

ENTR 390.012

Digital Product Design

LECTURE 3

September 26, 2016

Housekeeping

1. Jam Session
2. Office Hours
3. Attendance
4. Assignment
5. Tools

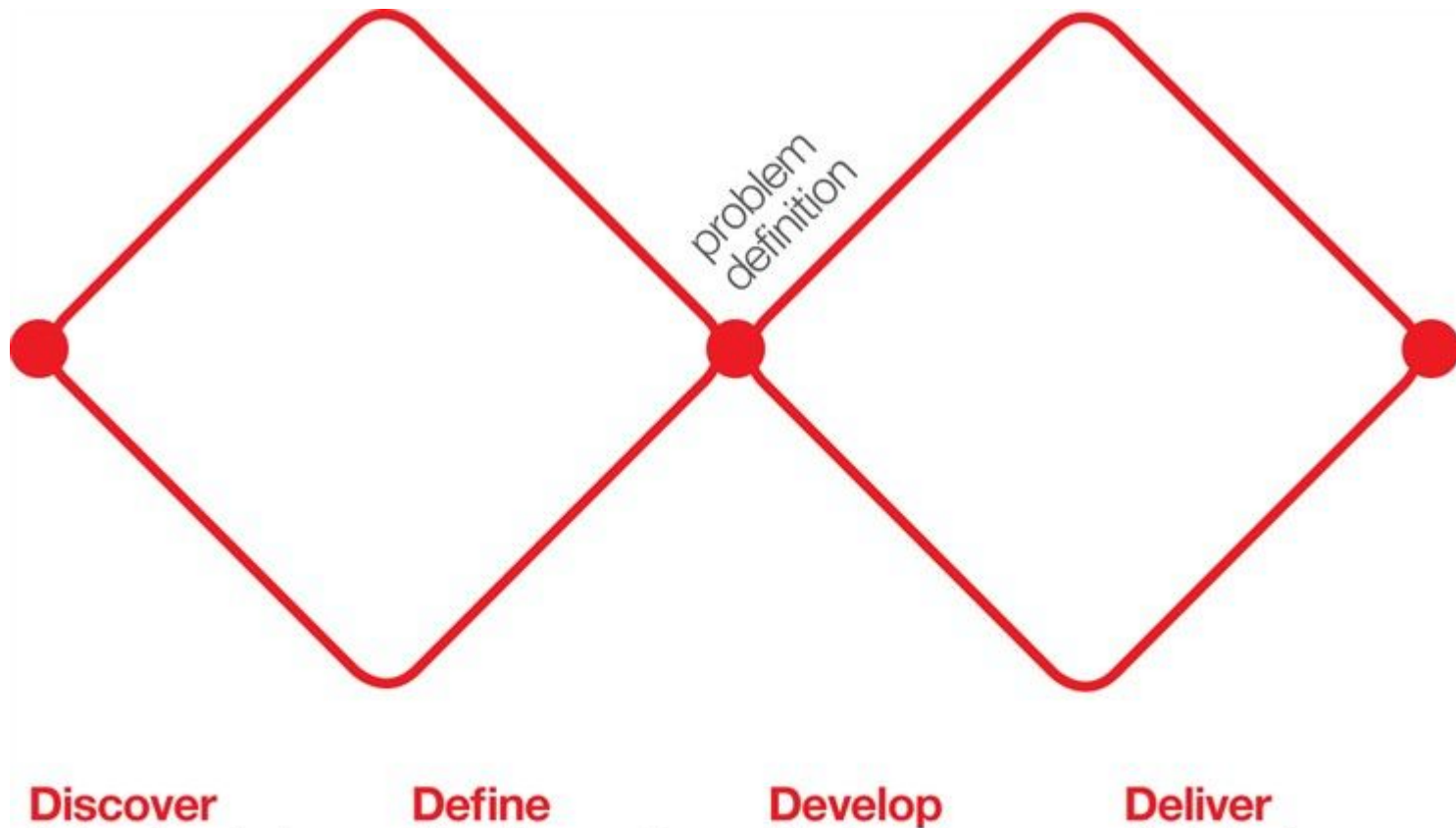
A photograph of two men standing in front of a house. The man on the left has a beard and is wearing a yellow hard hat and a tan jacket. The man on the right is wearing a white hard hat and a red safety vest over a grey shirt. The house behind them has a white door and a white railing. The number '619' is visible on the wall to the right of the door. A large, stylized blue logo with a circular icon on the left and the text 'TOOL TIME' in a bold, italicized font is overlaid on the image.

TOOL TIME



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)



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

User Research


Scratching your own itch


**You are not
your user.**

NTI
cious

OUS

KILL
YOUR
BABIES

IT'S NOT
Rocket
Science 

Work
the 
Problem

A VI
A Good VI
The Right VI
Sharpen
YOUR
AXE

Nobody
Reads

cut it

UR
BIES

et
ence



Problem

A VI

A Good VI
The Right VI

Sharpen
your
AX

**Just-enough
research**

Vision

Find people

What do you do?

**What's the hardest part
about what you do?**

**How are you
currently dealing?**

“If I had asked people what they wanted, they would have said faster horses.”

- HENRY FORD (probably)

**Don't talk about
the product**

Why? Why? Why?

Why? Why? Why?

Why? Why? Why?

Why? Why? Why?

Write it down

Personas

Jobs to be done

**[person]
wants to [goal]
so they can [end benefit]**

Real world example

Another real world example

Exercise

One-sentence brief

- Talk to other people
- Find a problem that can be solved w/ design
- **It can't be a problem *you* have**
- Write a one sentence design brief
- Use the format on the next slide

**[person]
wants to [goal]
so they can [end benefit]**

Tools

Assignment

One-sentence brief

- Talk to other people
- Find a problem that can be solved w/ design
- **It can't be a problem *you* have**
- Write a one sentence design brief
- Use the format on the prev slide

Reminders