

Design research

IXD Behaviours

The *Design Thinking* approach uses
“creative, human-centred methods to
identify real needs and build solutions”

INSPIRATION

I have a design challenge.

How do I get started?

How do I conduct an interview?

How do I stay human-centered?

IDEATION

I have an opportunity for design.

How do I interpret what I've learned?

How do I turn my insights into tangible ideas?

How do I make a prototype?

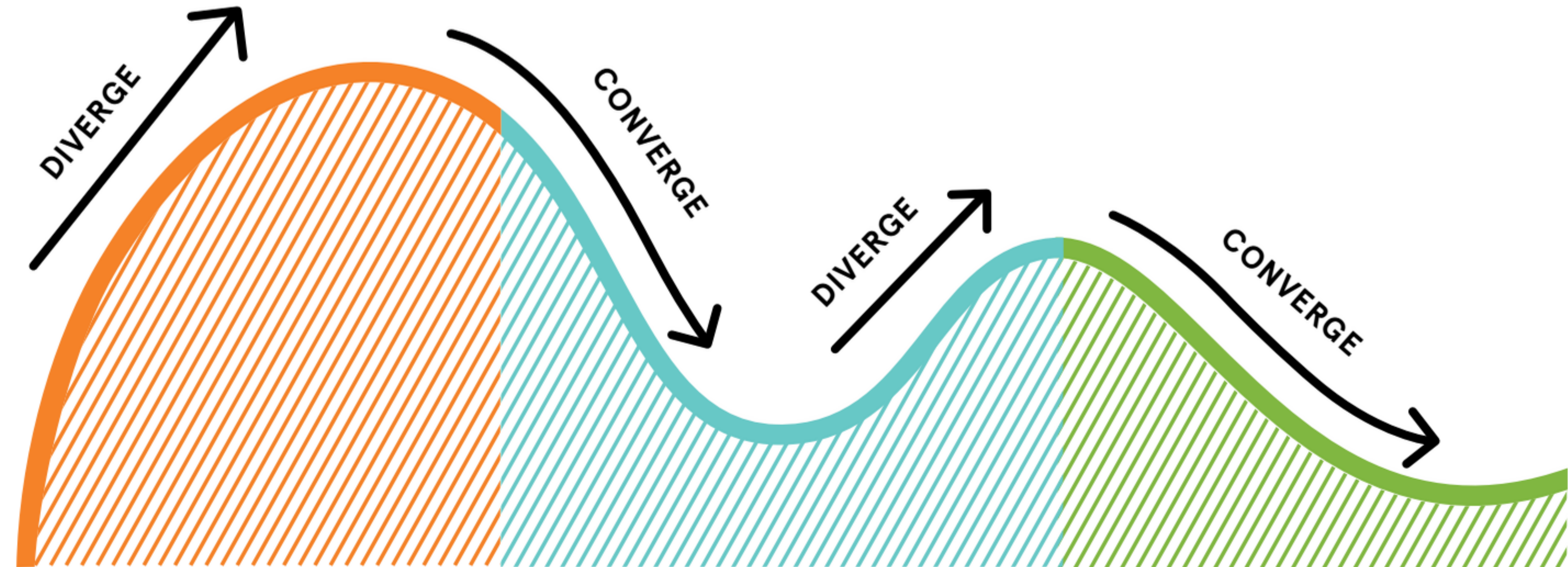
IMPLEMENTATION

I have an innovative solution.

How do I make my concept real?

How do I assess if it's working?

How do I plan for sustainability?



1

DISCOVERY



I have a challenge.
How do I approach it?

2

INTERPRETATION



I learned something.
How do I interpret it?

3

IDEATION



I see an opportunity.
What do I create?

4

EXPERIMENTATION



I have an idea.
How do I build it?

5

EVOLUTION



I tried something new.
How do I evolve it?

STEPS

1-1 Understand the Challenge

1-2 Prepare Research

1-3 Gather Inspiration

2-1 Tell Stories

2-2 Search for Meaning

2-3 Frame Opportunities

3-1 Generate Ideas

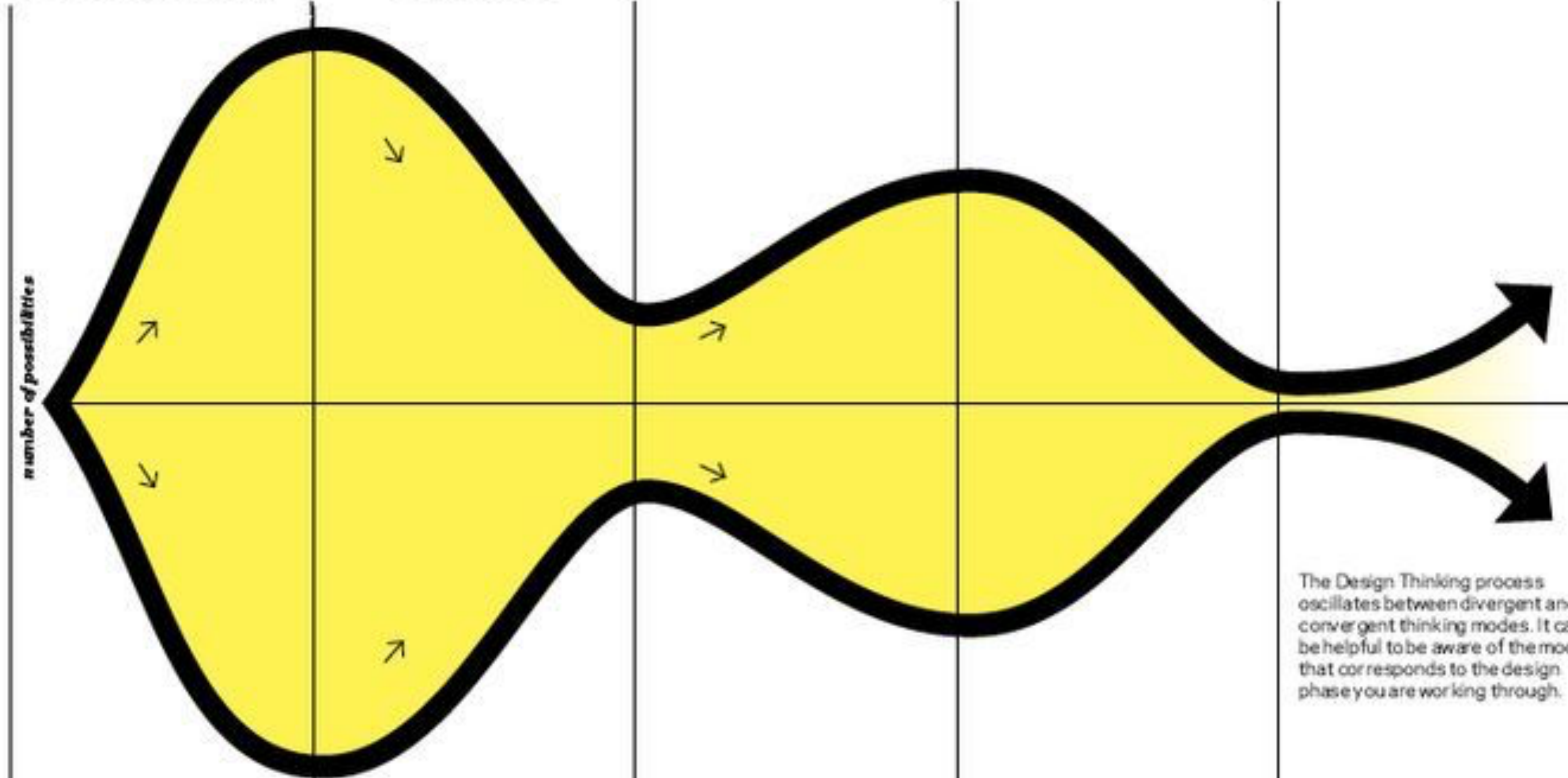
3-2 Refine Ideas

4-1 Make Prototypes

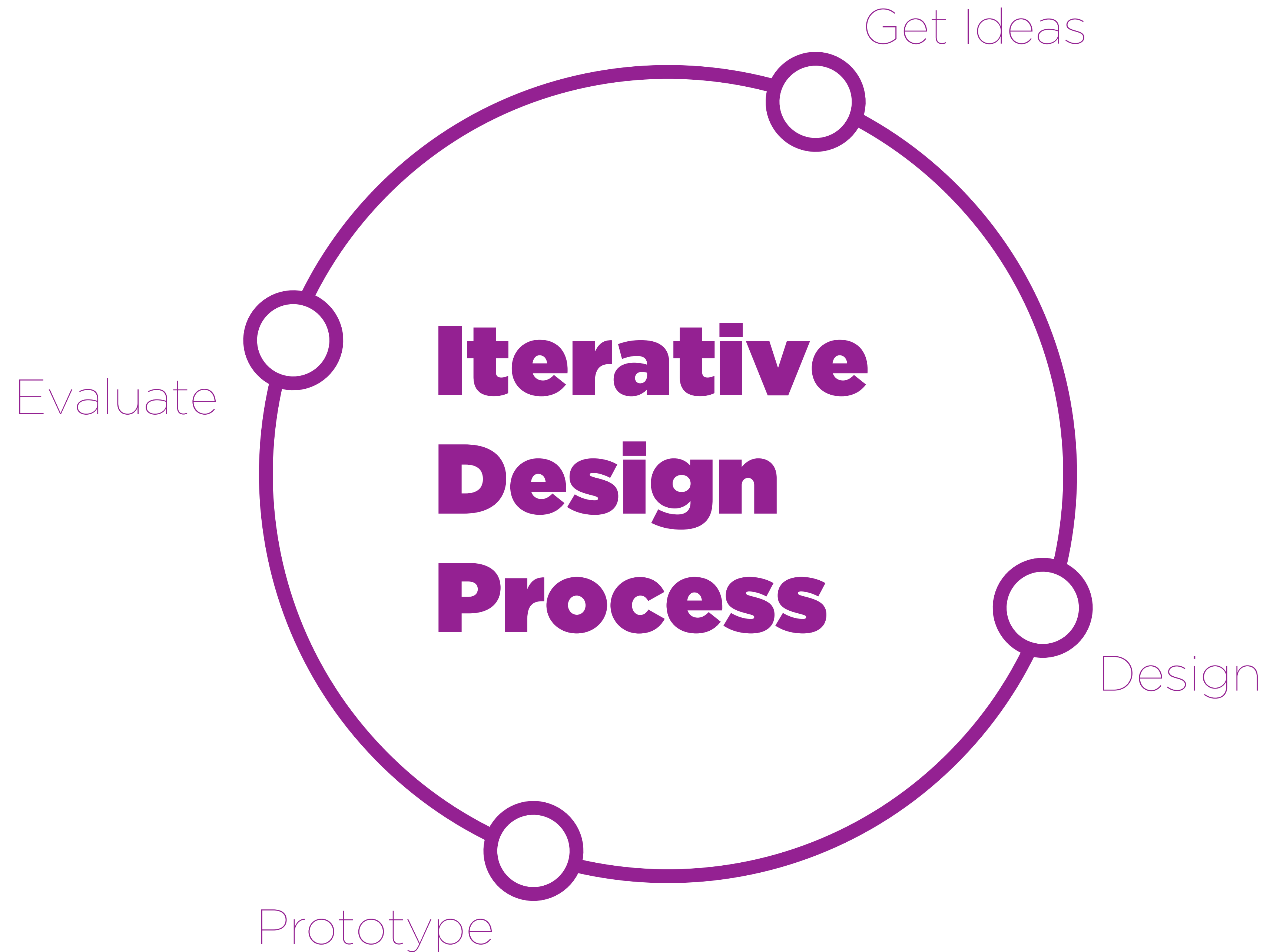
4-1 Get Feedback

5-1 Track Learnings

5-2 Move Forward



The Design Thinking process oscillates between divergent and convergent thinking modes. It can be helpful to be aware of the mode that corresponds to the design phase you are working through.



“By concentrating solely on the bulge at the center of the bell curve...we are more likely to conform to what we already know than learn something new and surprising.”

Define the problem

Get Ideas



Evaluate

Iterative Design Process

Design

Prototype



Good Information Architecture: “looks holistically at the total user experience, how business and cultural context affects information seeking, and what the users want the site to deliver to them”

—Lynch and Horton





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FOLEY CATHETER EDUCATION

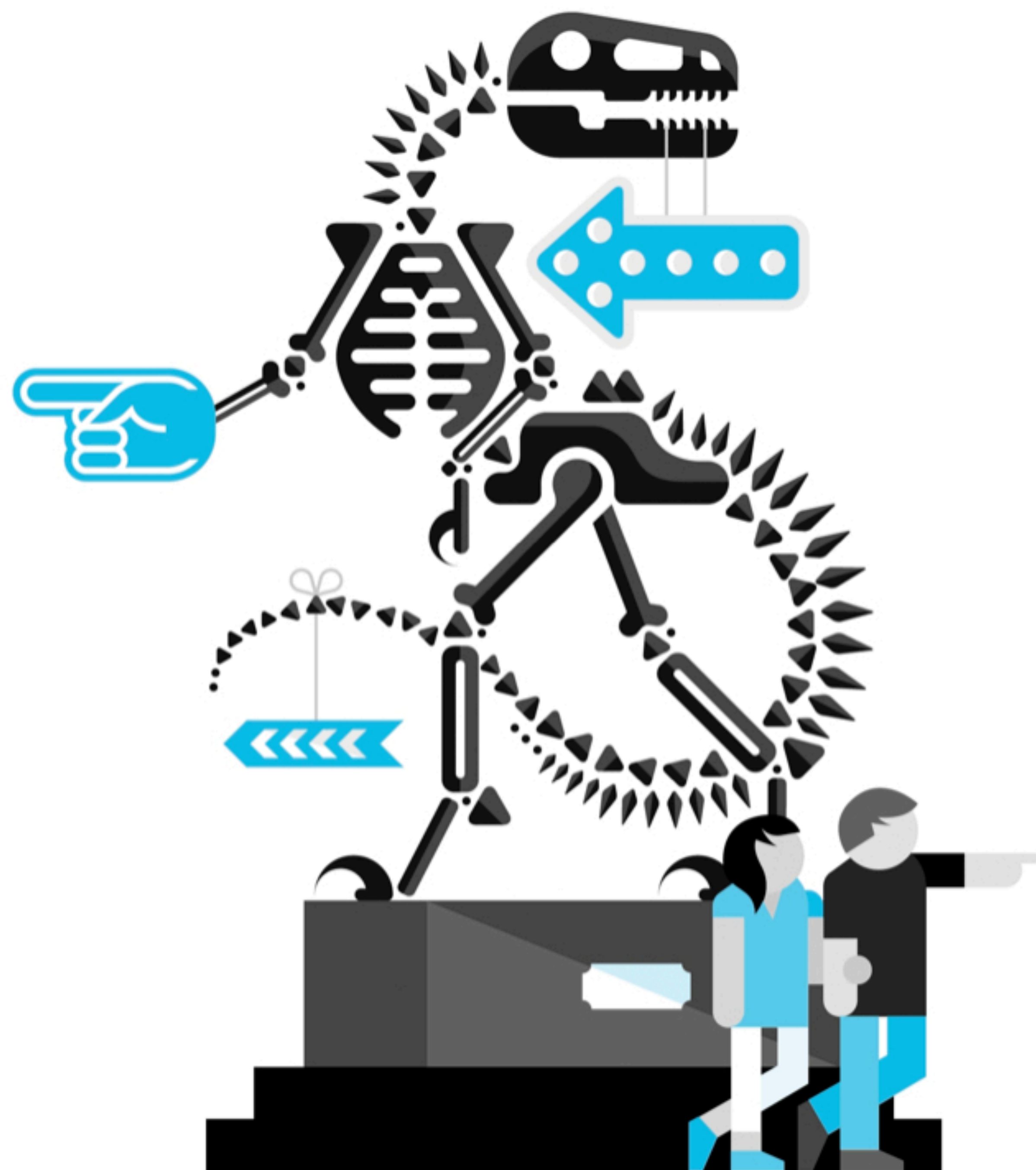


Research-directed approach to APP/web development



Brainstorming means attacking a problem from many directions at once, bombarding it with rapid-fire questions in order to come up with viable solutions.

- No criticism, evaluation, judgment, or defending ideas
- No limits on “wild” ideas, no matter how outrageous or impractical they seem. Every idea is noted.
- Free association is encouraged.
- Quantity is better than quality.
- “Piggybacking”—building on ideas—is encouraged.



~~“Graphic~~ designers don’t make things pretty.
~~Graphic~~ designers solve problems. They work with
research, they analyze and watch, they test and
iterate, they tell stories.”

–Mark Boulton

bit.ly/visual-design-boulton



Please explore the image to learn more about the turkey value chain, including best practices in;

- Turkey production
- Barn management
- Biosecurity

Hatchery

Learn more about the turkey [Hatchery](#)

“Watching people try to use what you’re creating/designing/building (or something you’ve already created/designed/built), with the intention of (a) making it easier for people to use or (b) proving that it is easy to use.”

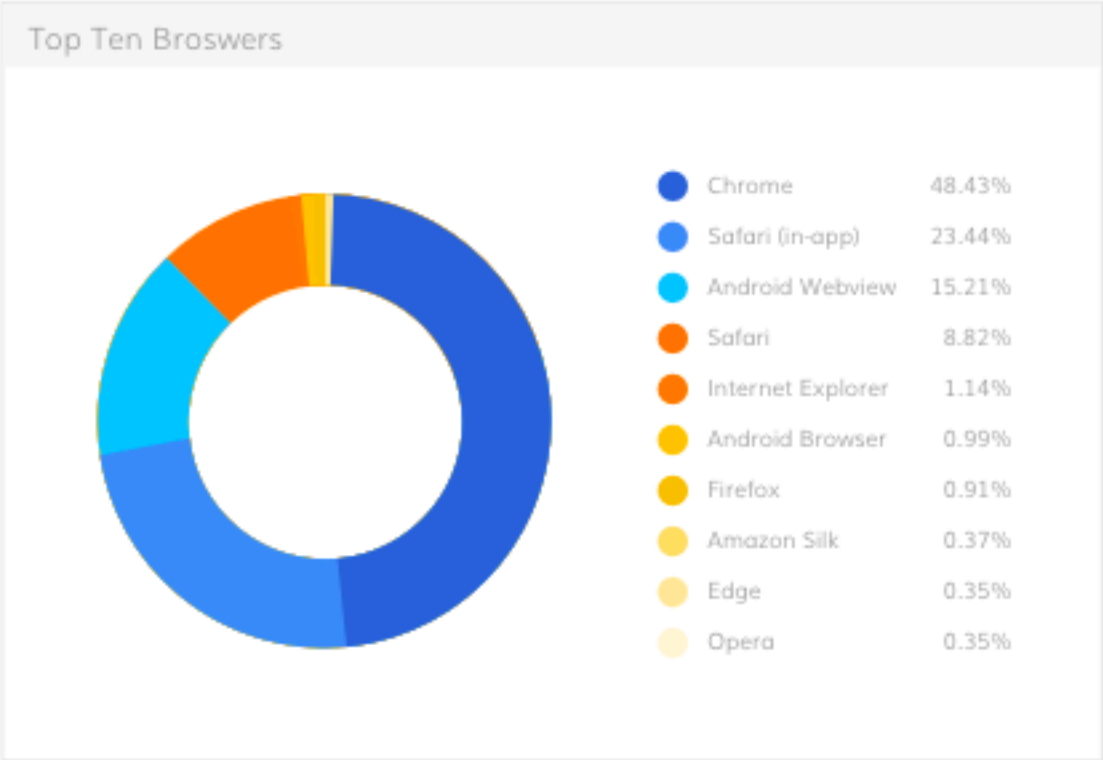
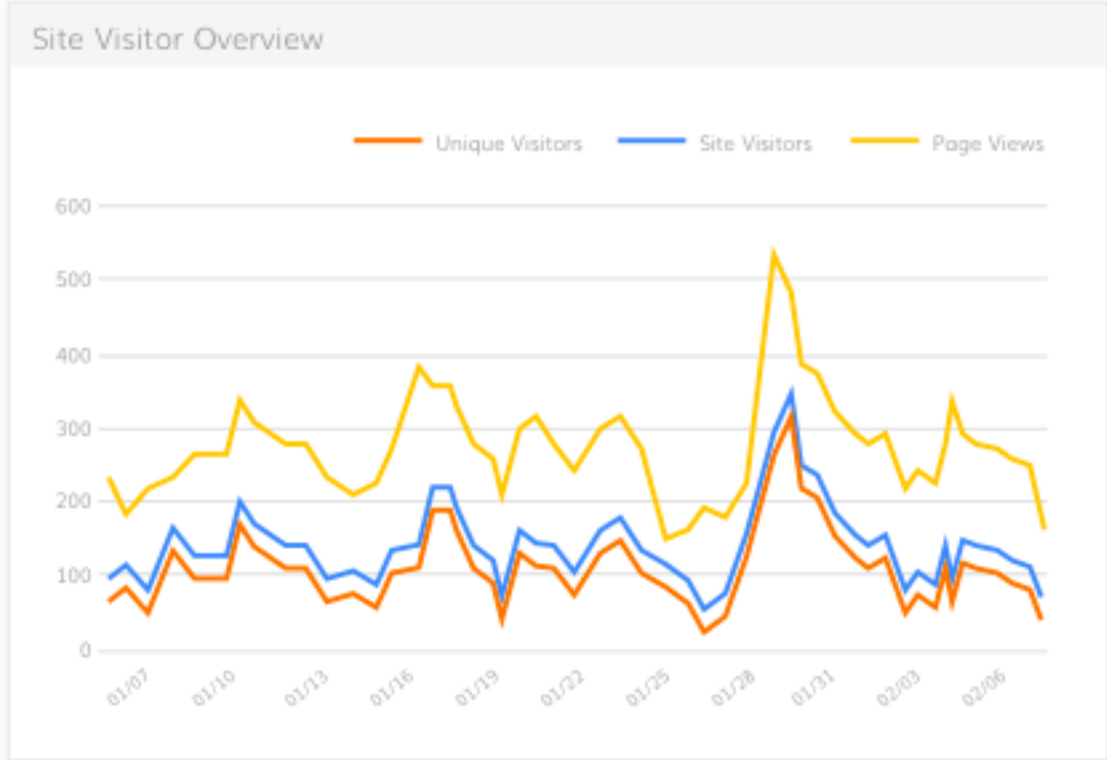
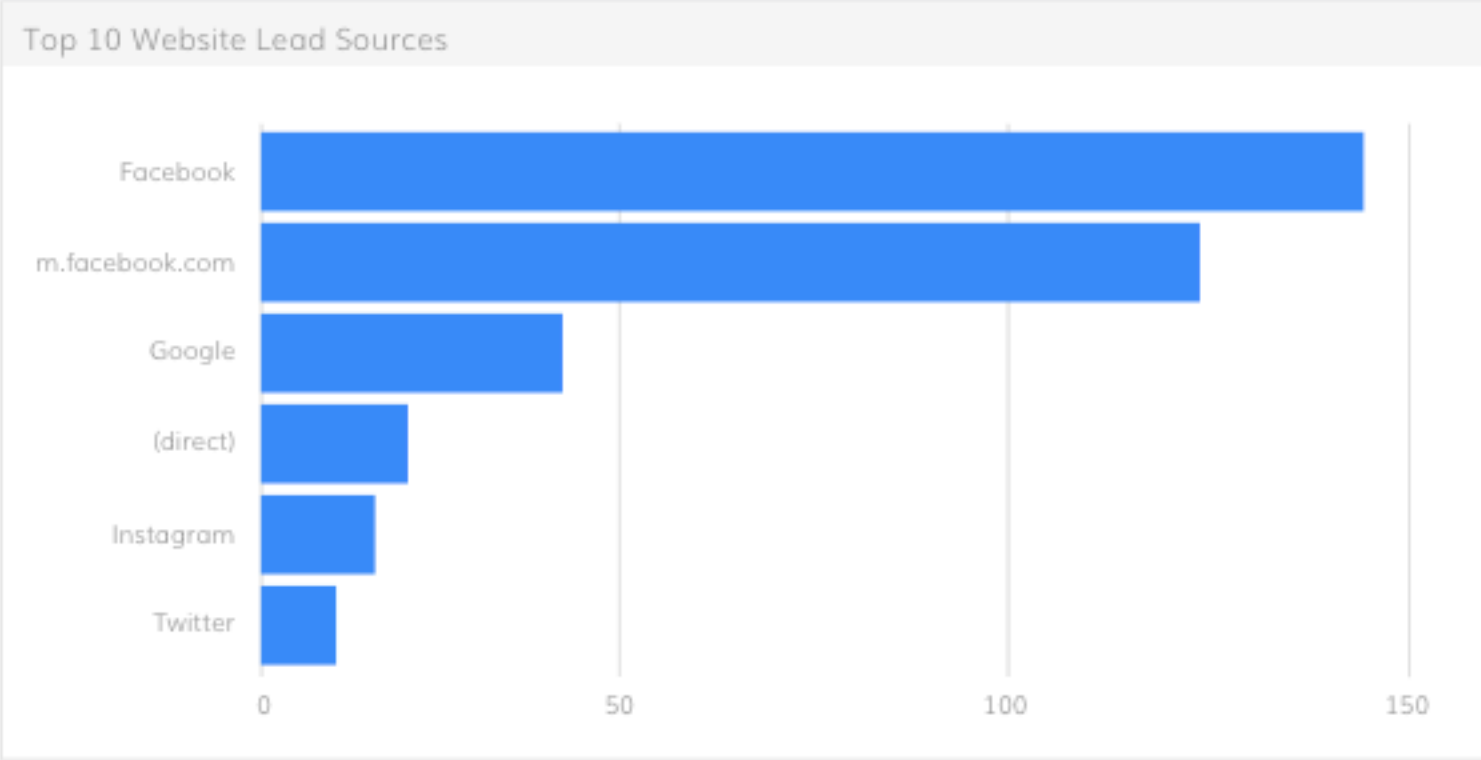
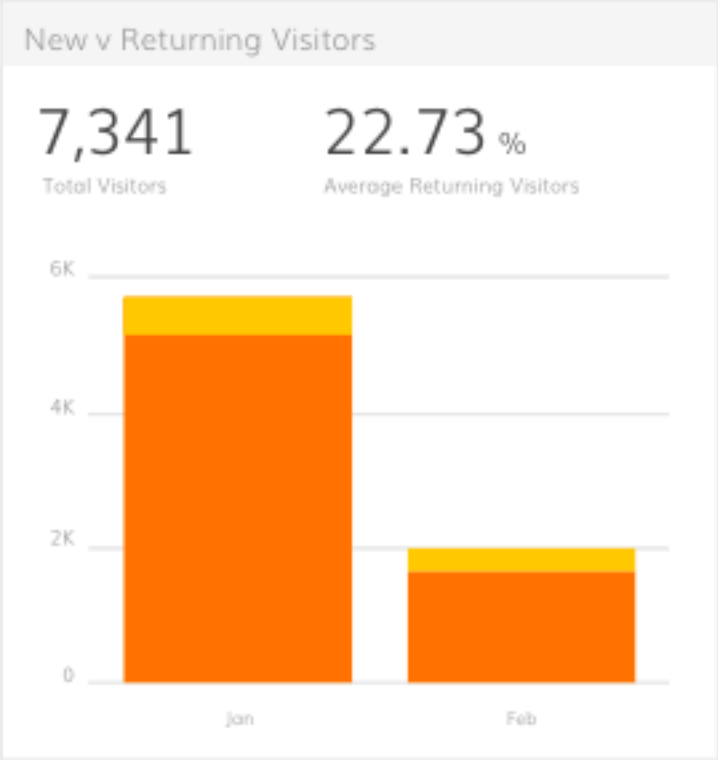
—Steve Krug



**What people say,
What people do,
And what they say
they do are entirely
different things.**



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LIVE

Moderna Is Working on a Vaccine Booster for a New Variant

The company's vaccine produces fewer protective antibodies against the variant found in South Africa, so it is working on a new version.

President Biden will bar travel by noncitizens into the U.S. from South Africa amid concerns over virus variants, a White House official said. Here's the latest.

Samut Sakhoi, Thailand



Associated Press

U.S. Curve

World Cases

LIVE 37m ago

The New Washington

The House is poised to transmit its article of impeachment against Trump to the Senate.

Biden hopes to tighten 'Buy American' provisions with an executive order.

President Biden Is Vowing to Reopen Schools Quickly. It Won't Be Easy.

Fights between districts and unions — as well as fear among teachers and parents — could make it hard to fulfill the promise.

Denialism and death threats: Dr. Anthony Fauci shares what working for former President Trump was really like.

Jeffrey Clark Was Considered Unassuming. Then He Plotted With Trump.

Justice Department colleagues said they were shocked by Mr. Clark's embrace of former President Trump's falsehoods and his plan to oust the acting attorney general.



Department of Justice

Rudy Giuliani Sued by Dominion Voting Systems Over False Election Claims

The suit against Mr. Giuliani, a lawyer for Donald Trump, accuses him of carrying out "a viral disinformation campaign," and seeks damages of more

Opinion

Gail Collins and Bret Stephens

Are We Ready for a Monday Without Trump?

The White House, Congress and the media are all going to have to make some big adjustments.

Adama Bah

THE GLOBE AND MAIL

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POLITICS

Parliament resumes amid heightened political pressure on pandemic, COVID-19 vaccines

Conservative Leader Erin O'Toole has said the government is letting down Canadians on the COVID-19 vaccine file and that the country cannot secure its economic future without access to the shots.

OPINION

Jobs at core of O'Toole's vision for Canada's next decade

JOHN IBBITSON

COVID-19

Few Ontario LTC homes receive public health enforcement

Only four out of the 52 health units that responded to queries have issued such orders since the onset of the pandemic

Highly contagious U.K. variant of COVID-19 may have spread into community from LTC home north of Toronto

BRITISH researchers urge government to take U.K. variant data seriously

COVID-19 expert warns rich countries like Canada must not 'hoard' vaccines

CRIME

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Graffiti overwhelms Vancouver's Downtown Eastside and Chinatown

Tagging in Vancouver has increased during the COVID-19 crisis.

with Video

Local News



COVID-19 updates for Jan. 25: Chilliwack independent school closed due to cluste...

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Indian farmers' protest in Vancouver takes on harder edge

NEWS

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COVID-19: B.C. teachers say Foundation Skills Assessment too stressful this year | Vancouver Sun


10 hours ago 1:41

UP NEXT


COVID-19: B.C. aware of mix-and-match vaccine strategy | Vancouver Sun



COVID-19: Age now the determining factor in B.C. vaccination priority | Vancouver Sun



COVID-19: Officials confident vaccine backlog will be corrected | Vancouver Sun



PROVINCIAL POLITICS

Ontario moves target for 1st doses of COVID-19 vaccines in LTC homes to Feb. 5, delays shots for health care workers

The Feb. 5 goal is subject to upcoming deliveries from Pfizer, given that a shipment of 80,000 doses due this week was cancelled and just 25,325 are expected next week.

9 mins ago

GTA

'In the end they could not live without each other': Family remembers Toronto couple who died from COVID-19, 20 days apart

18 hrs ago

FREE DIGITAL ACCESS

Today's coronavirus news: Ontario reporting 1,958 new cases, 43 more deaths, including 29 in long-term care; Province now aims to vaccinate all LTC residents by Feb. 5; Emergency child care list expands

6 mins ago

Opinion

IRENE GENTLE
How we've tried to meet the challenge of Canada's COVID year through our journalism

1 hr 30

MARTIN BEGG-THOM
What could bring Ontario's Liberals back to power? Seven Del Duca is betting on economic dignity

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GREGOR CHISHOLM
The Blue Jays' successful pitch to George Springer came out of left field for many of us

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5 hrs ago

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Live/Coronavirus: Moderna says vaccine works on UK and South African variants; Dutch PM condemns riots



Netherlands Leaders condemn clashes at anti-lockdown protests

EU Belgium in conflict with travel advice as it seeks to protect gains

England and Wales Covid deaths higher among low-paid workers

Russia / Putin rejects Navalny's claim that he owns palace on Black Sea



Russia Moscow downplays unrest and dismisses US 'diktats'

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JANUARY 25, 2021

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1.3 million essential workers in Illinois are eligible for the COVID-19 vaccine today. Here's why they may have to wait.



Illinoisans who work in grocery stores, manufacturing plants and schools will be among those eligible to receive the COVID-19 vaccine, presenting an opportunity — and challenge — for employers.

By ALEXIA ELEJALDE-RUIZ, LISA SCHENCKER, LAUREN

Winter storm warning issued for Monday afternoon as 5 to 8 inches of heavy, wet snow expected



By JESSICA VELAGOMEZJAN 24, 2021

Corenavirus in Illinois updates: Here's what's happening Monday with COVID-19 in the Chicago area1h

Define the problem

Get Ideas

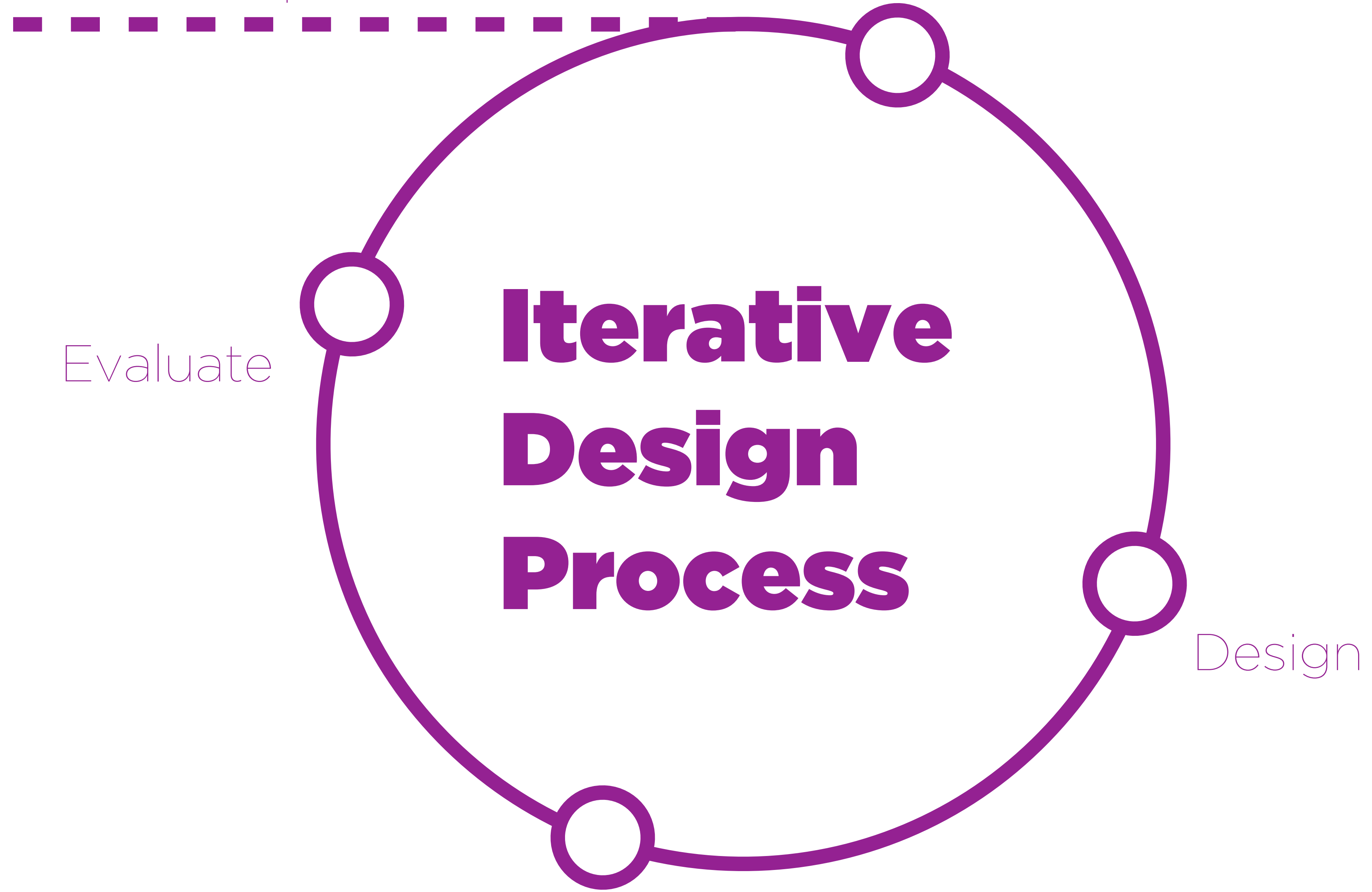


Evaluate

Iterative Design Process

Design

Prototype



“USER-centered” Considerations:

- How much do people **want** this?
(your idea for your project - does it solve something - how much?)
- Can we create this **successfully**?
(using HTML, CSS + JS - make one thing update = solve something for user)
- Do we have the **means** to make it **happen**?
(time until deadline vs code experience)
- How does research affect the above?
- We'll use this as a **reality check** on our **project direction**!
Split into groups of 4 - take 20 minutes (5 each) to assess your project ideas against this and bring the best back to class

inclusive user testing and research

- Improving accessibility features for people with disabilities will improve user experience for everyone.



Krug, Steve, Don't make Me Think: A Common Sense Approach to Web Usability, Second Edition. New Riders, 2005.

The sign was overlaid with a thin piece of Plexiglas, and the message was embossed in Braille on the Plexiglas. Ordinarily, both the print and the Braille would have been half as large so they could both fit on the sign, but with this design each audience got the best possible experience. It was an elegant solution.