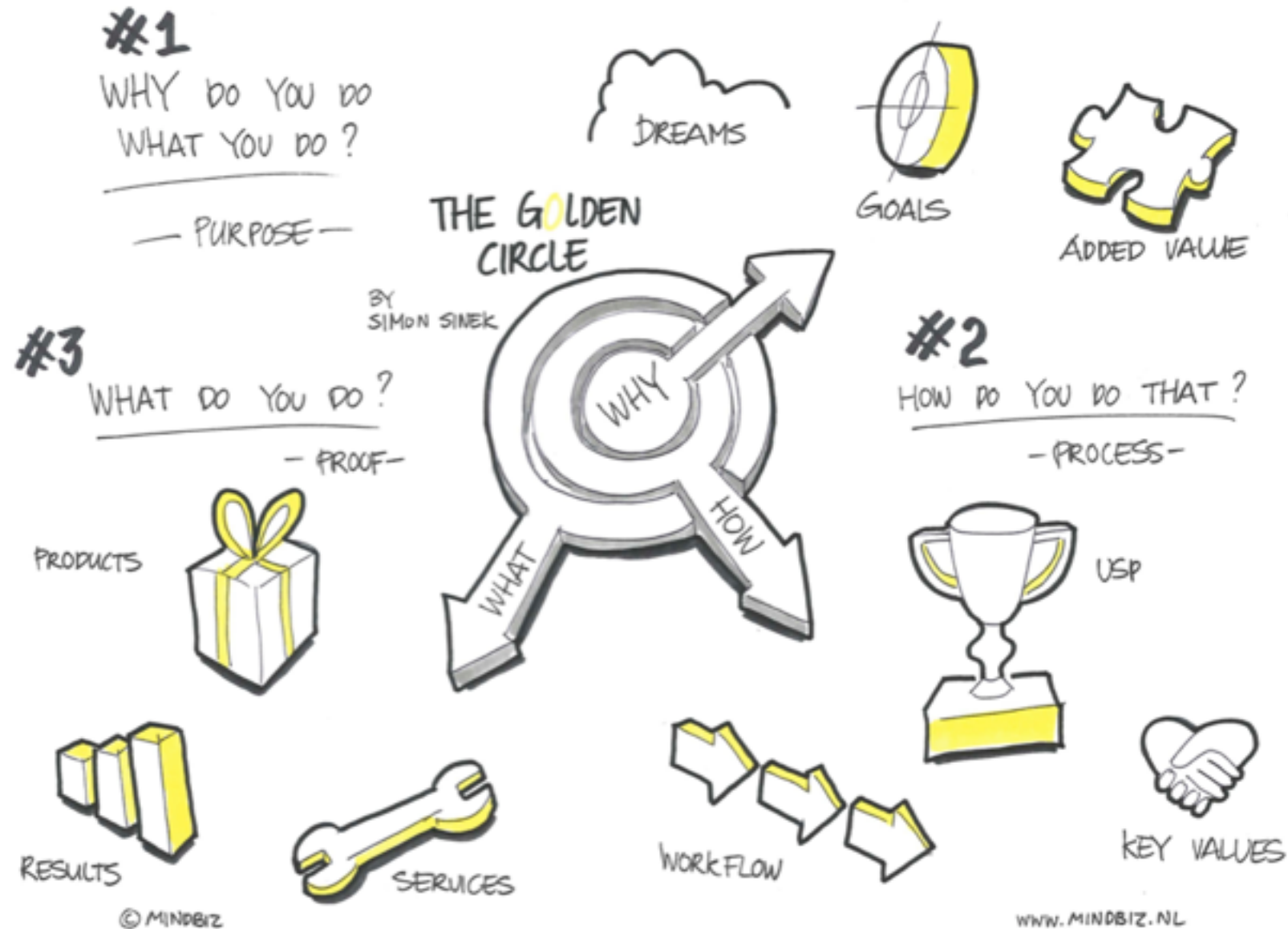
‣ Test prototypes

‣ Refine designs

REVISE

CREATE

VALIDATE
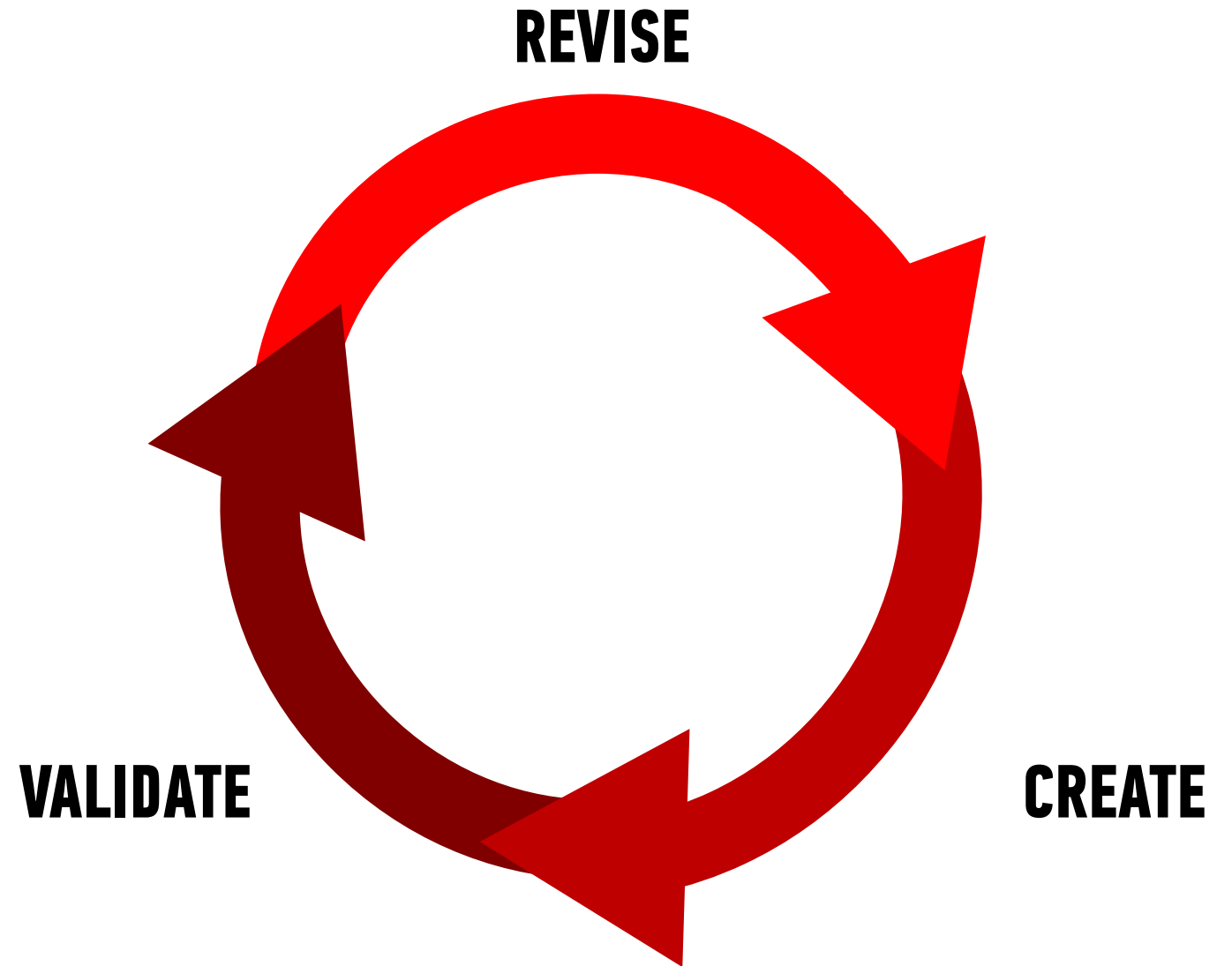
DELIVER

‣ Refine details

‣ Prepare production assets

‣ Obtain sign-off

‣ Support launch

WHERE DO WE START?

START WITH WHY

THE FIVE WHYS

THE FIVE WHYS

‣ We need a bigger Share button

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   ‣ People aren't sharing the documents they create

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  ‣ People aren't sharing the documents they create

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‣ We need a bigger Share button

  ‣ People aren't sharing the documents they create

    ‣ People are nervous about sharing

      ‣ They're not sure who will see what they share

http://en.wikipedia.org/wiki/Five_whys

THE FIVE WHYS

‣ We need a bigger Share button

  ‣ People aren't sharing the documents they create

    ‣ People are nervous about sharing

      ‣ They're not sure who will see what they share

        ‣ We don't tell them who will see what they share

http://en.wikipedia.org/wiki/Five_whys

THE FIVE WHYS

‣ We need a bigger Share button

  ‣ People aren't sharing the documents they create

    ‣ People are nervous about sharing

      ‣ They're not sure who will see what they share

        ‣ We don't tell them who will see what they share

          ‣ We don't have that data in our system

http://en.wikipedia.org/wiki/Five_whys

TRY IT

<insert a local problem here>

WHY ASK WHY?

‣ If we're going to solve a problem, let's make sure it's the right one

‣ Clients usually have trouble distinguishing symptoms from root cause