

# HCI 1/30

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*January 30, 2020*

## Conceptual Design

- structuring the space to help make choices about **what** to design and build **before** we start doing the design
- who, what, why, how of the **process**
- usual development is discovery → conceptual design → something that I missed

## Methods

- Personas, scenarios, task brainstorming, card sorting, semantic networks, flowcharts, cognitive walk-throughs, use cases

## Personas

- The goal is to understand the primary users
- This is done with the whole team or with individual members
- You need **slightly** creative writing
- Describe name, age, gender, personality, culture, capabilities, education, employment, etc of the user
  - Keep everything **relevant** to the persona
  - Don't create personas that are super similar to each other
  - Stay true to observations

## Scenarios

- Associate a persona with their goals as a user
- With a team or as an individual
- **Slightly** creative writing
- Describe user goals, initial condition (at work, at home, on phone, on laptop, etc), activities (what are they doing to accomplish their goal using the app), and outcomes

## Task Brainstorming

- Coming up with actions/activities that a user might perform while using our app
- Goal is to generate as many ideas as possible
- Face-to-face team interaction
- Storyboarding and role playing
- Unstructured interaction
- Regardless of what they are (i.e. removed from personas I think?)
- Write them on index cards/sticky notes

## Card Sorting

- Take the tasks/activities and organize them in some meaningful way
- Goal is to group desired functions
- Designate a designer and user face-to-face
- Need index cards and/or sticky notes and a big table or wall
- Shuffle, group, label, look for trends in the cards

## Semantic Networks

- Similar to card sorting but one level “higher”
- Provide a method to group similar concepts **and** functions together
- Can be individual or team
- Using cards, sketches, concept diagrams, “mind-mapping” apps
- You want to closely layout concepts and functions that are similar to each other

## Flowcharts

- Take a scenario that was created and create an actual flow that a user might experience as they work through the scenario
- As an individual or with the team
- Network diagrams

## Cognitive Walkthroughs

- Verify that the persona and scenario make sense with the flowchart that was produced
- “play test” the user task
- Have someone on the team pretend to be the user and actually walk through the scenario, others are taking notes
- Need previously made personas, scenarios, and flowcharts
- Looking for completeness and robustness

## Use Cases and Storyboarding

- Want to describe and visualize realistic stories of use
- As a team or individual
- You’ll need a combination of any/all tools we talked about above as well as a design tool (Balsamiq in our case)
- Design a wireframe for each step in the use case “story” and link them together in some sense