

A E I O U

Design Thinking Worksheets:

AEIOU Design Thinking Worksheets developed by Mark Baskinger and Bruce Hanington is an interrelated framework that guides designers in thinking through a problem or scenario from a variety of perspectives: activities, environments, interactions, objects, and users. They are useful in organizing thoughts, observations, and ideas into distinct categories. AEIOU differs from our Drawing Ideas Quick-Start Worksheets in its formality and strict adherence to these five dimensions of a design space.

The AEIOU framework is credited to Rick Robinson, Ilya Prokopoff, John Cain, and Julie Pokorny, then at the Doblin Group in Chicago, in 1991. Rick Robinson then carried the framework to E-Lab LLC, where it appeared in company publicity materials in the late 1990s.

A

Activities are **goal-directed sets of actions**. What are the **pathways** that people take toward the things they want to accomplish, including **specific actions** and **processes**? How long do they spend doing something? Who are they doing it with?

Activities / actions

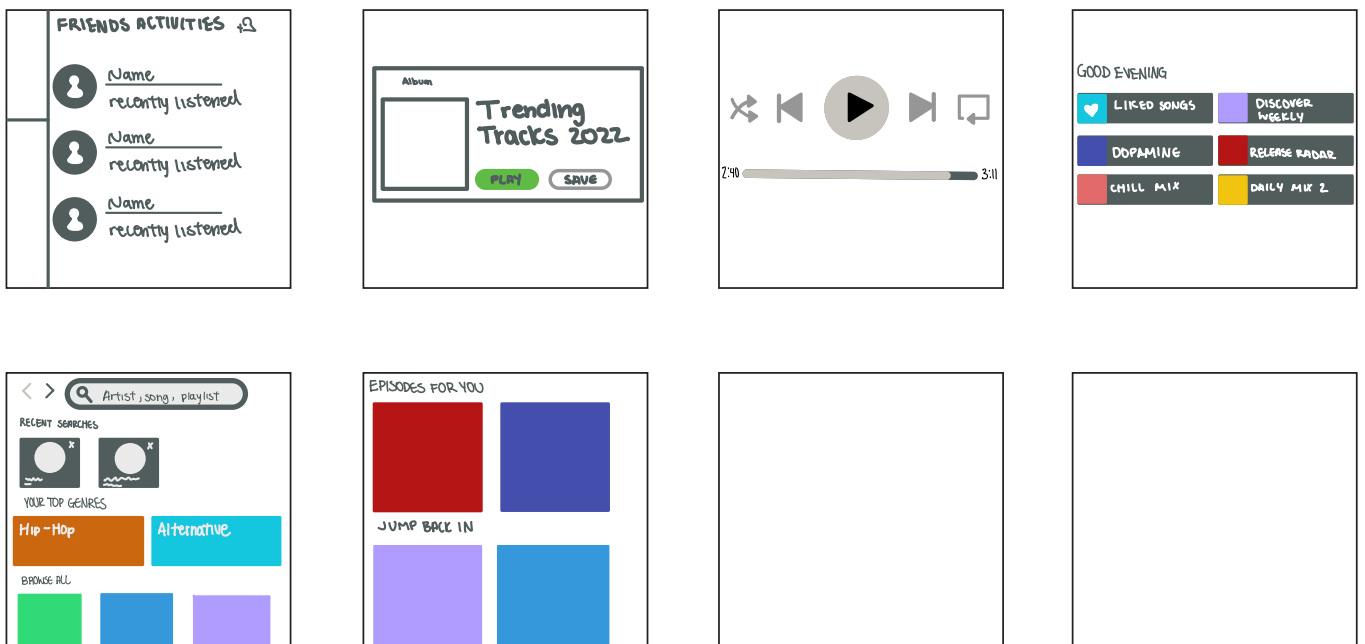
General Impressions/Observations

When the interfaces opens you are presented with the home page which consists of your previously looked at playlists and albums in the top section. Below you are presented with podcasts and other types of playlists that Spotify has created that they think you'll like. They have playlists based on specific artist, moods, decades and genres that you listen to. They also have daily mixes which are curated playlists based on your liked music or based on certain genres or moods. They also have the option of browsing through and discovering new music that you haven't heard before. They have playlist based on activities and Pop-culture references too. They have playlists of your top songs that you have listened to over the past year, they have a personalized playlist based on songs you like right now, songs that were your past favorites, playlists of artists that you like and they think you would also enjoy and songs from different times of your life.

Elements, Features & Special Notes

navigate through songs	play/pause music	listen to/browse podcasts
make playlists	search for specific song	view recommendations
browse through playlists	search by genre/artist/album	favourite songs/albums/playlists
add friends	view friend activity/playlists	connect with social media
view recently announced music	shuffle/repeat	

Sketch Summary of Activities



E

Environments include the entire arena where activities take place. For example, what describes the atmosphere and function of the context, including individual and shared spaces?

General Impressions of the Theme, Style, Materials & Atmosphere

A lot of environments allow for users to complete these actions; people completing activities to pass the time and want a quick listen, people commuting, people in the shower, people playing music for friends, people who want to explore music by looking and sharing with friends, people who hear songs and want to add it.

Elements, Features & Special Notes

During a workout	While studying	While going for a walk
During a run	While driving	While waiting for the bus
While at a party	While cleaning	While commuting
Showing a friend songs	While getting work done	While relaxing at home
In the shower	At a concert to add a song	While sun bathing

Problems:

- interface theme isn't able to change
- playlists aren't always accurate
- playlists are somewhat personalized but not always what you want
- No way to figure out what is DMCA free or not
- No way to access songs or playlists with Siri :/

Problem opportunities:

- change look or feel based on person
- could be more visually engaging at times
- could have a specific and altered playlist where you choose certain things then they make the playlist for you
- don't have enough playlists of explorative genres based on these certain songs

My group:

- could have specific pages or button for DMCA
- could have filter that filters out non DMCA
- could have a "private tab" kind of section to be only in DMCA
- could have markers or radio buttons that turn on/off
- could add banner so user notices the new feature
- new feature could be a new section under search or the playlists in side bar

Interactions are between a person and someone or something else, and are the building blocks of activities. What is the nature of routine and special interactions between people, between people and objects in their environment, and across distances?

General Impressions/Observations

Interactions with spotify happen tens of times in a persons day. Users often use it while commuting such as driving or taking the bus, when they are at the gym to get them motivated, when studying to help them focus, to pass some time when doing household chores or mundane tasks and when at a party to lighten the mood and elevate the party. People enjoy music a lot and they also share their music tastes with their friends by showing them a song, texting it to them, or just simply telling them to listen to it cause they love it. The interactions with spotify need to be simple and easy to use because users do not always have the time to filter through multitudes of music to choose what they want to play.

Elements, Features & Special Notes

Show a friend music

Support your feelings

Amplify focus

Unify the people around you

Elevate a workout

Change mood of setting

Explore new music

Create a dance party

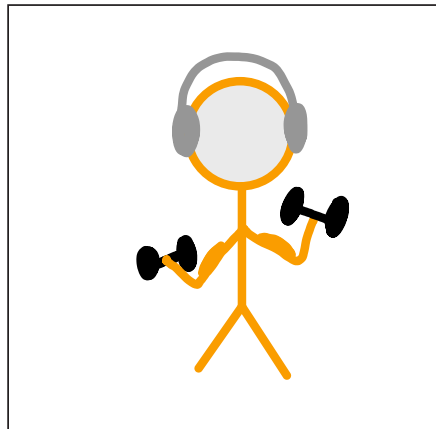
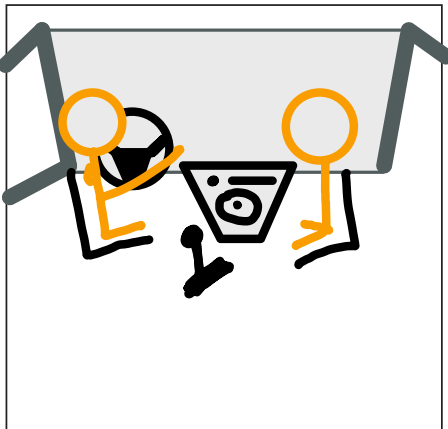
Bring up the energy

Tune out distractions

Excite tedious/boring activities

On the commute

Scenes of Interactions



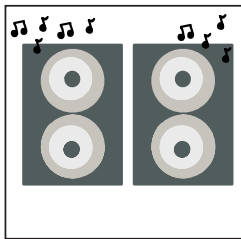
O

Objects are the building blocks of the environment, key elements sometimes put to complex or even unintended uses, possibly **changing their function, meaning and context**. For example, what are the **objects and devices people have in their environments**, and **how do these relate to their activities?**

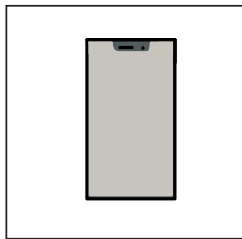
General Impressions of the Theme, Style, Materials & Atmosphere

The interface contains many ui objects as well as physical objects that need you to complete the interface objectives. These include objects you use to interact with the interface such as your devices, as well as objects which you listen to the music on such as speakers or headphones. The UI has a multitude of interface objects such as toggles, buttons, icons that help users understand actions quickly, different menus, and action buttons

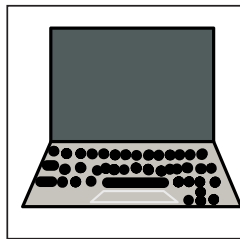
Sketch Inventory of Key Objects



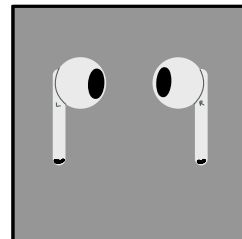
SPEAKER



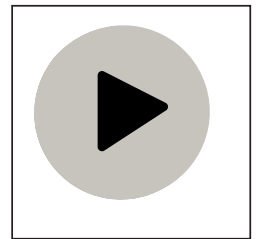
IPHONE



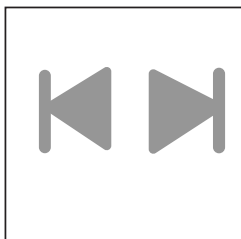
COMPUTER / LAPTOP



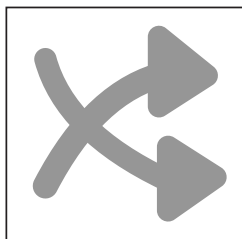
HEADPHONES



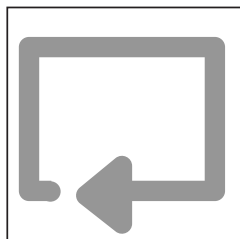
PLAY BUTTON



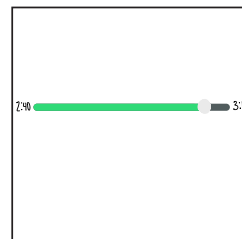
SKIP BACK / FORWARD



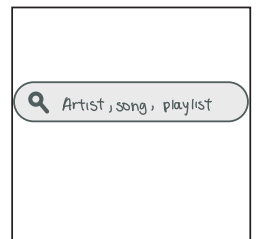
SHUFFLE BUTTON



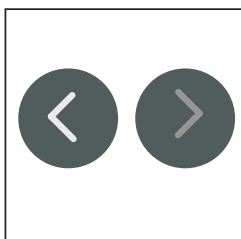
REPEAT BUTTON



SONG TIME BAR



SEARCH BAR



BACK / FORWARD BUTTON



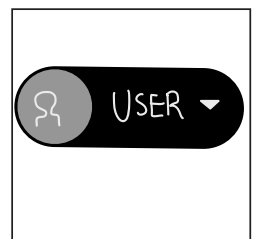
PLAYLISTS



GENRES



CURATED PLAYLISTS



ACCOUNT BAR

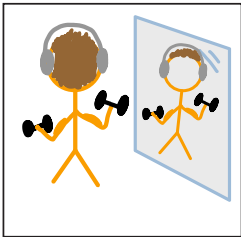
U

Users are the people whose behaviors, preferences, and needs are being observed. Who is present? What are their roles and relationships? What are their values and prejudices?

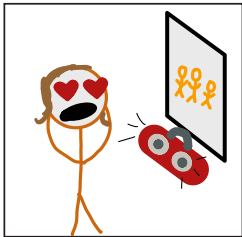
General Impressions of People in This Context

I feel like most of everyone that I know are users of spotify (or apple which is similar). This includes people completing activities to pass the time and want a quick listen, people commuting, people in the shower, people playing music for friends, people who want to explore music by looking and sharing with friends, people who hear songs and want to add it.

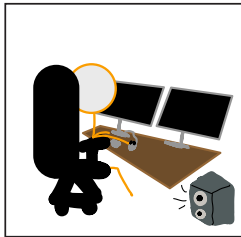
Sketch Inventory of People



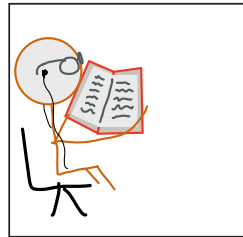
GYM USER



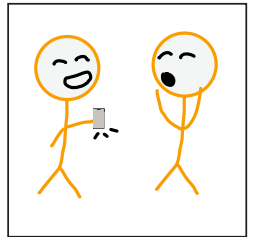
FAN GIRL



GAMER



BOOK WORM/ STUDY-ER



MUSIC ENTHUSIAST

Sketch Scenes of Users in Context

