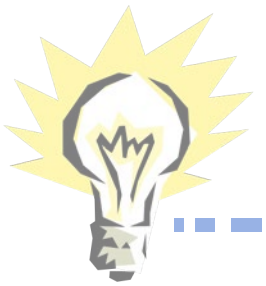
Design Processes

From need to needed

Hat tip to Prof. Wayne Li
for some content

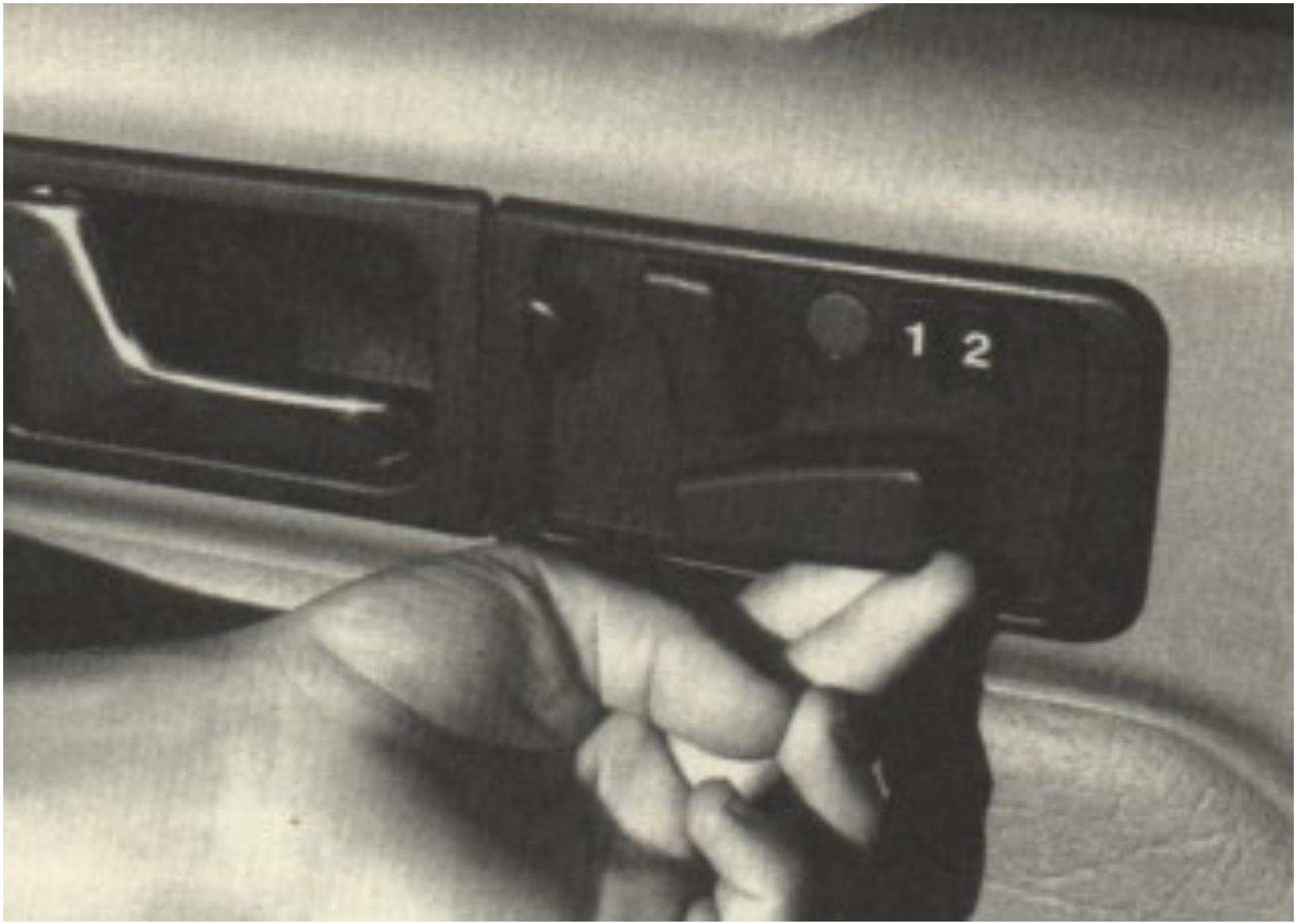


Good Design

"Every designer wants to build a high-quality interactive system that is admired by colleagues, celebrated by users, circulated widely, and imitated frequently." (Shneiderman, 1992, p.7)

…and anything goes!…

The Good…



The Good…

The Bad…

PALM BEACH COUNTY, FLORIDA
NOVEMBER 7, 2000

(REPUBLICAN)
GEORGE W. BUSH - PRESIDENT
DICK CHENEY - VICE PRESIDENT
3

(DEMOCRATIC)
AL GORE - PRESIDENT
JOE LIEBERMAN - VICE PRESIDENT
5

(LIBERTARIAN)
HARRY BROWNE - PRESIDENT
ART OLIVIER - VICE PRESIDENT
7

(GREEN)
RALPH NADER - PRESIDENT
WINONA LaDUKE - VICE PRESIDENT
9

(SOCIALIST WORKERS)
JAMES HARRIS - PRESIDENT
MARGARET TROWE - VICE PRESIDENT
11

(NATURAL LAW)
JOHN HAGELIN - PRESIDENT
NAT GOLDHABER - VICE PRESIDENT
13

es will
electors.)

PALM BEACH COUNTY, FLORIDA
NOVEMBER 7, 2000

(REFORM)
4
PAT BUCHANAN - PRESIDENT
EZOLA FOSTER - VICE PRESIDENT

(SOCIALIST)
6
DAVID McREYNOLDS - PRESIDENT
MARY CAL HOLLIS - VICE PRESIDENT

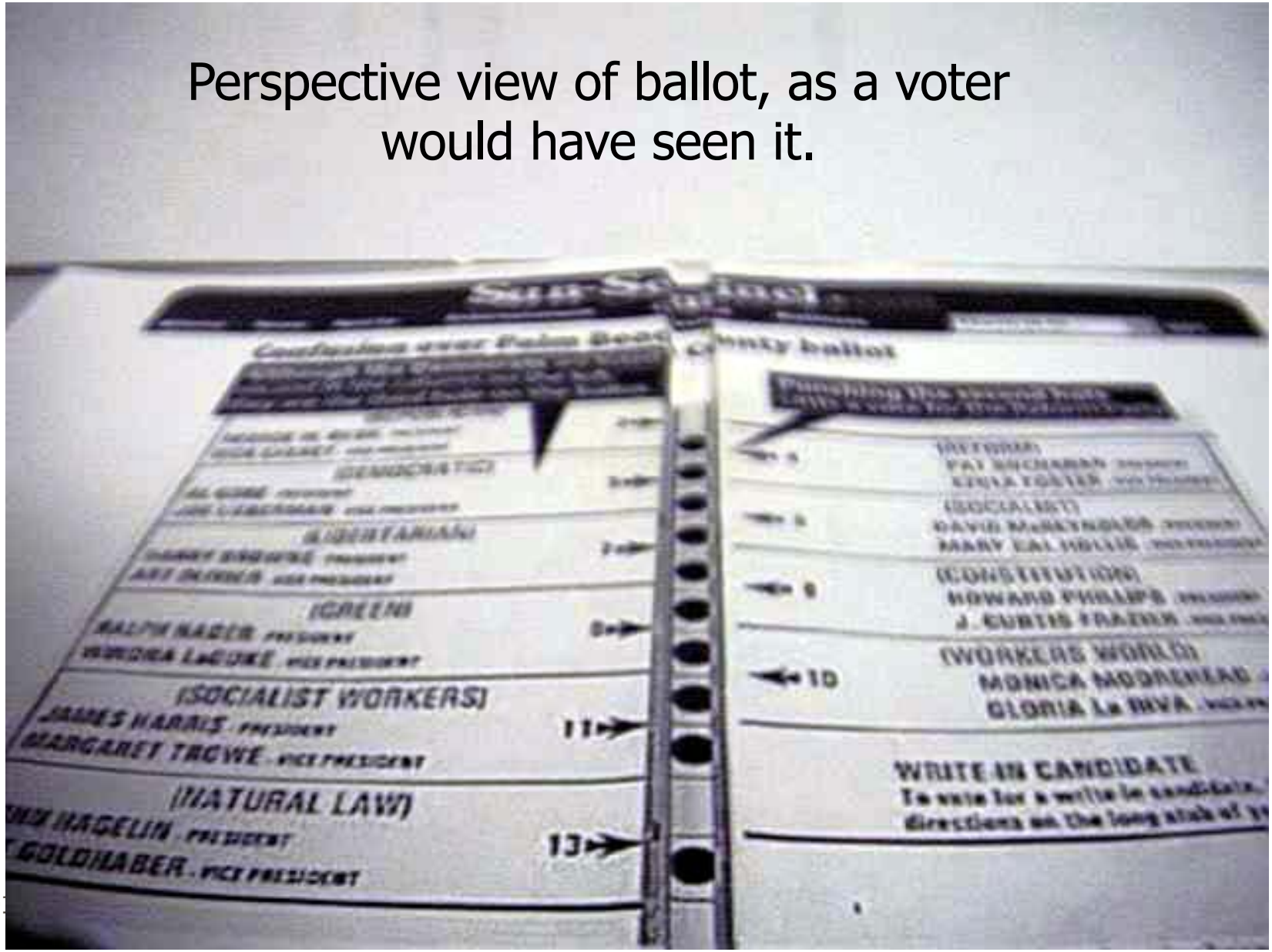
(CONSTITUTION)
8
HOWARD PHILLIPS - PRESIDENT
J. CURTIS FRAZIER - VICE PRESIDENT

(WORKERS WORLD)
10
MONICA MOOREHEAD - PRESIDENT
GLORIA La RIVA - VICE PRESIDENT

WRITE-IN CANDIDATE
To vote for a write-in candidate, follow the directions on the long stub of your ballot card.

The Bad…

Perspective view of ballot, as a voter would have seen it.

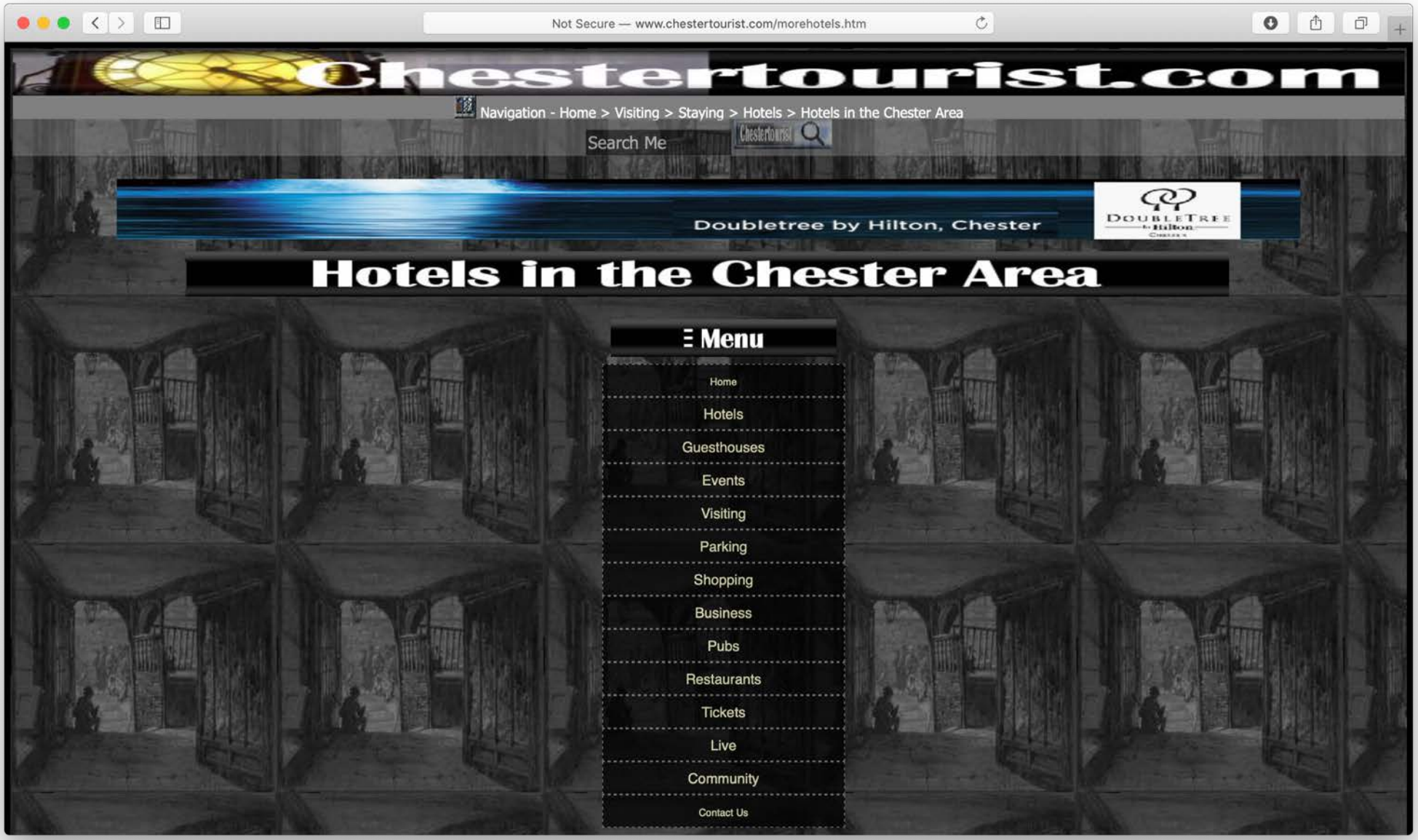


The Bad…

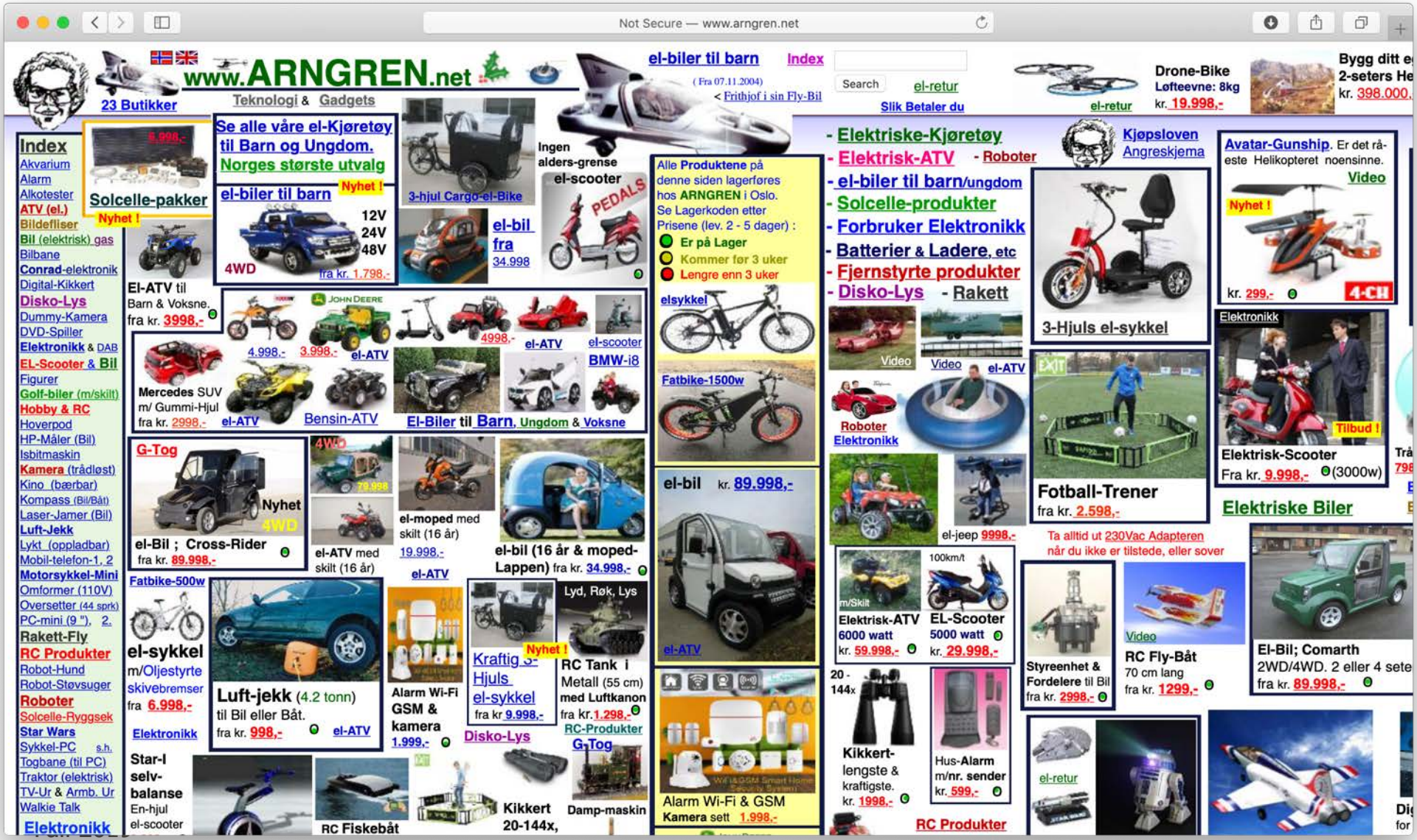
The Bad…?

The Bad…

The Ugly…


Not Secure — www.chestertourist.com/morehotels.htm
Chestertourist.com
Navigation - Home > Visiting > Staying > Hotels > Hotels in the Chester Area
Search Me
Doubletree by Hilton, Chester
DOUBLETREE by Hilton
Hotels in the Chester Area
Menu
Home
Hotels
Guesthouses
Events
Visiting
Parking
Shopping
Business
Pubs
Restaurants
Tickets
Live
Community
Contact Us

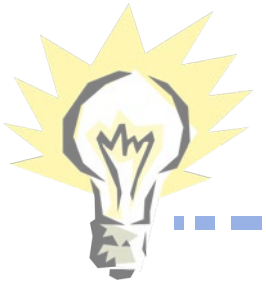
The (really) Ugly…



What The…???

What About This…???

What About This…???

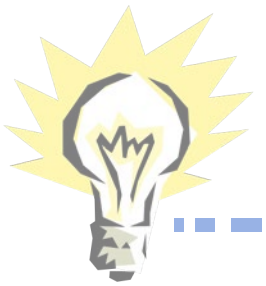


But What Makes it Good?!

- Functionality
- Speed & efficiency
- Reliability, security, data integrity
- Standardization, consistency
- **USABILITY !**

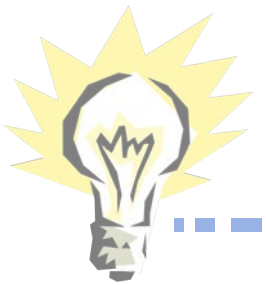
Don’t Forget This…

Enjoyneering!



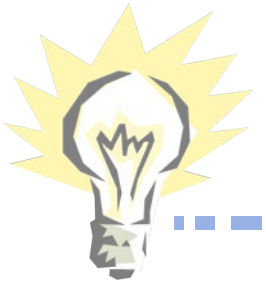
Closer to Fine: A Philosophy

…The human user of any system is the focus of the design process. Planning and implementation is done with the user in mind, and the system is made to fit the user, not the other way around….



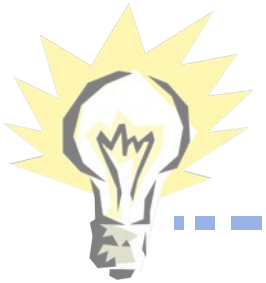
"Good Design" Means

- Systems are built for **humans;** must be designed for the user
- Recognize individual differences; appreciate design implications of these **human factors**
- Recognize the design of things, procedures, etc., influences human behavior and well-being
- Emphasize empirical data & evaluation
- Things, procedures, environments, and people do not exist in isolation



Good Design Is Not…

- ☹ **NOT just applying checklists and guidelines**
  - These can help, but USD is a whole philosophy
- ☹ **NOT using oneself as the model user**
  - Know your real users; recognize variation in humans
- ☹ **NOT just common sense**
  - Knowing how to design a fire alarm so it will be heard over background noise is not something we all know.
  - The HF specialist knows where or how to get the information needed to answer design questions

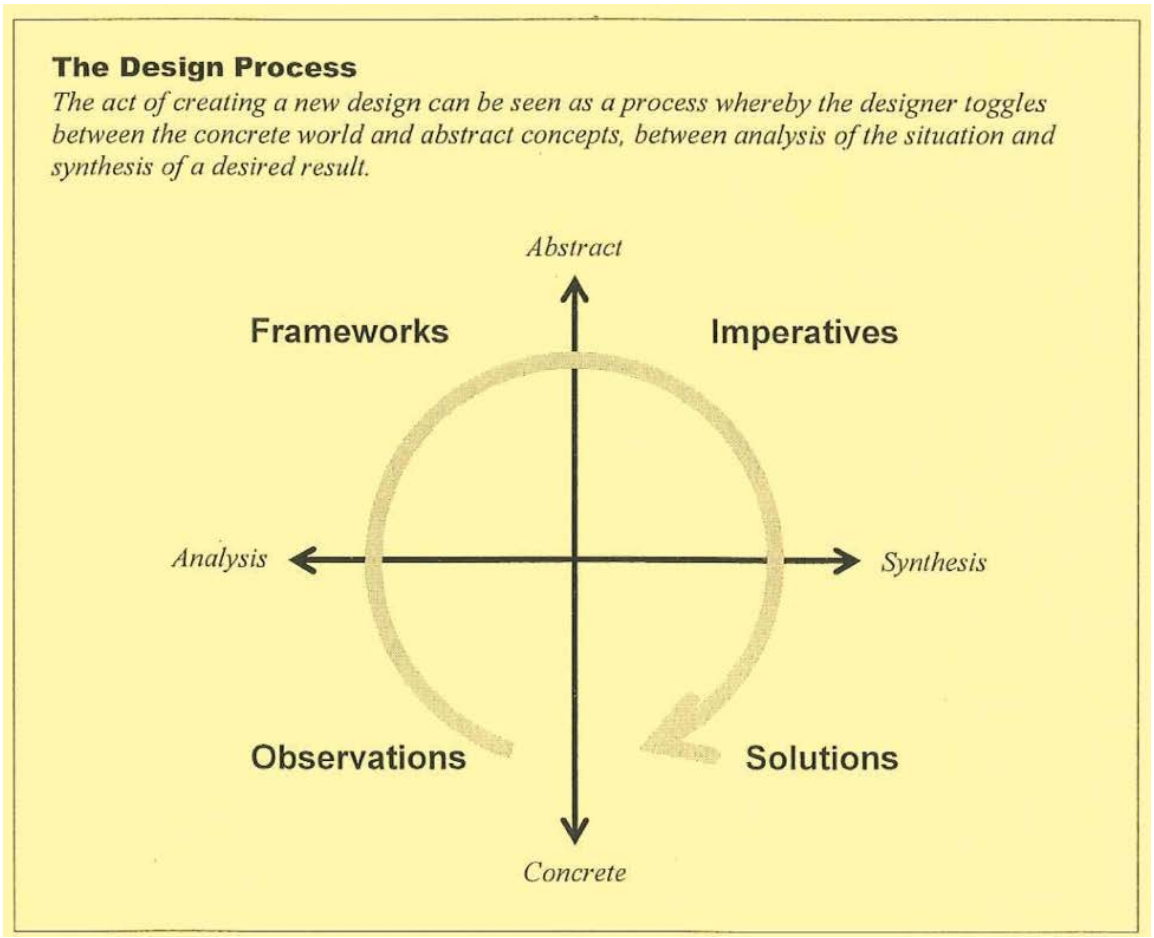


The Design Basics

Discover	Ideate	Evaluate	Iterate
Empathy	Creativity	Execution	

Design Flows

Discover	Ideate	Evaluate	Iterate
Empathy	Creativity	Execution	



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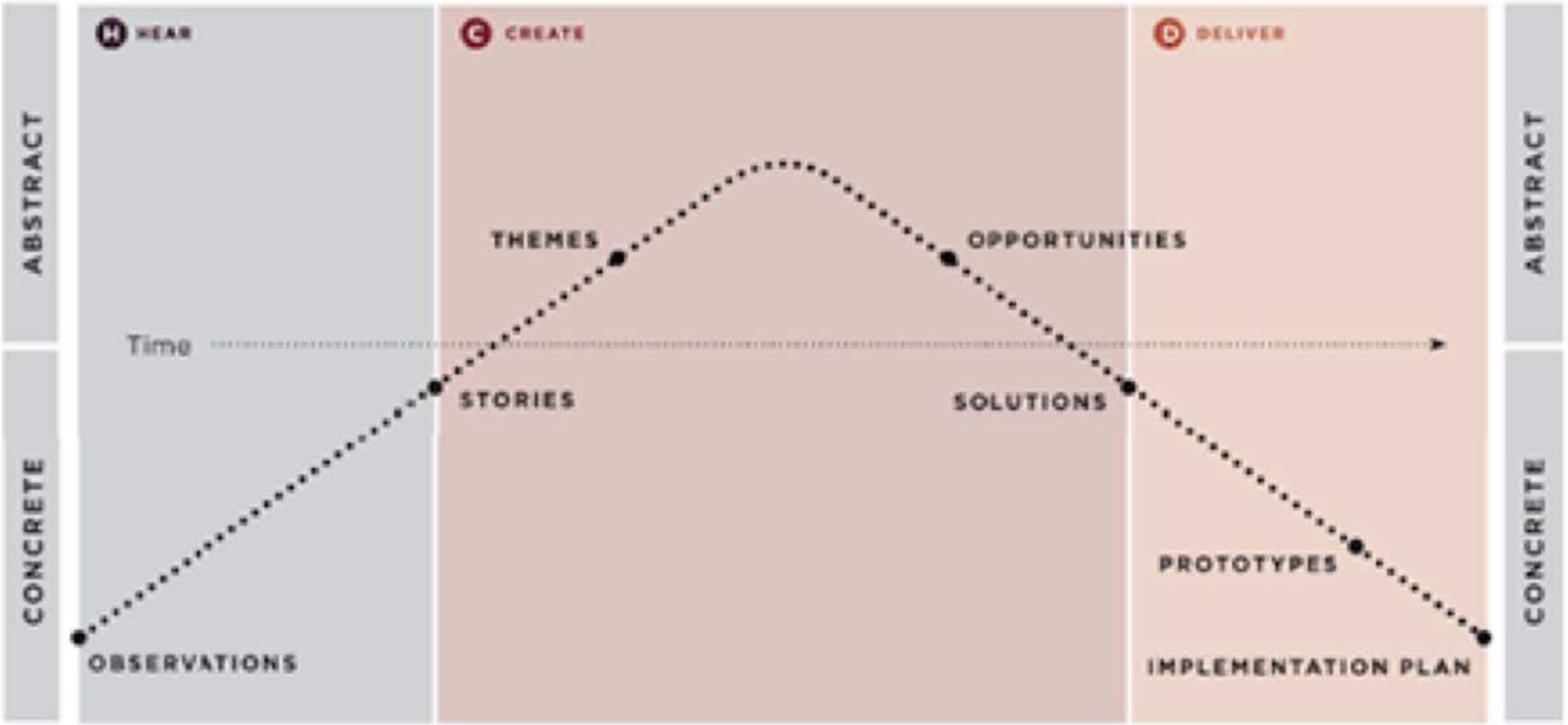

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Design Flows

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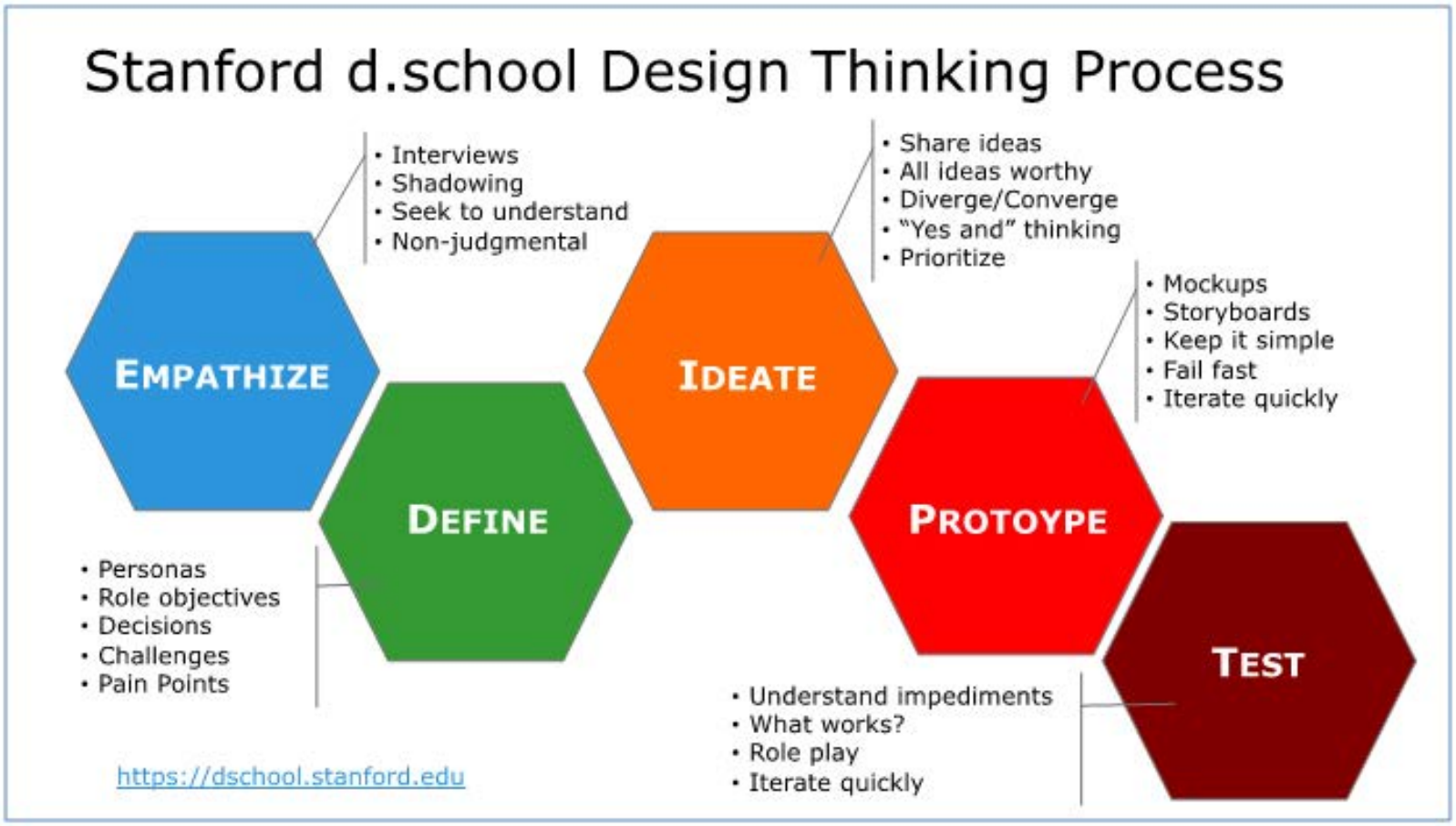

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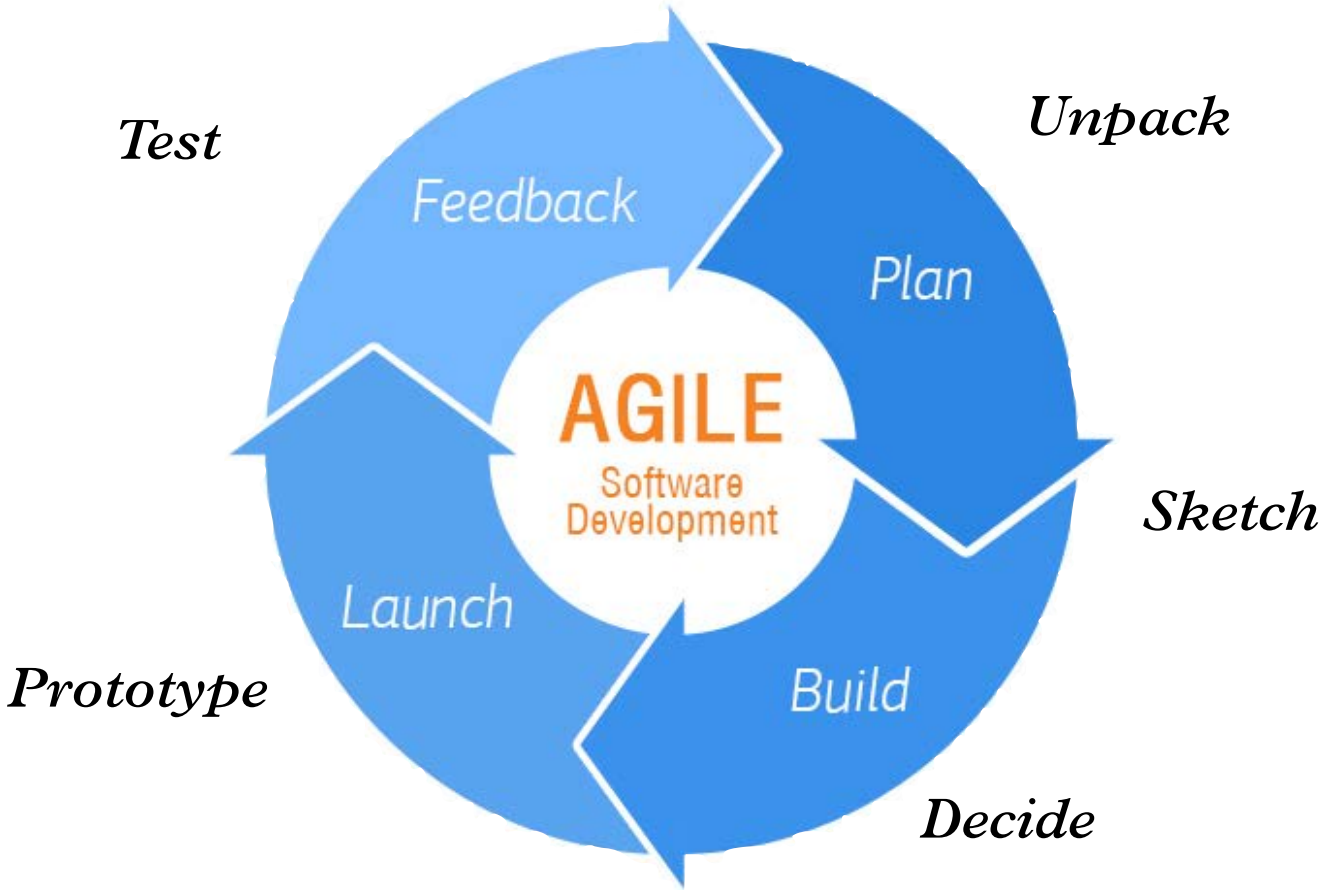

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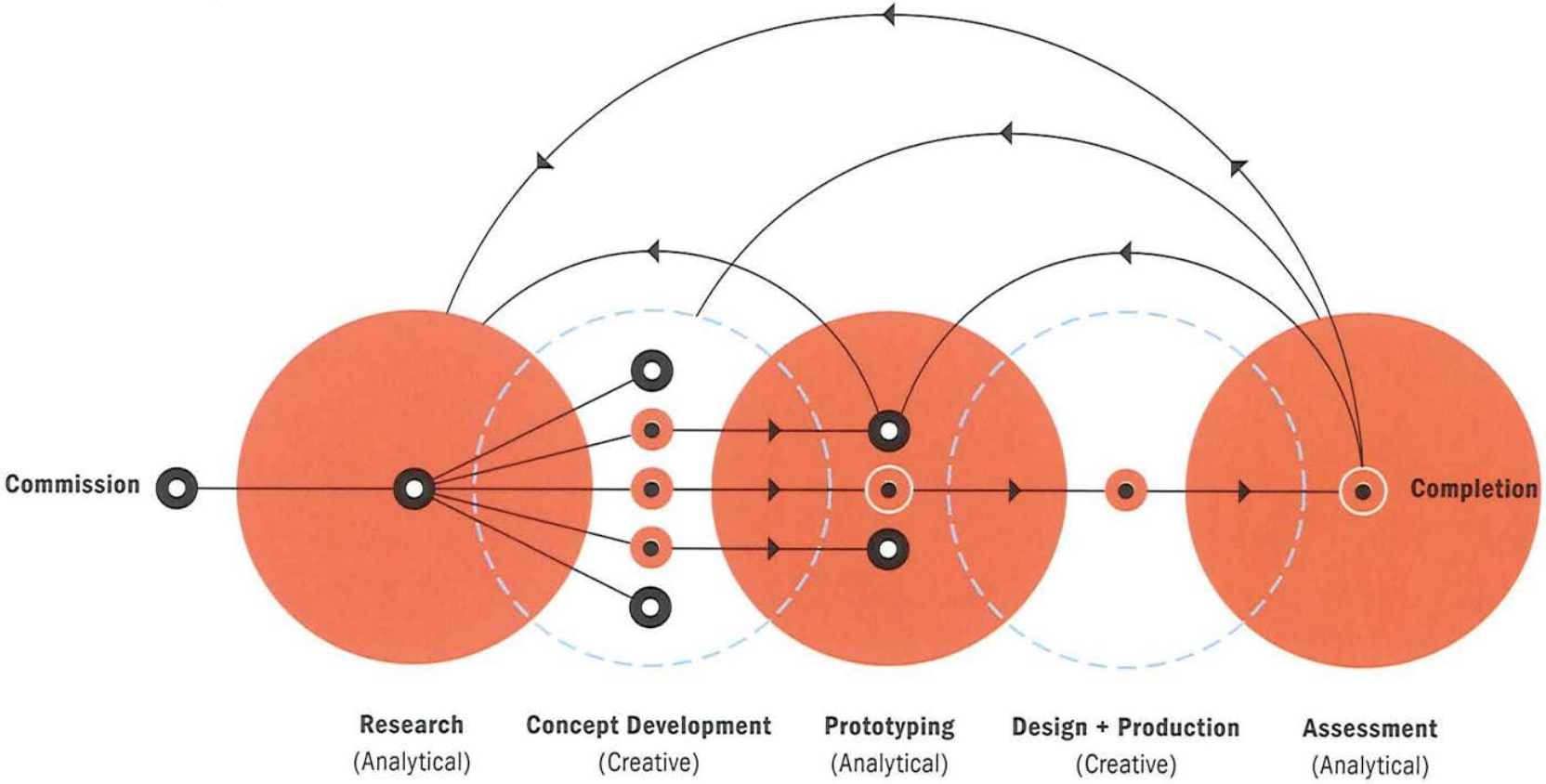
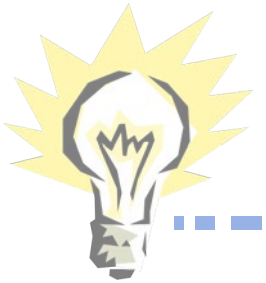
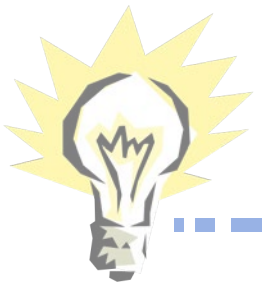




What to Discover…?

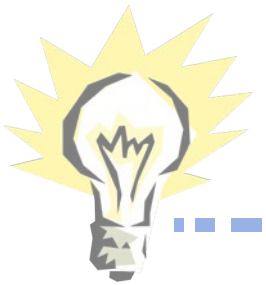
- Wants
- Needs
- Challenges

- Anxieties



Design Mission?

- Evolutionary design
- Revolutionary design



Upcoming

- User Centered Design Process
- Usability Principles

- Know Your User!
- Know Your User!!
- Know Your User!!!

- *TEAM CONTRACT TODAY*