Shamail Zahir

William Gaver - Cultural Probes

The "Cultural Probes" reading brought a lot of insight on the design process when dealing with a group that you are not necessarily able to bridge a connection with. The generation gap is something that I have always considered to be one of the harder gaps to overcome, mainly because different points in life are hard to understand if you haven't experienced them. They mention that they had to stop viewing the elderly people as "helpless" and "weak", and it made me acknowledge that unknowingly to me I seem to have the same opinion on older/elderly people. I have always been told that they need a little more help and "hand-holding" to be able to complete a task or understand something. I think the same ideals can also be translated into products/services geared towards kids; they need a bit of help but it should be coddling, they do have a sense of being intuitive. It was interesting how they basically collected data through the items and gained an insight on the people and how they would respond to the way in which they presented internet education. The idea of making the items something physical and tangible seemed incredibly smart to me because it is something that the group, overall, will be familiar with. I would also love to see the data they collected, just to get a small peek into what they are thinking and what stuck out to them.

Nielsen Norman Group - When to Use Which User Experience Research Method

The "When to Use Which User Experience Research Method" reading had a lot of really useful information. I honestly didn't know that so much went into User Experience Design, I thought it might be similar to book design or editorial design. In editorial or book design, you learn a series of rules and have systems that are usually followed for legibility purposes. Those rules are continuously applied in different situations and sometimes intentionally broken in others, you don't need to seek out the reader to see if the flow of the book works, you just get the design critiqued. I thought UX/UI would be just a set of rules that is followed. I think that I

picked up on the fact that it is more similar to product design than it is graphic design in a sense. I had taken a couple of toy making classes and we always had other people test out our toys before we presented the final product, similar to what this article says about User Experience. But it makes sense that testing is so important, if something is physical people usually know how to operate it in some capacity. While if something is digital, it is a bit trickier to understand and a bit more abstract to follow if the flow doesn't make sense to the user.

Design Council - What is the framework for innovation?

The "What is the framework for innovation?" article made me realize that everyone has a different way of thinking and designing. I think it is important to see examples like the double diamond and grab some of those ideas and use them in your own process, but I have never been someone that follows such cut-and-dry methods of designing. There is a inherit way of designing that is simply: design something, show some people, re-design. That's how I was taught formally and in an informal setting I would unknowingly do the same thing. The double diamond method seemed more people-centered, where the first thing they did was talk and gain insight from the people around them/people they are designing for, but the method doesn't seem revolutionary to me. That may be because it was made in 2004 and I have gained a bit of design experience and knowledge that may be based on this idea, but it didn't seem like something I haven't heard before. I think the approach to design and speaking with people and gaining knowledge on them that way is a lot better than finding data and using prior design knowledge. It's a good way of making sure that users will fully understand what you are trying to do.