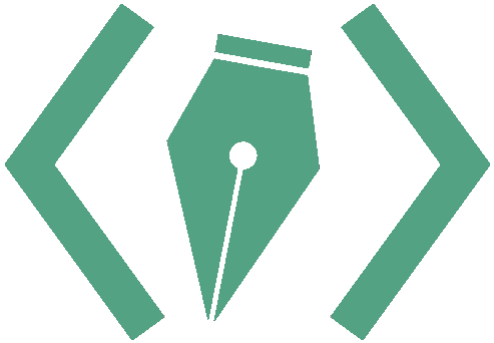
Week 08

Designing with Impact



What does it mean to design with impact?

Let’s go over to some key terms.

User Experience (UX)

a person's emotions and attitudes about using a product, system, or service

Concept: Human-Centered Design (HCD)

What is Human-Centered Design?

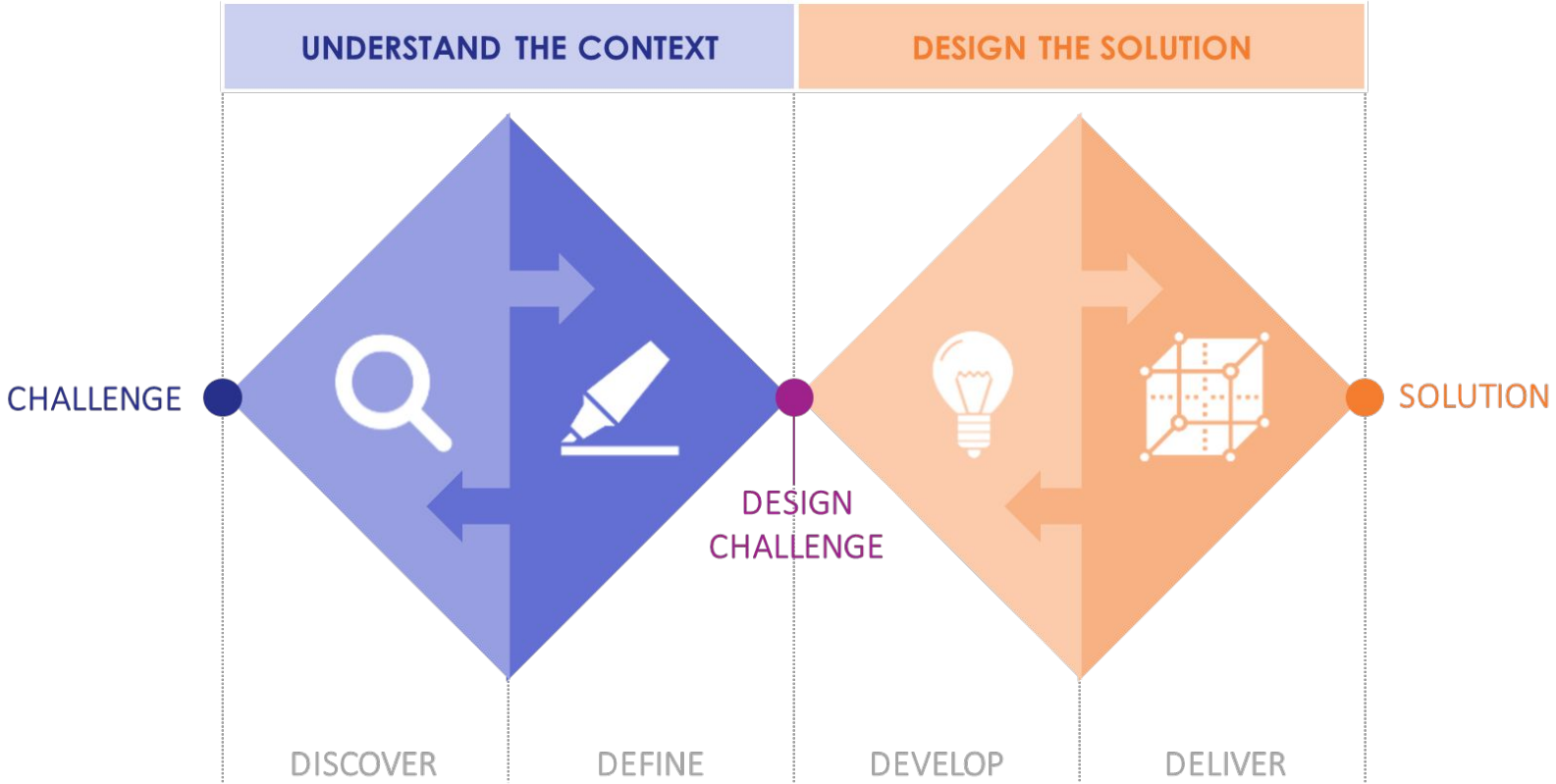
HCD is a design approach that incorporates the human perspective (i.e. what works best for humans?)

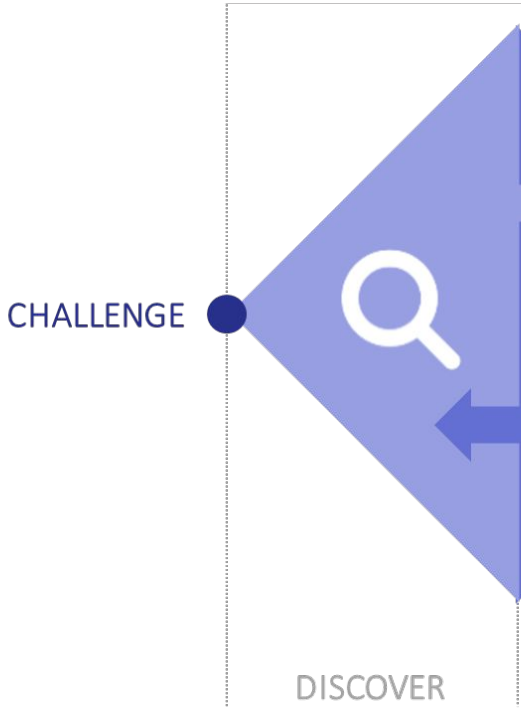
Why HCD?

Empathizing with others and understanding how humans work can help us design things that are actually useful and effective.

Impact is designing for good experience AND good function.

“The Process”


UNDERSTAND THE CONTEXT
DESIGN THE SOLUTION
CHALLENGE
SOLUTION
DESIGN CHALLENGE
DISCOVER
DEFINE
DEVELOP
DELIVER

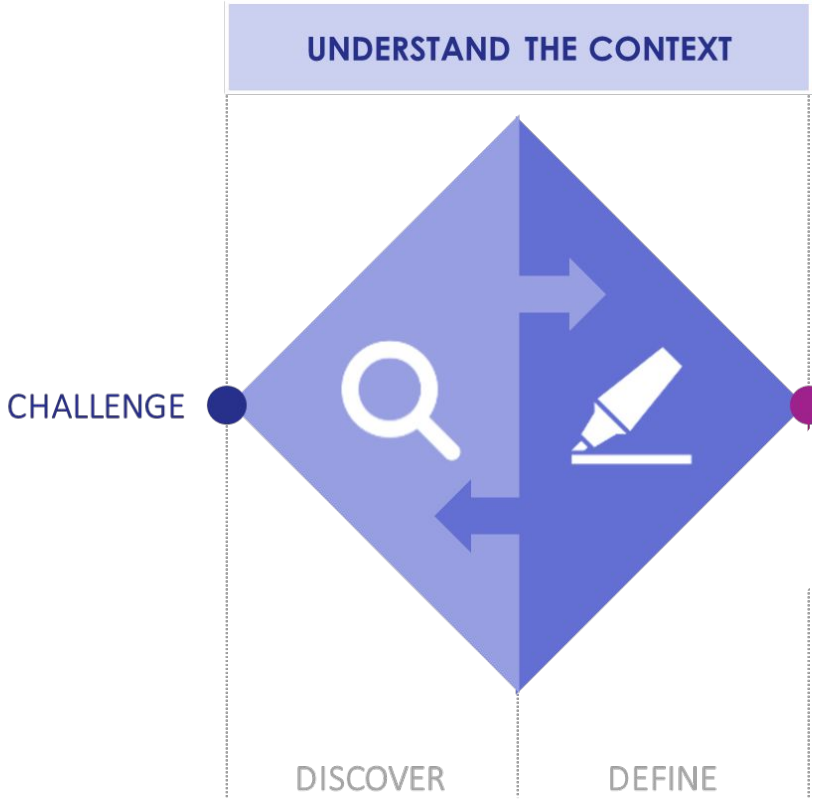


What does DISCOVER entail?

User research, empathy, and understanding

What does DEFINE entail?

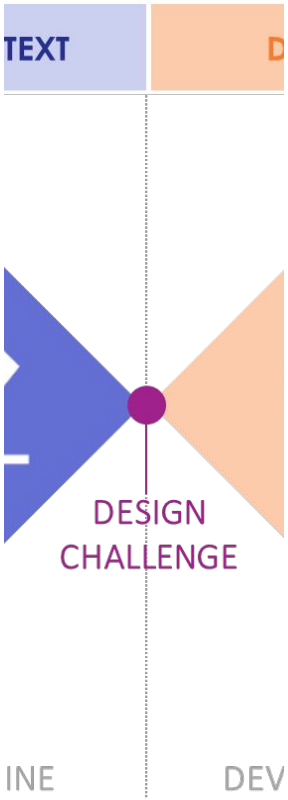
Problem space, HMW, synthesis



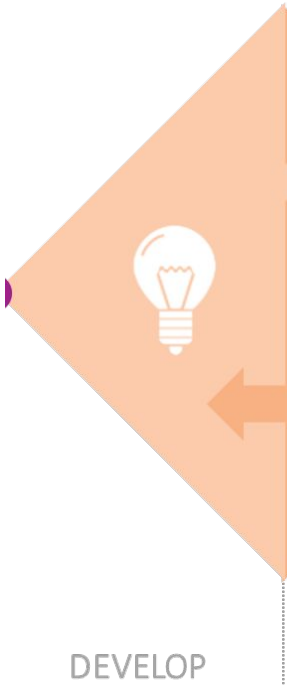
Notice the arrows.

Each part plays into the others. What is our problem and how should we go about solving it?

UMIO

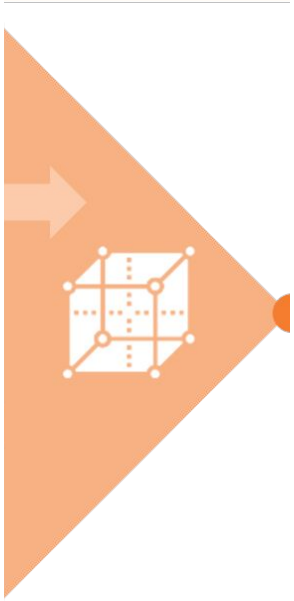


You still haven’t solved your problem, so what now?



What does DEVELOP entail?

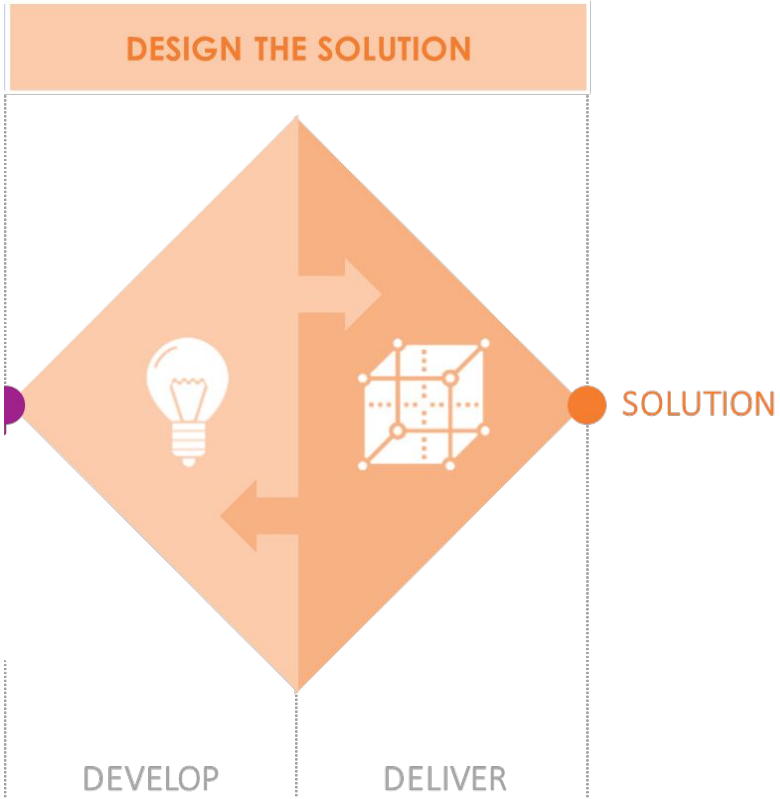
Ideation and the fun parts



DELIVER

What does DELIVER entail?

User testing, how do we know this works?



How can we effectively solve our problem?

Is our idea actually useful and helpful?

UMIO

And then... repeat!

Surface
Visual Design

Skeleton
Interface and Navigation Design
Information Design

Structure
Information Architecture
UX Design

Scope
Content Requirements
Feature Requirements

Strategy
Business Objectives
User Needs

So how is this applicable to WDD?

How might we design with impact in WDD?

Process

1. Quick desk research - what works, what's needed, who uses this kind of site
2. Ideate - sketch it out!
3. Mockup (in Figma) - does it still work
4. Ask a friend for feedback
5. Code + finalize

How might we design with impact in WDD?

Example (Kingpin)

1. Google donut sites, look for inspiration, ask friends about what they like in a donut/food site
2. Low fidelity wireframes with different ideas/layouts
3. Hi-fi prototypes in Figma
4. Ask a friend for feedback on your design
5. Code + finalize :)

Things to consider when designing

- What is the **goal** of what I'm creating?
- **Who** is going to use my design and what do they **need**?
- What is the **optimal solution**? Then, what is possible given the limitations?
- "The process" is useful but what is **actually important** for this design?

Questions?