

ENTR 390.012

Digital Product Design

LECTURE 2

September 19, 2016

Housekeeping

1. Jam Session
2. Office Hours
3. Attendance
4. Syllabus Update

Survey Results



The background is a solid blue color with a subtle geometric pattern. It features a grid of thin white lines forming squares and rectangles. Overlaid on this grid are several thin white circles of varying sizes. The text "Good Design" is centered in a bold, white, sans-serif font.

Good Design







www.lovetokitchenware.com



**What makes a
design GOOD?**

Tools for Design

Tools for Critique

**Good Design is
USEFUL**



Exercise: Functional objects

guitar

ethernet cable

bandaid

pocket notebook

calculator

cardboard box

money

toilet plunger

wrench

dog cones

screwdriver

lamp

remote control

my glasses

umbrellas

Useful

Functionality

Speed

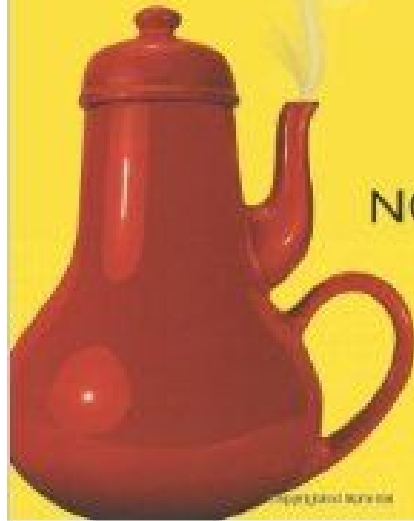
Accuracy

Reliability

**Good Design is
USABLE**



The DESIGN
of EVERYDAY
THINGS



DON
NORMAN

Copyrighted Material

What makes design usable?

Simple

Matches the real world

Clear/obvious/self-explanatory

Confirmation and forgiveness

Well organized and consistent

**Good Design is
DELIGHTFUL**









Exercise: Delightful Objects

american flag

tapestry

star wars poster

flowers

painting

nail polish

earrings

high heels

clothing

Rubik's cube collection

an organized bookcase

fendi bag charms

picture frame and crucifix on my wall

mini California Republic surfboard on my wall

What makes design delightful?

Beautiful

Genuine

Funny?

Details matter!

Just feels right

**Good Design is
GOOD**

Exercise: Both

a longboard

car

shoes

clothing

Plants

hat

headphones

gold hammer paperweight

mechanical pencil

moleskine pocket book

ink pens

Warby Parker glasses

running shoes

monsters university pencil pouch

What makes design good?

Long-lasting

Positive environmental impact

Positive change for users

Positive impact for society



Assignment

3 Objects*

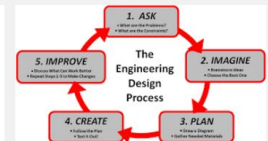
- One delightful only
- One useful only
- One that's both

*no Apple products

Choose any object

- Write a one paragraph critique
- Who do you think it was designed for?
- What's good?
- What could be improved?
- Include WHY (use these slides)

Design Process



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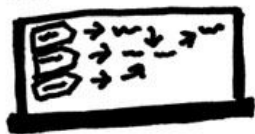
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usability
professionals'
association
www.upassoc.org

Author disclosures of potential conflicts of interest and author contributions are found at the end of this article.

MONDAY

• **Map**



TUESDAY

• **Sketch**



WEDNESDAY

• **Decide**



THURSDAY

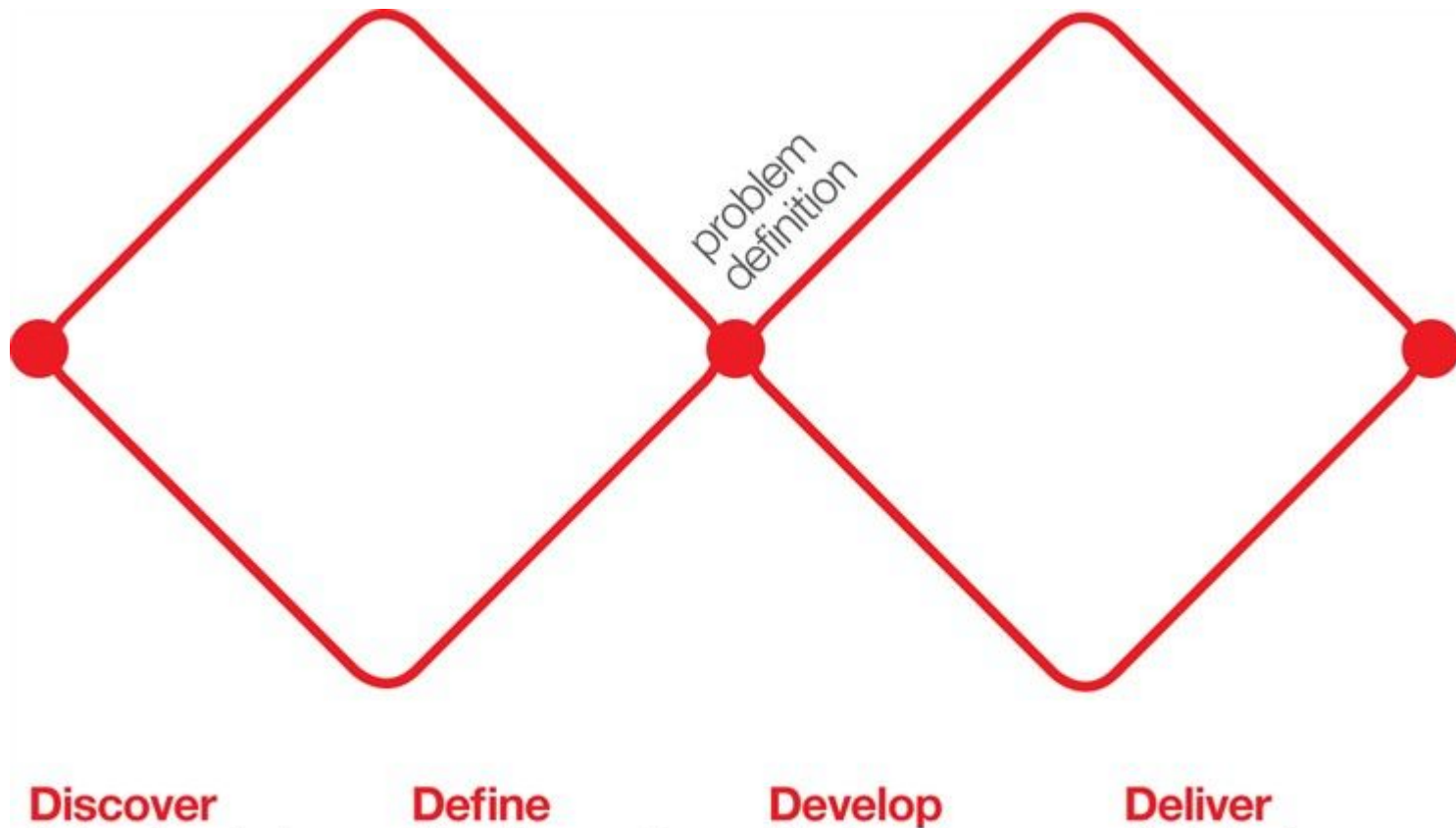
• **Proto-
type**



FRIDAY

• **Test**





1. What's the problem?
2. Make a thing.
3. Did it work?

JUST DO IT.

~~JUST DO IT.~~

Problem First!

Prototype!

Test!

Reminders

Survey II

https://umich.qualtrics.com/SE/?SID=SV_5vzj5pCSjwQuMM5