Design research

IXD Behaviours

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

INSPIRATION

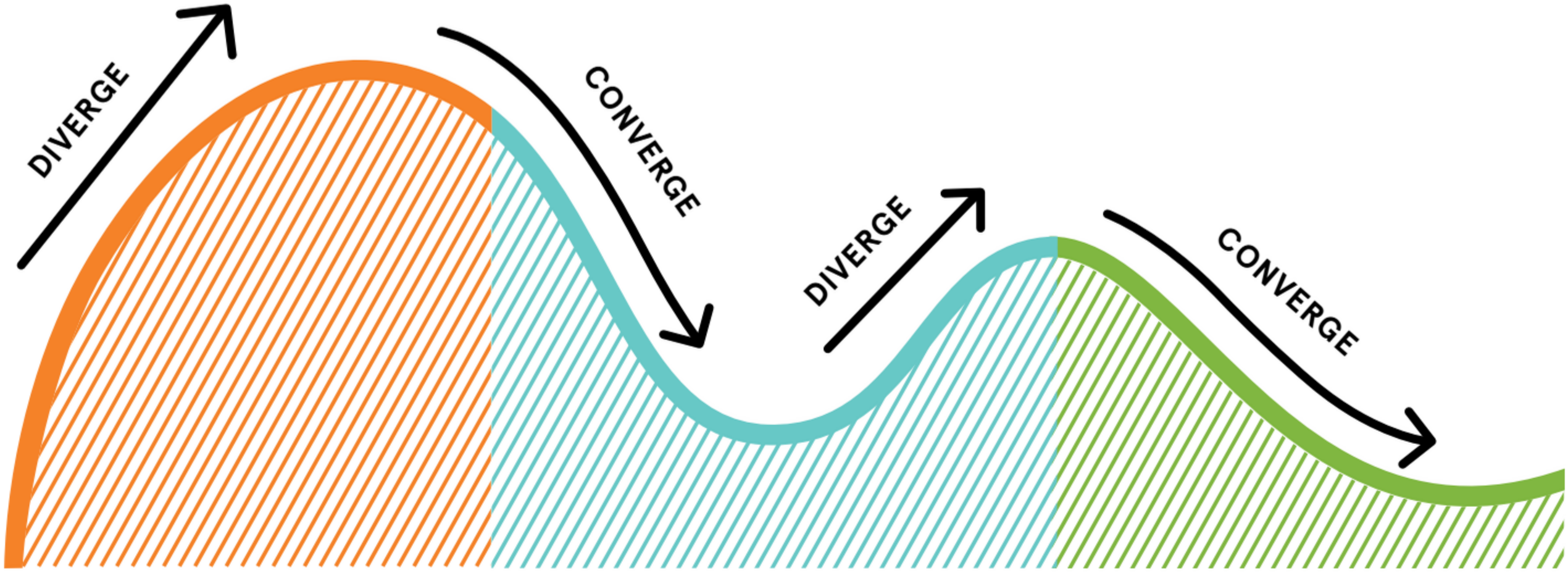
I have a design challenge.
How do I get started?
How do I conduct an interview?
How do I stay human-centered?

IDEATION

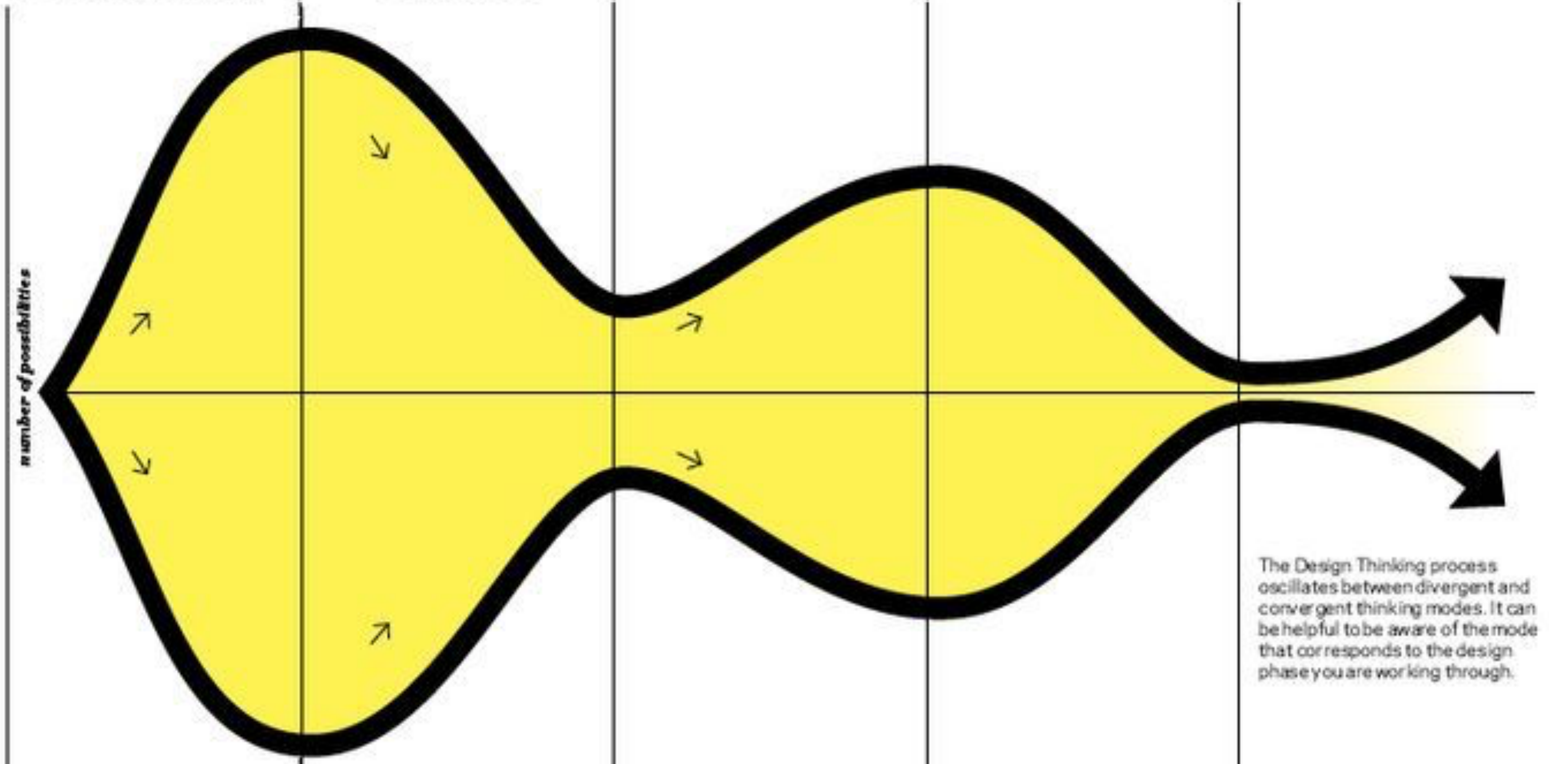
I have an opportunity for design.
How do I interpret what I've learned?
How do I turn my insights into tangible ideas?
How do I make a prototype?

IMPLEMENTATION

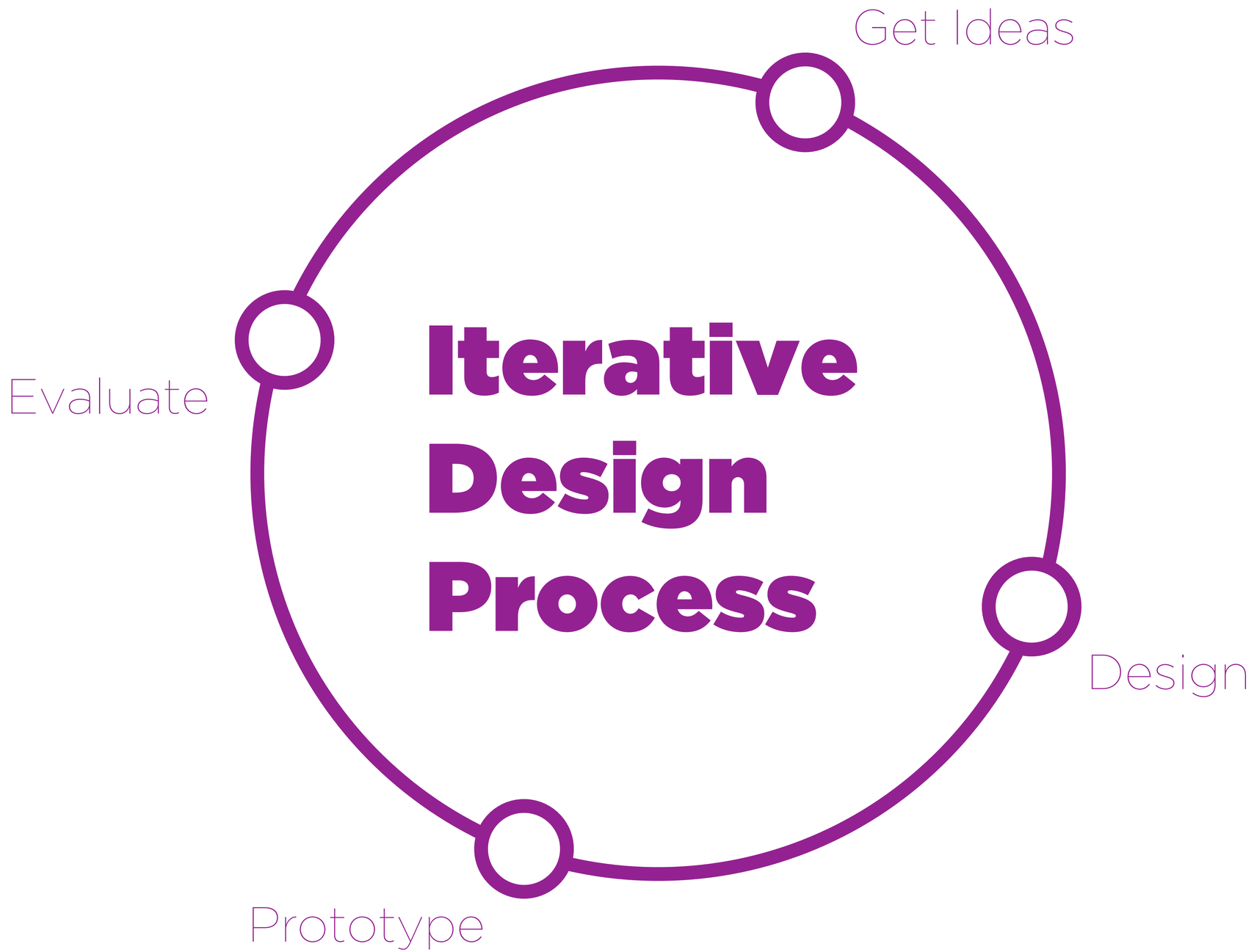
I have an innovative solution.
How do I make my concept real?
How do I assess if it's working?
How do I plan for sustainability?



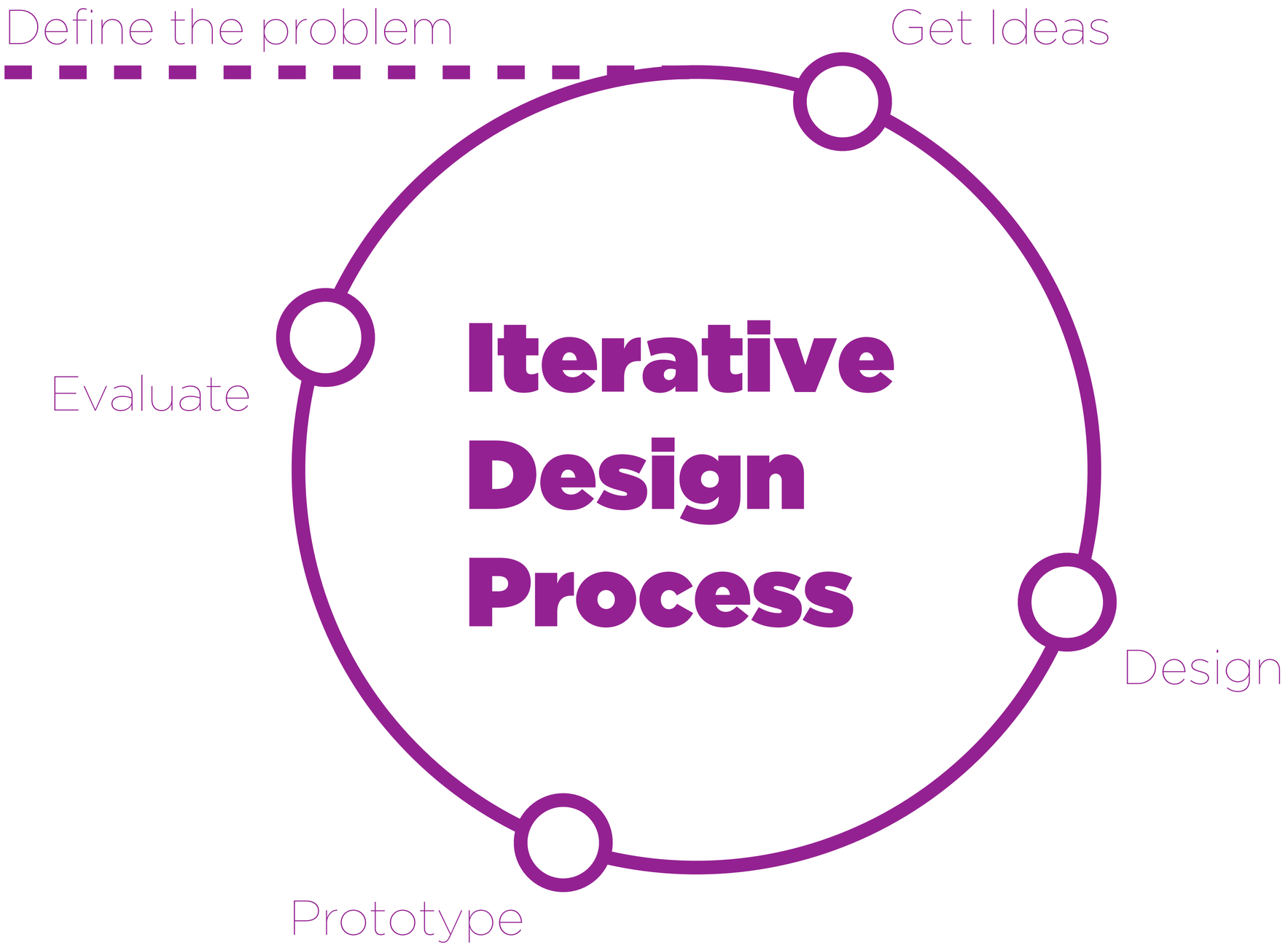
1	2	3	4	5
DISCOVERY	INTERPRETATION	IDEATION	EXPERIMENTATION	EVOLUTION
I have a challenge. *How do I approach it?*	**I learned something.** *How do I interpret it?*	**I see an opportunity.** *What do I create?*	**I have an idea.** *How do I build it?*	**I tried something new.** *How do I evolve it?*
STEPS				
1-1 Understand the Challenge	**2-1 Tell Stories**	**3-1 Generate Ideas**	**4-1 Make Prototypes**	**5-1 Track Learnings**
1-2 Prepare Research	**2-2 Search for Meaning**	**3-2 Refine Ideas**	**4-1 Get Feedback**	**5-2 Move Forward**
1-3 Gather Inspiration	**2-3 Frame Opportunities**			



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.


Get Ideas
Evaluate
Iterative Design Process
Design
Prototype

“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

PLEASE READ BACK
BEFORE PROCEDURE
Date / Time of Insertion
Signature
400
375
350
325
300
275
250
225
200
175
150
125
100
75
60
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25
20
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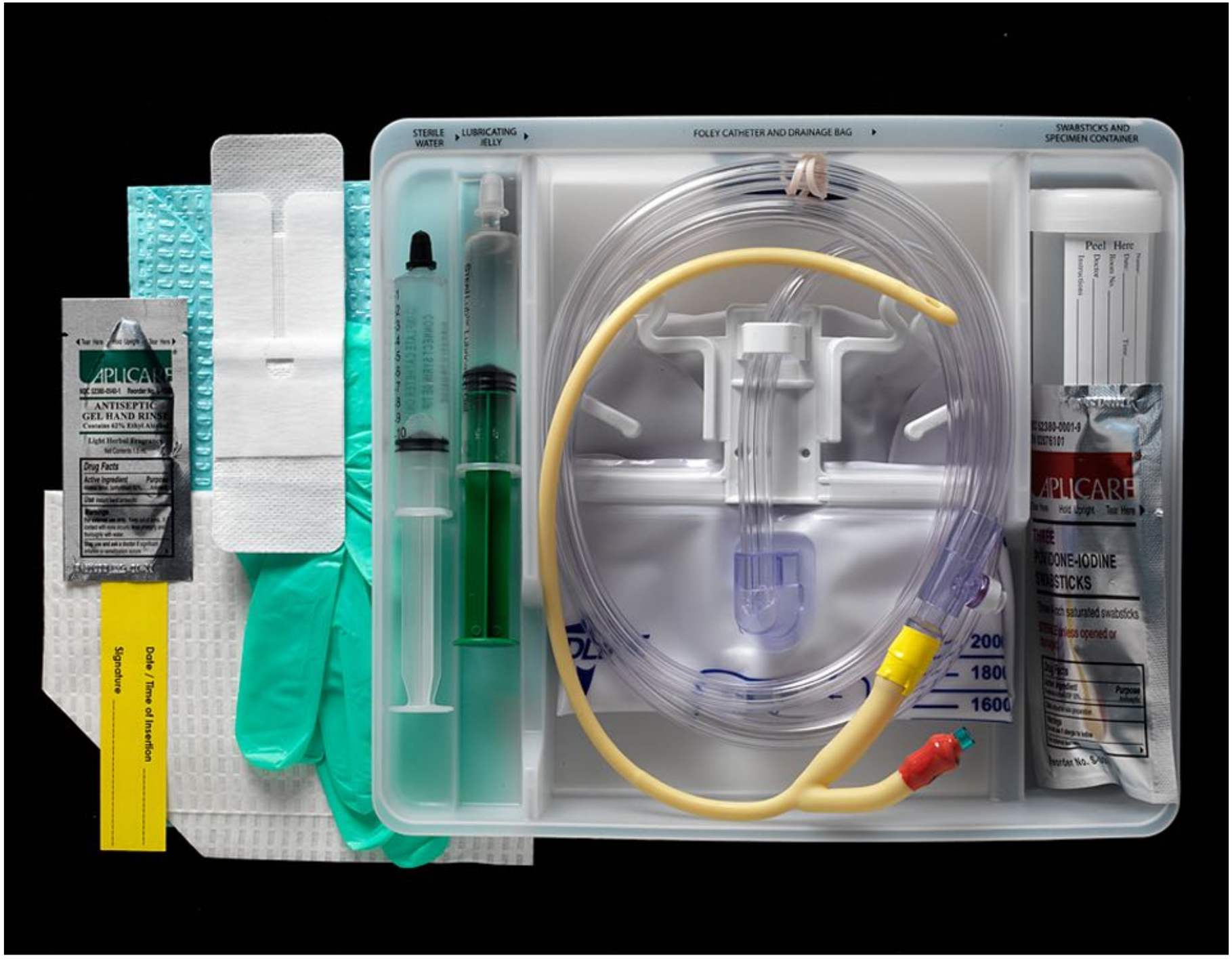
10
5
THREE
POVIDONE-IODINE
SWABSTICKS


STERILE WATER
LUBRICATING JELLY
FOLEY CATHETER AND DRAINAGE BAG
SWABSTICKS AND SPECIMEN CONTAINER
APLICARE
ANTISEPTIC GEL HAND RINSE
Drug Facts
Date / Time of Insertion
Signature
Peel Here
APLICARE
THREE POVIDONE-IODINE SWABSTICKS

For our patients and their families,
We care about your comfort
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.

HOW TO BRAINSTORM AS A GROUP

Appoint a moderator

You
Robot
AI
Hero 6
Me
Us

Write down EVERYTHING

Pen
Pencil
Paper
Agenda
Notes
Things
Journal
Goldfish
Ideas

State the Topic

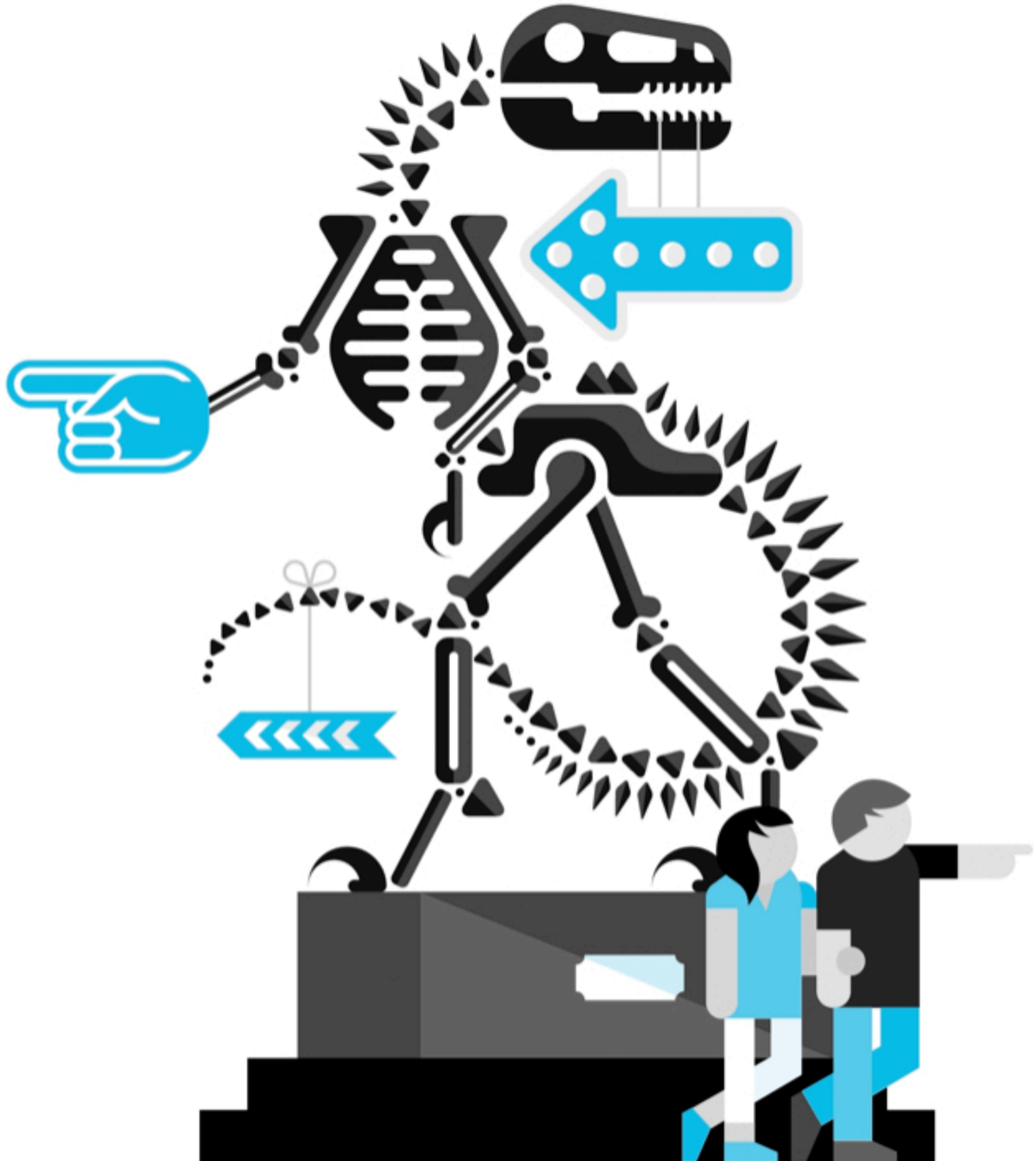
Alabama
The Union
Unions
Scabs
Band-aids

Follow Up & Rank Ideas

Flight
Jefferson Airplane
White Rabbit
Good
Bad
Crazy

Set a Time Limit

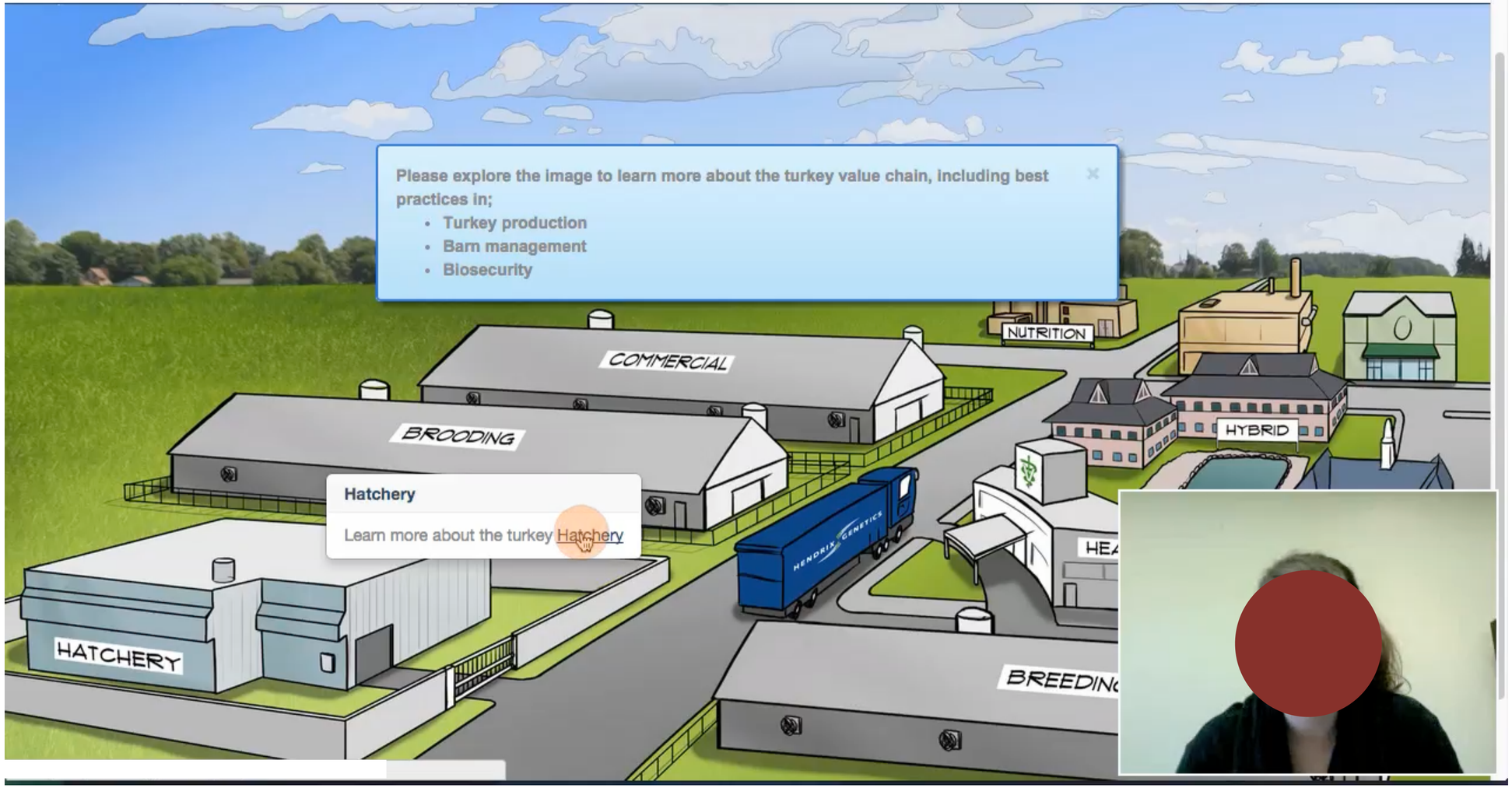
Apps
Clock
Watch
Apple
Rolling Stones
Alice
Queen of hearts
Spades Clovers
Clubs
Lucky Charms



"~~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
COMMERCIAL
BROODING
NUTRITION
HYBRID
HATCHERY
BREEDING
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 are you thinking?
Why do they need my zip code to send me email?

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

Google Analytics

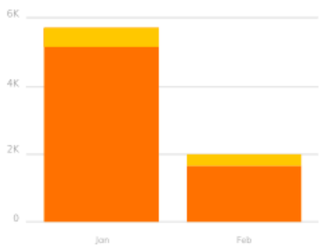
Total Visitors Past 30 Days

4,756 ▲16%

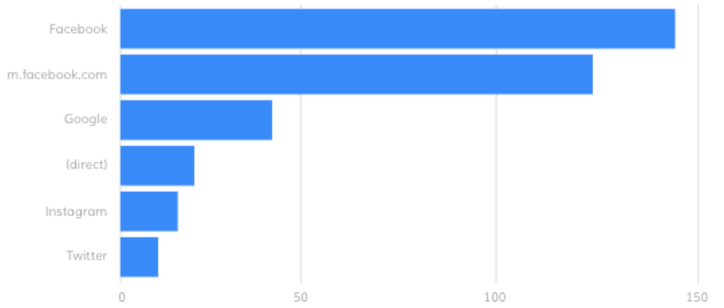
New v Returning Visitors

7,341
Total Visitors

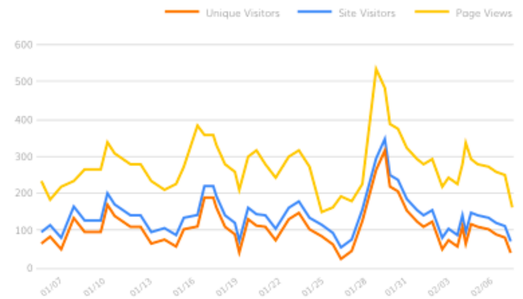
22.73 %
Average Returning Visitors



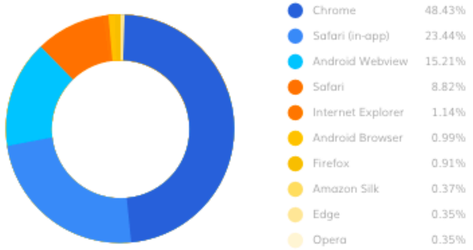
Top 10 Website Lead Sources



Site Visitor Overview



Top Ten Broswers

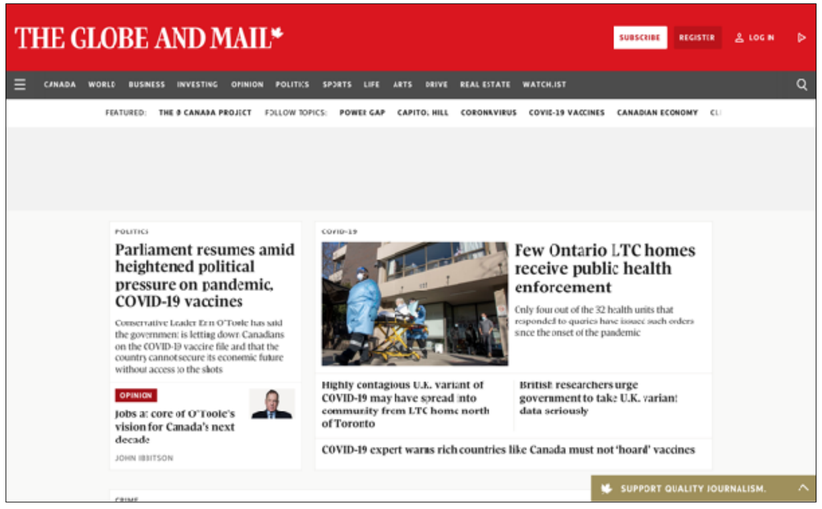


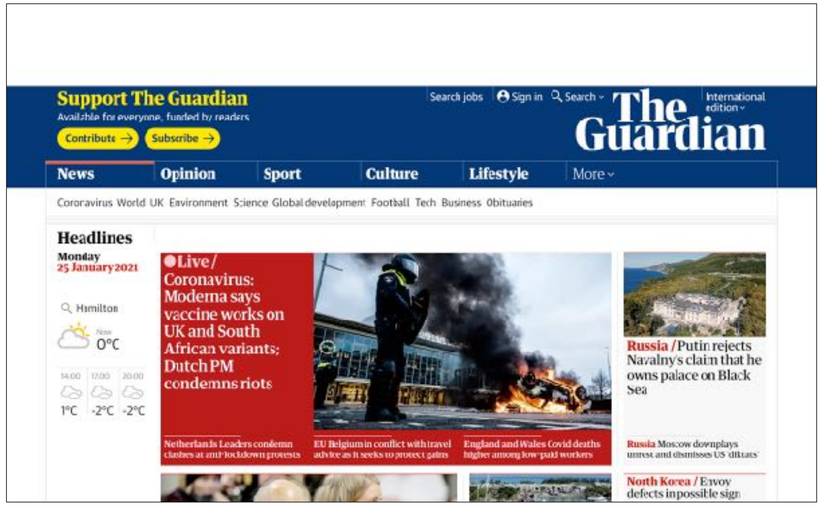
Top Page Views

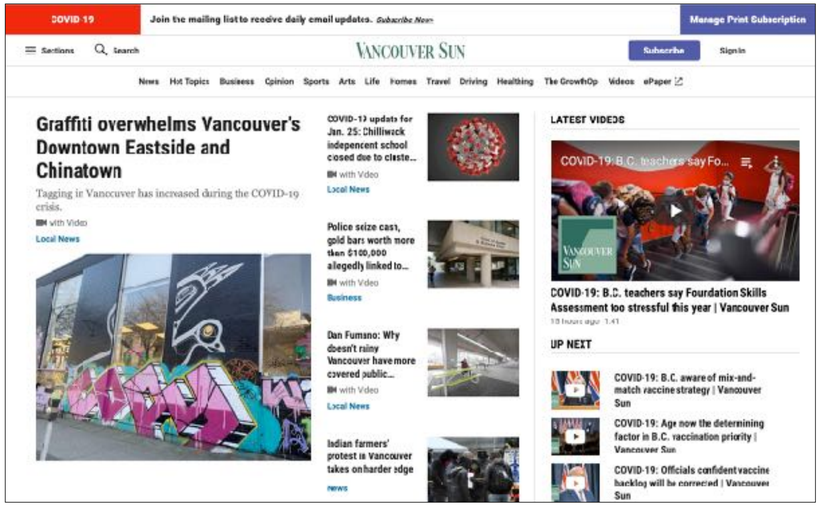
Filter Results...

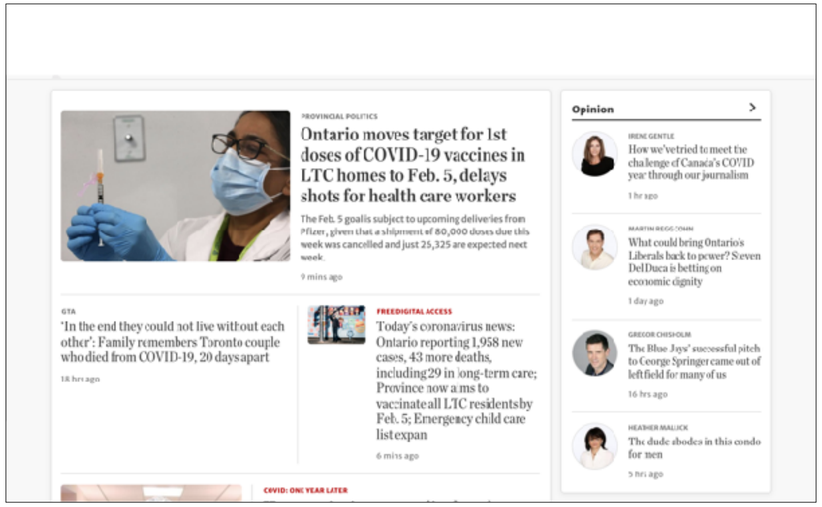
Page Name	# Views
Home	110
Services	39
About Us	32
Our Team	29
Contact Us	18
FAQ	9
Blog	5
Location	0

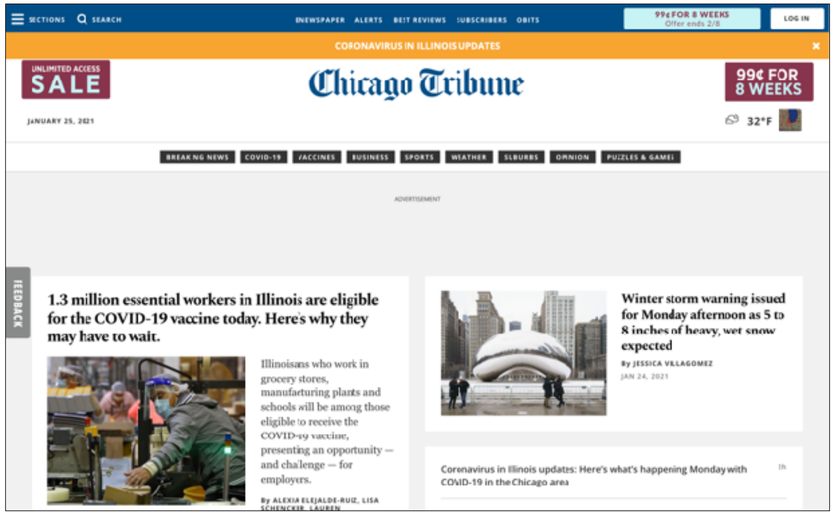
The New York Times
Moderna Is Working on a Vaccine Booster for a New Variant
Jeffrey Clark Was Considered Unassuming. Then He Plotted With Trump.
Rudy Giuliani Sued by Dominion Voting Systems Over False Election Claims
Opinion
Are We Ready for a Monday Without Trump?

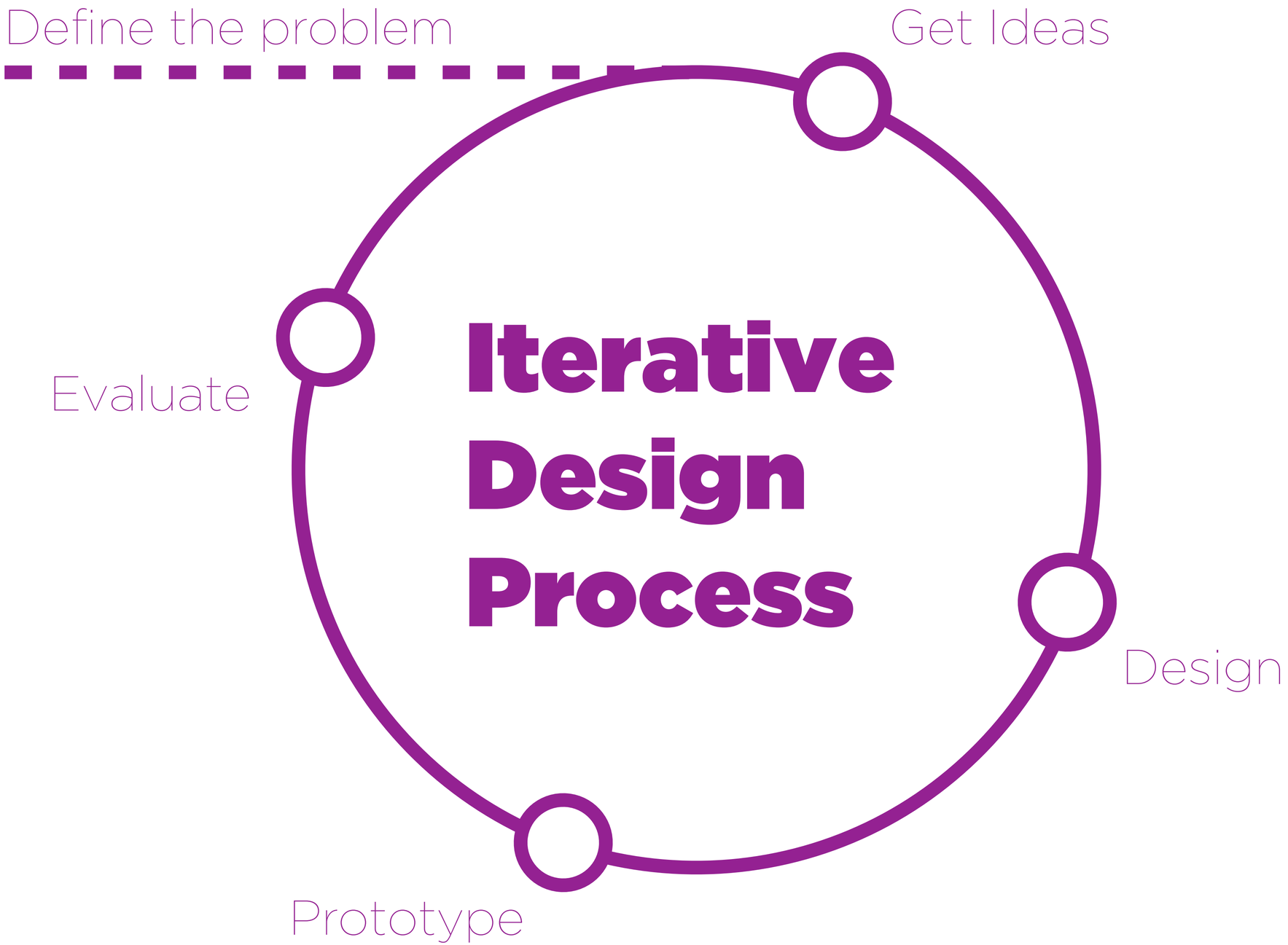

THE GLOBE AND MAIL
Parliament resumes amid heightened political pressure on pandemic, COVID-19 vaccines
Few Ontario LTC homes receive public health enforcement
Highly contagious U.K. variant of COVID-19 may have spread into community from LTC home north of Toronto
British researchers urge government to take U.K. variant data seriously
COVID-19 expert warns rich countries like Canada must not 'hoard' vaccines


Support The Guardian
The Guardian
Headlines
Live/ Coronavirus: Moderna says vaccine works on UK and South African variants; Dutch PM condemns riots
Russia/Putin rejects Navalny's claim that he owns palace on Black Sea
North Korea/Envoy defects in possible sign


COVID-19
Vancouver Sun
Graffiti overwhelms Vancouver's Downtown Eastside and Chinatown
COVID-19: B.C. teachers say Foundation Skills Assessment too stressful this year | Vancouver Sun
UP NEXT


Ontario moves target for 1st doses of COVID-19 vaccines in LTC homes to Feb. 5, delays shots for health care workers
'In the end they could not live without each other': Family remembers Toronto couple who died from COVID-19, 20 days apart
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 expan
Opinion


Chicago Tribune
1.3 million essential workers in Illinois are eligible for the COVID-19 vaccine today. Here's why they may have to wait.
Winter storm warning issued for Monday afternoon as 5 to 8 inches of heavy, wet snow expected
Coronavirus in Illinois updates: Here's what's happening Monday with COVID-19 in the Chicago area


Define the problem
Get Ideas
Evaluate
Iterative Design Process
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“USER-centered” Considerations:

- How much do people **want** this?
  (your idea for your project - does is 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.

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.

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