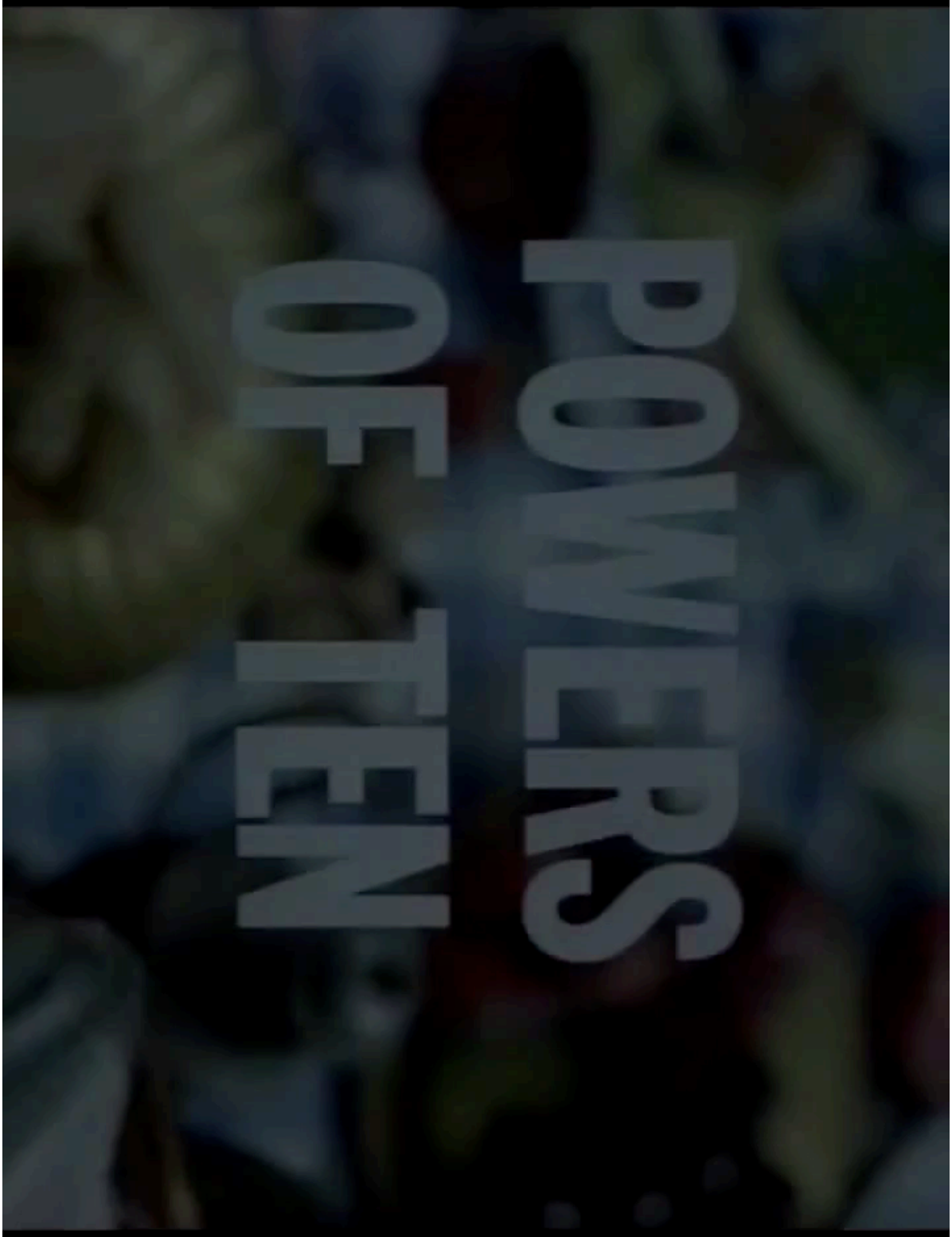
DSGN 1 - The Design of Everyday Things
Winter 2017



Class Activity Portfolio Entries

Use portfolio entries to document your project-related activities.

- Document what you did the previous week
- Describe what you plan to accomplish this week.
- Mention issues and problems you are confronting

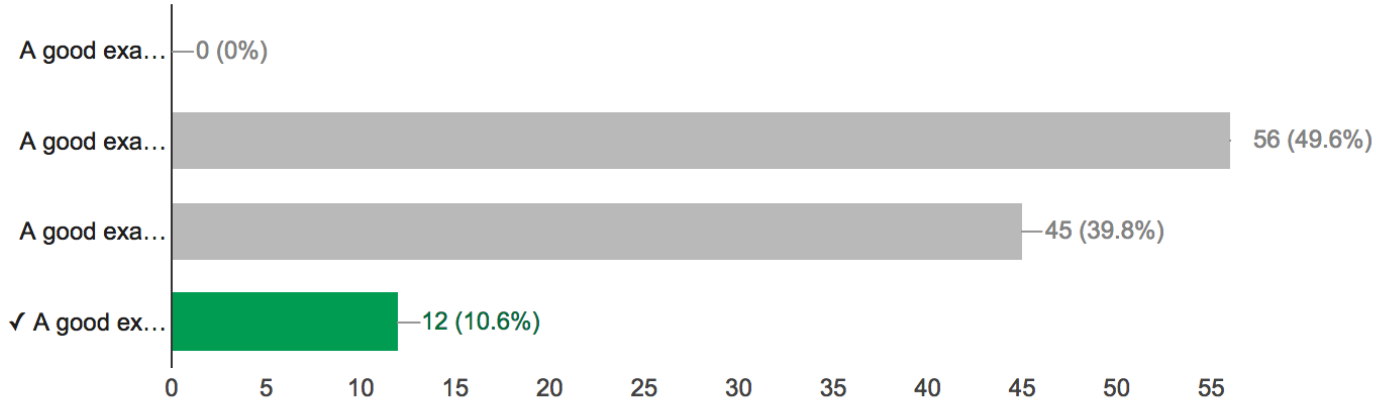
This will be a record of your project activity and will help the TAs/IAs (and teammates) stay in touch with what you are doing.

https://docs.google.com/document/d/1mY6UGW5gxr1CgBRrkYFHKz6rDR-choRzp-4s3b89DIg/edit

Week 3 Quiz Answers

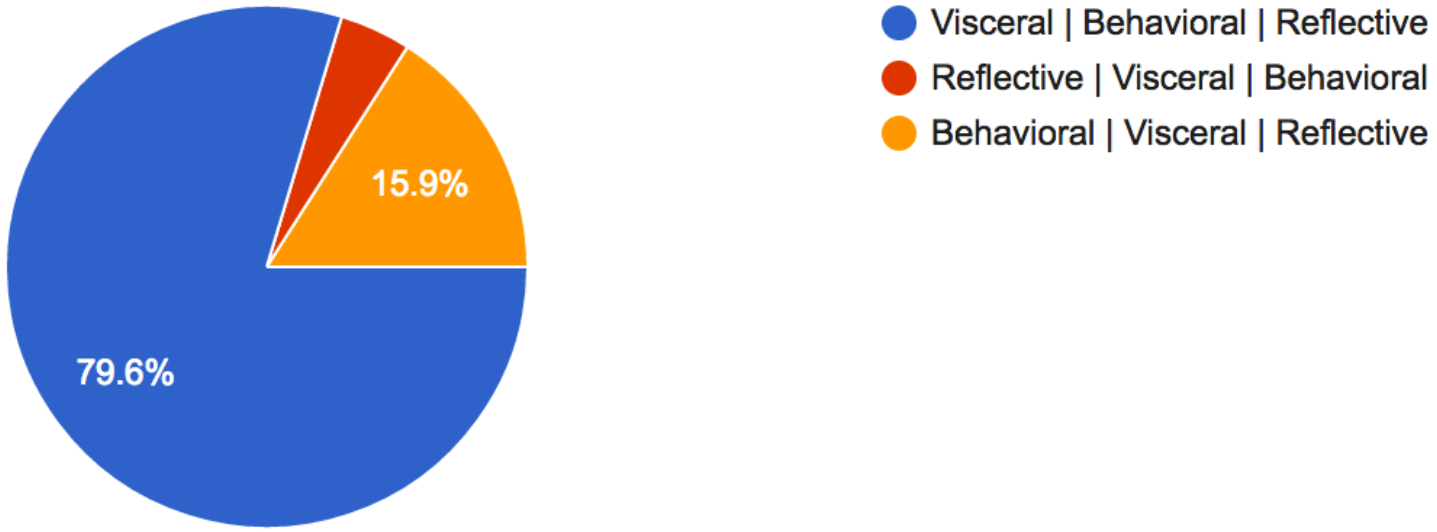
One of the videos you watched this week is of a design to help people open the trunk of a car when their hands are full. It demonstrated

- ○ A good example of helping bridge the gulf of evaluation
- ○ A good example of helping to bridge the gulf of execution
- ○ A good example of helping to bridge both the gulfs of execution and evaluation
- ○ A good example of a bad design



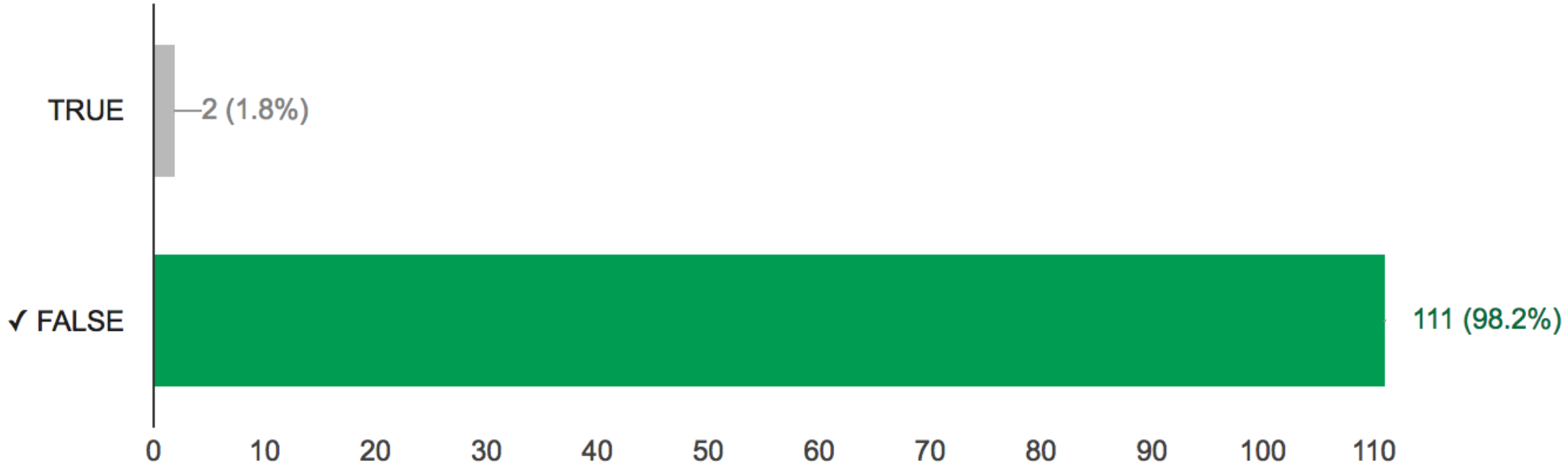
According to the book, the most basic level of processing is called _____. The _____ level is the home of learned skills. The _____ level is the home of conscious cognition.

(113 responses)



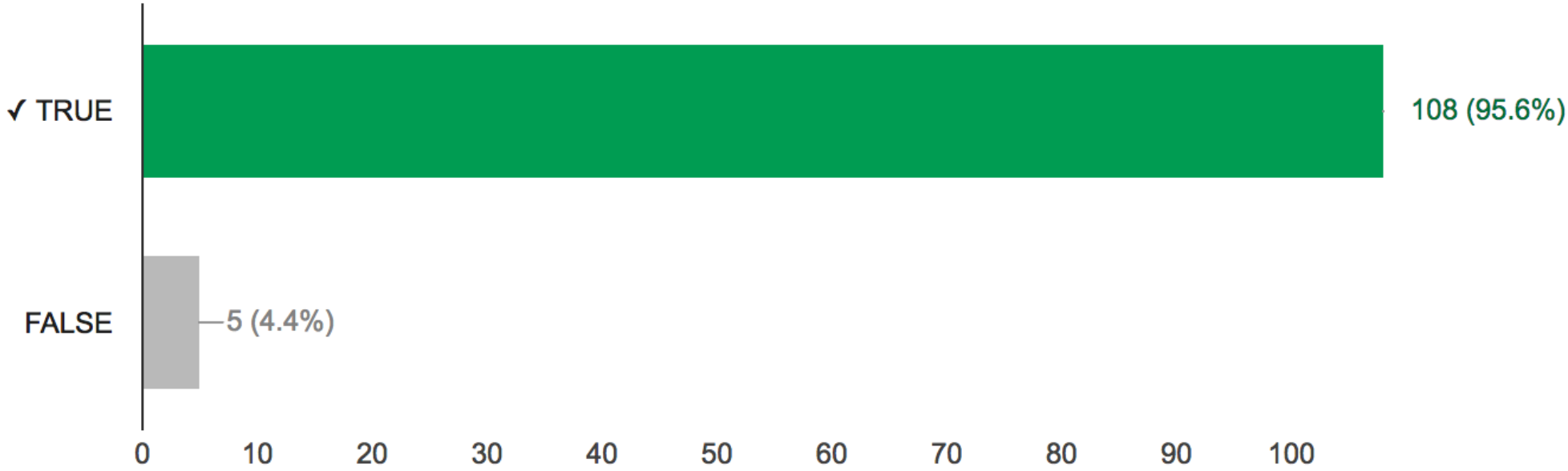
Don Norman advises designers to blame people when they fail to use products properly

111 / 113 correct responses



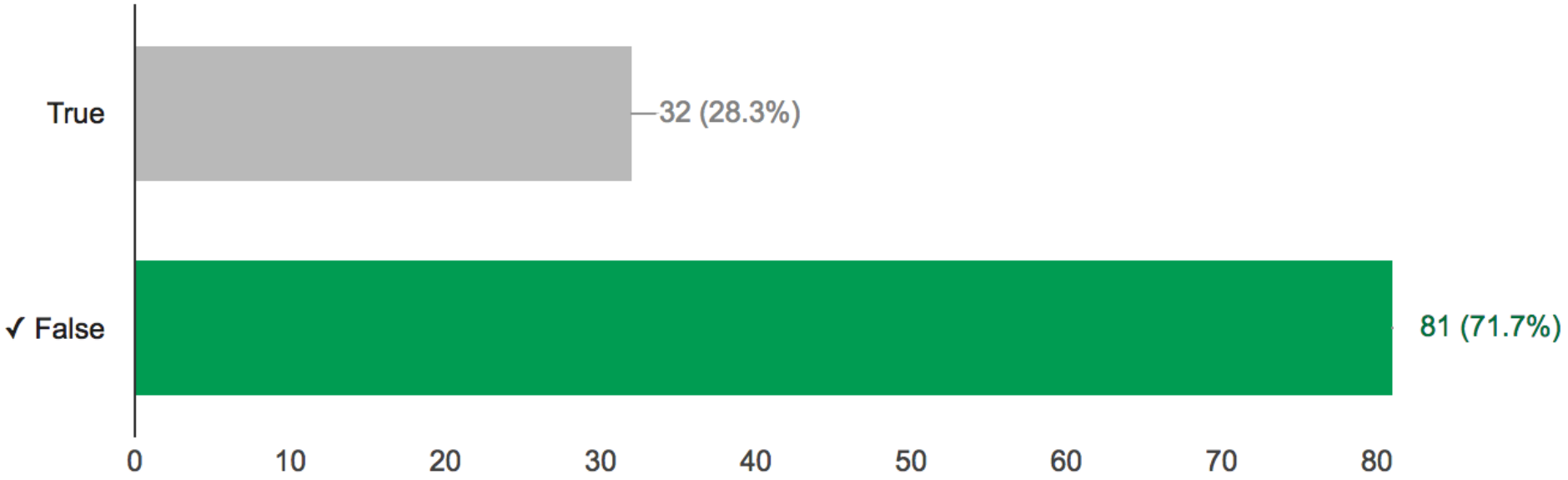
Humans make errors continuously; it is an intrinsic part of our nature

108 / 113 correct responses



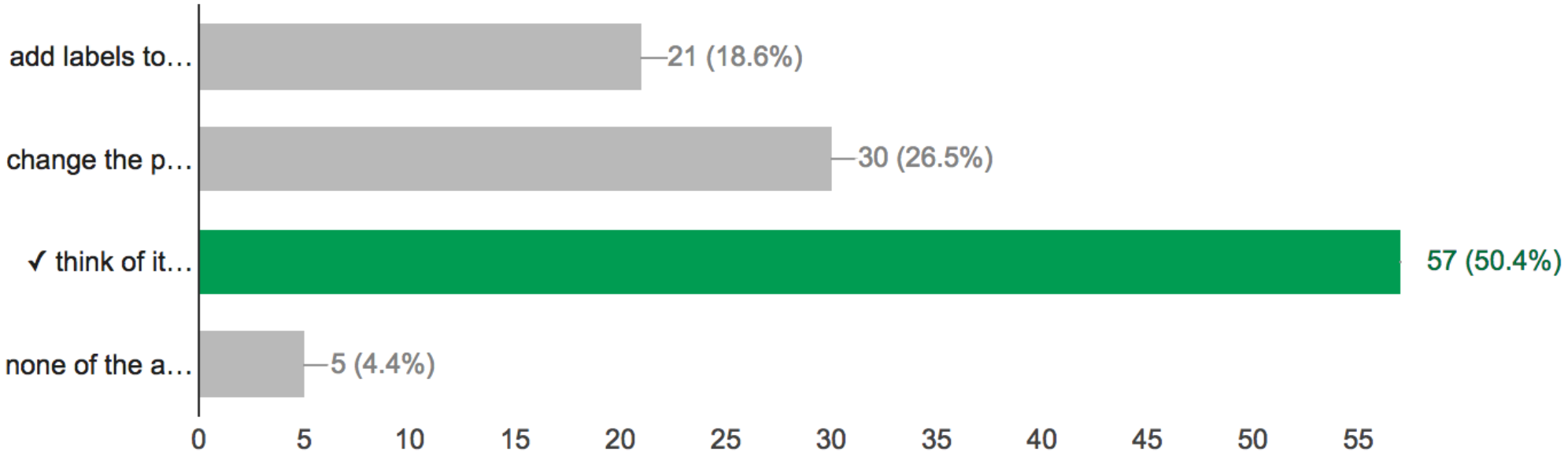
The main point of the piano versus violin example discussed in lecture was that small changes in the task never result in large changes in semantic distance either in the gulf of execution or evaluation for an interface

81 / 113 correct responses



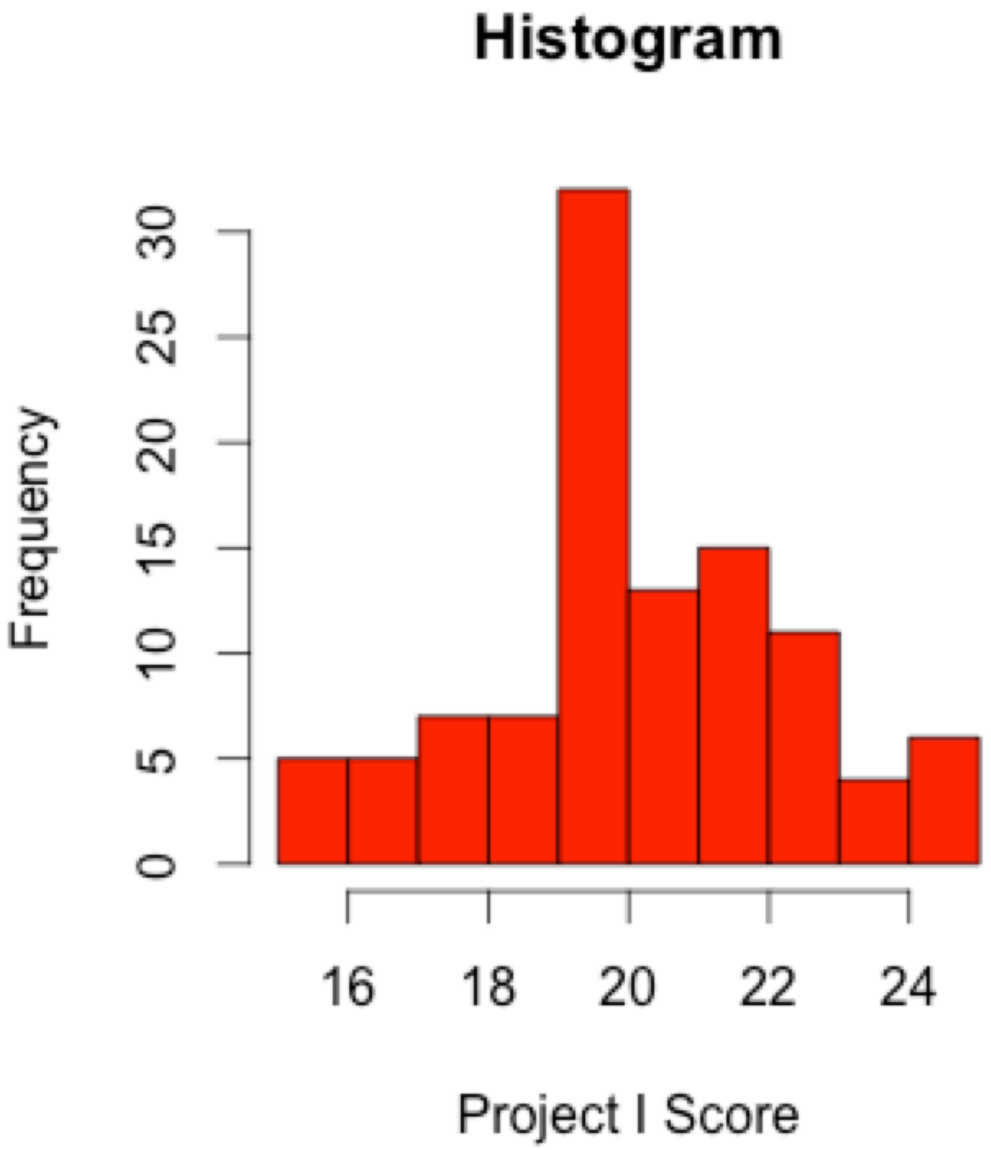
The textbook discusses the problem that Professor Sayeki had with the turn signals on his bike. His solution was to

57 / 113 correct responses



Project I

https://docs.google.com/document/d/1YDNPuBkWpXzlG1ORWeczkQB7jkrC5j0vqtDGjHE4BvE/edit



Our Design Mantra

Context: Go where the activity is and watch it happen

Partnership: Talk about the activity while it happens

Interpretation: Find the meaning behind the user's words and actions

Focus: Challenge your entering assumptions

Interviews

Structured interviews are, essentially, verbally administered questionnaires, a list of predetermined questions are asked, with little or no variation and with no scope for follow-up questions to responses that warrant further elaboration. Consequently, they are relatively quick and easy to administer and may be of use if clarification of certain questions are required.However, by their very nature, they only allow for limited participant responses and are, therefore, of little use if 'depth' is required.

Semi-structured interviews consist of several key questions that help to define the areas to be explored, but also allows the interviewer or interviewee to diverge in order to pursue an idea or response in more detail.The flexibility of this approach allows for the discovery or elaboration of information that is important to participants but may not have previously been thought of as pertinent by the research team.

Interviews

Good questions should be open-ended (ie, require more than a yes/no answer), neutral, sensitive and understandable.

It is usually best to start with questions that participants can answer easily and then proceed to more difficult or sensitive topics. This can help put respondents at ease, build up confidence and rapport and often generates rich data that subsequently develops the interview further.

As in any research activity, it is often wise to first pilot the interview with several respondents prior to data collection.

Interviews

One of the most important skills is the ability to listen attentively to what is being said, so that participants are able to recount their experiences as fully as possible, without unnecessary interruptions.

Other important skills include adopting open and emotionally neutral body language, nodding, smiling, looking interested.

The **strategic use of silence**, if used appropriately, can also be highly effective at getting respondents to contemplate their responses, talk more, elaborate or clarify particular issues.

Master/Apprentice Model

Contextual Interview

User starts doing her task and you observe and interpret. This is the bulk of the interview.

You are the apprentice, observing, asking questions, suggesting interpretations of behavior.

You are examining artifacts and eliciting accounts.

You should **keep the user concrete**, getting back to real instances. Use the actual artifacts to help keep things concrete.

You should take copious notes by hand; don't depend on a recorder to catch everything. You have to be nosy. Often useful to interview in pairs with an interviewer and a notetaker.

Sometimes video or audio recording is useful but it is complex and don't resort to it unless it is really needed.

Interviews

One goal is a description of users' activity

- Flow or structure of the activity
- Problems in the activity
- Problems with other contextual elements that influence the activity

Design ideas emerge from understanding activity

Importance of sharing and discussing the data from interviews with others

Identify the presuppositions

Identify root problems

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How many interviews? Limited by your time but in general a good heuristic is to continue while you are still seeing new design worthy issues.

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Identify root problems


THE
DEEP
DIVE
.6363
.659
.6637
abc

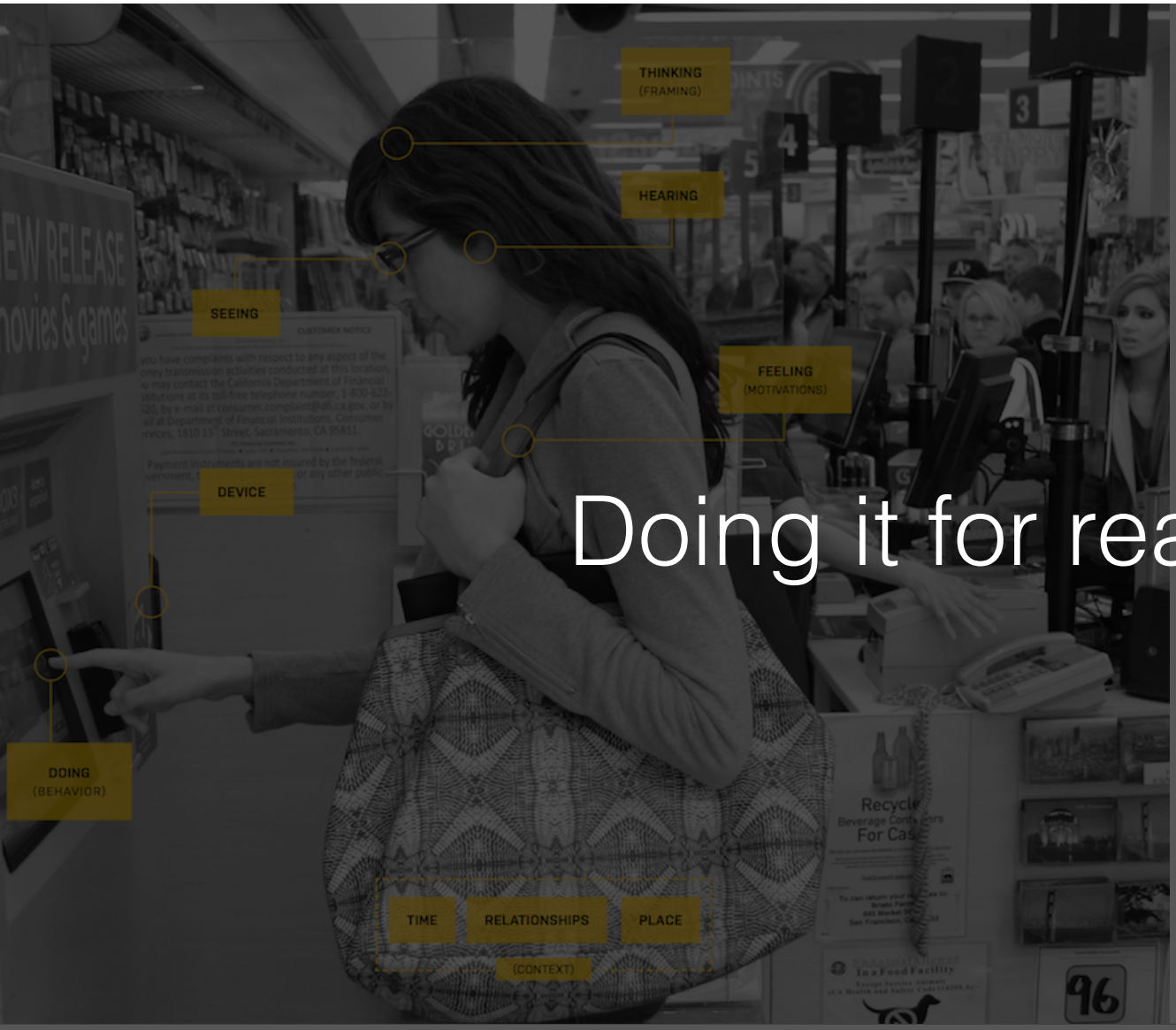

Don’t Ask - Look


Anecdote ≠ Evidence
201


Goals and Outcomes

What are people trying to do?

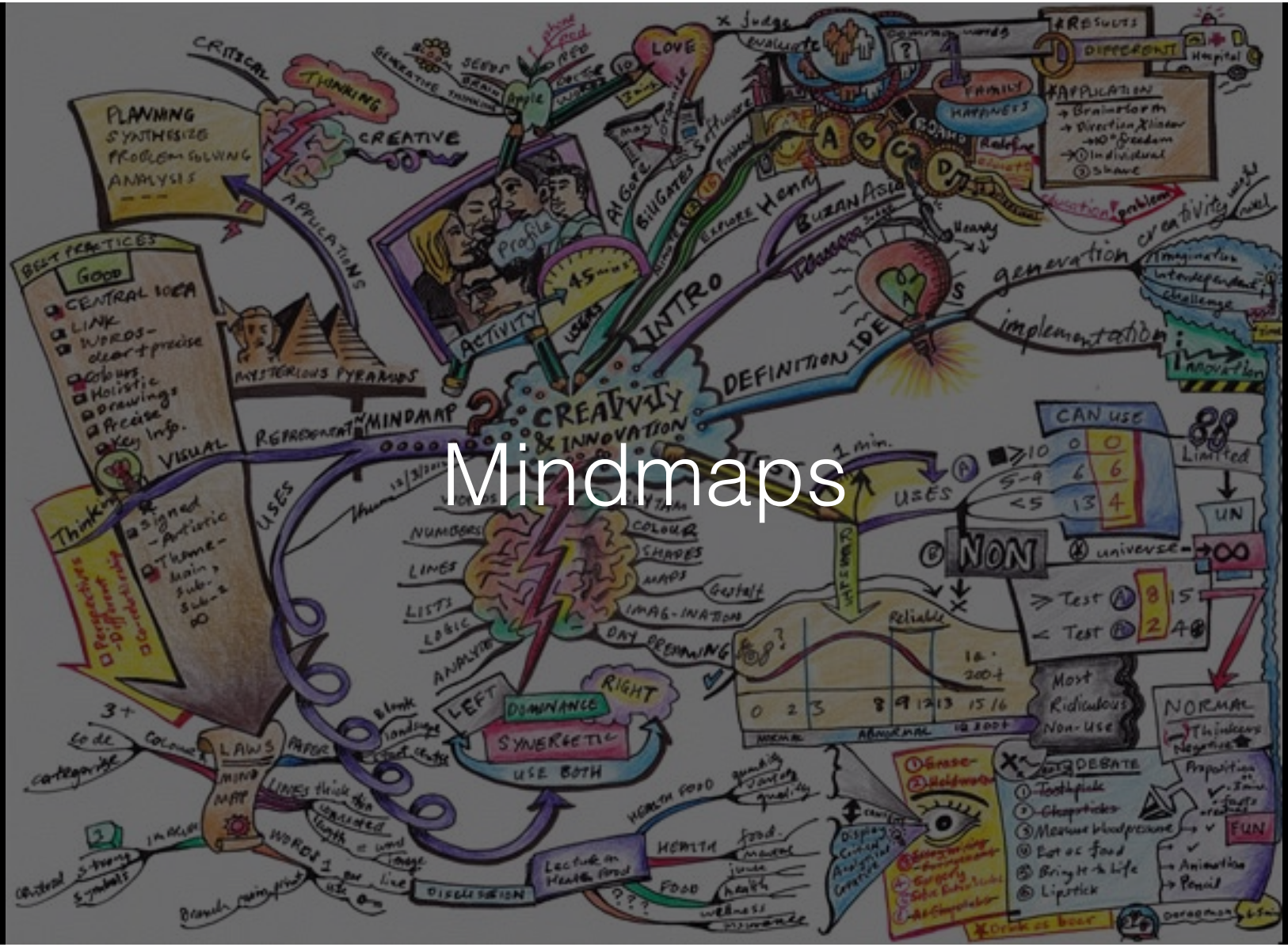
- Observation
- Empathy
- Synthesis

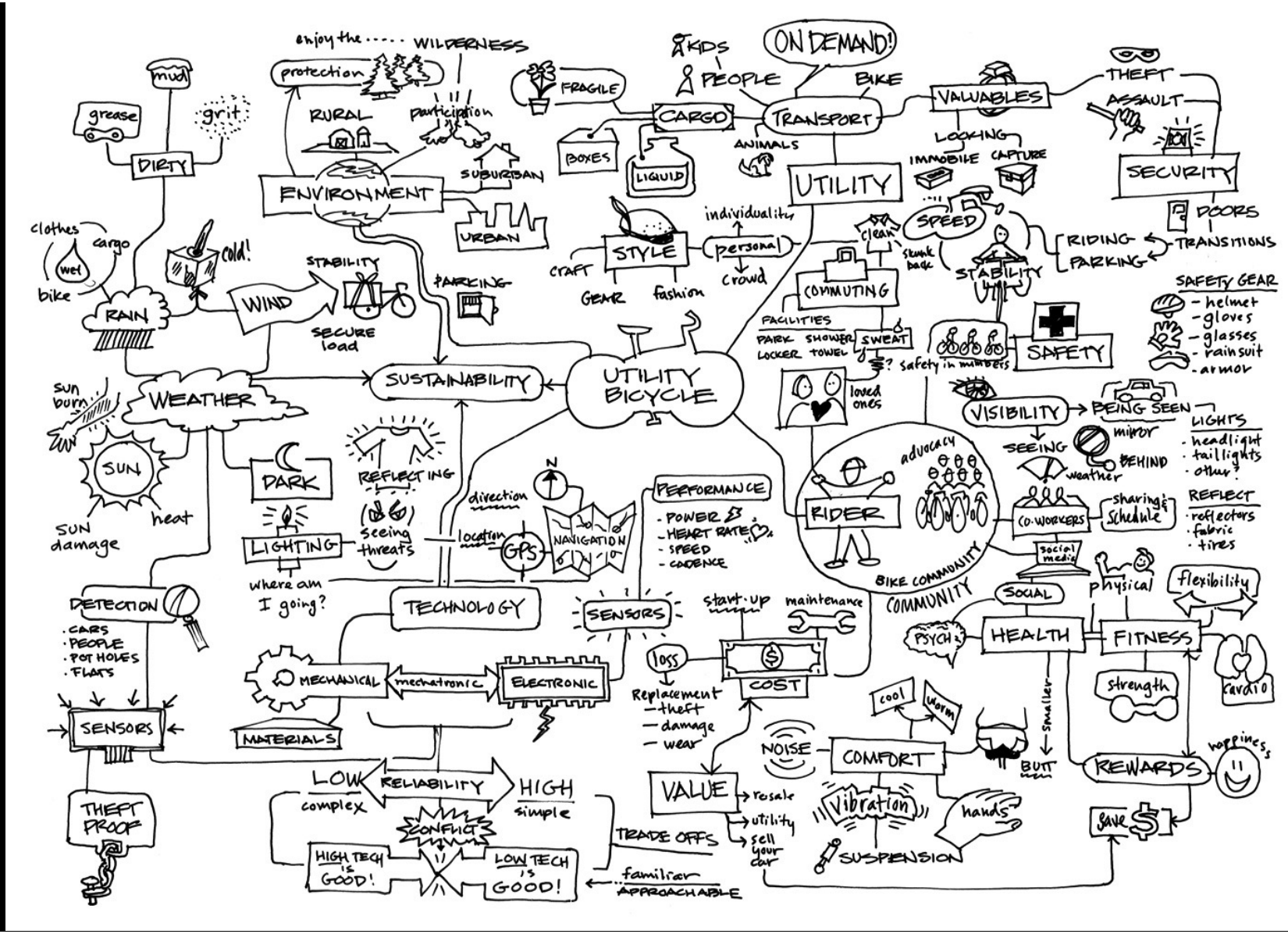


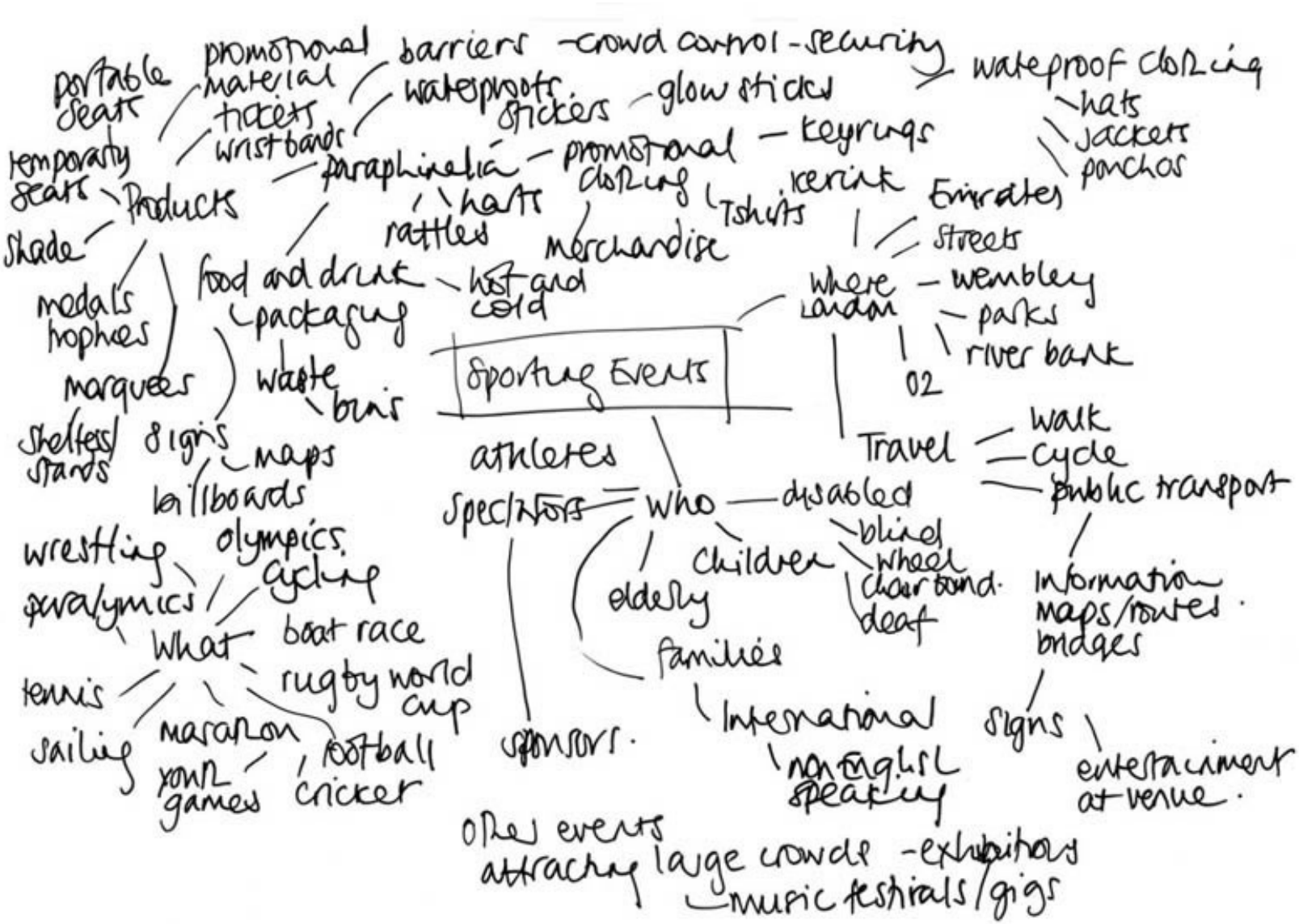
Doing it for reals.

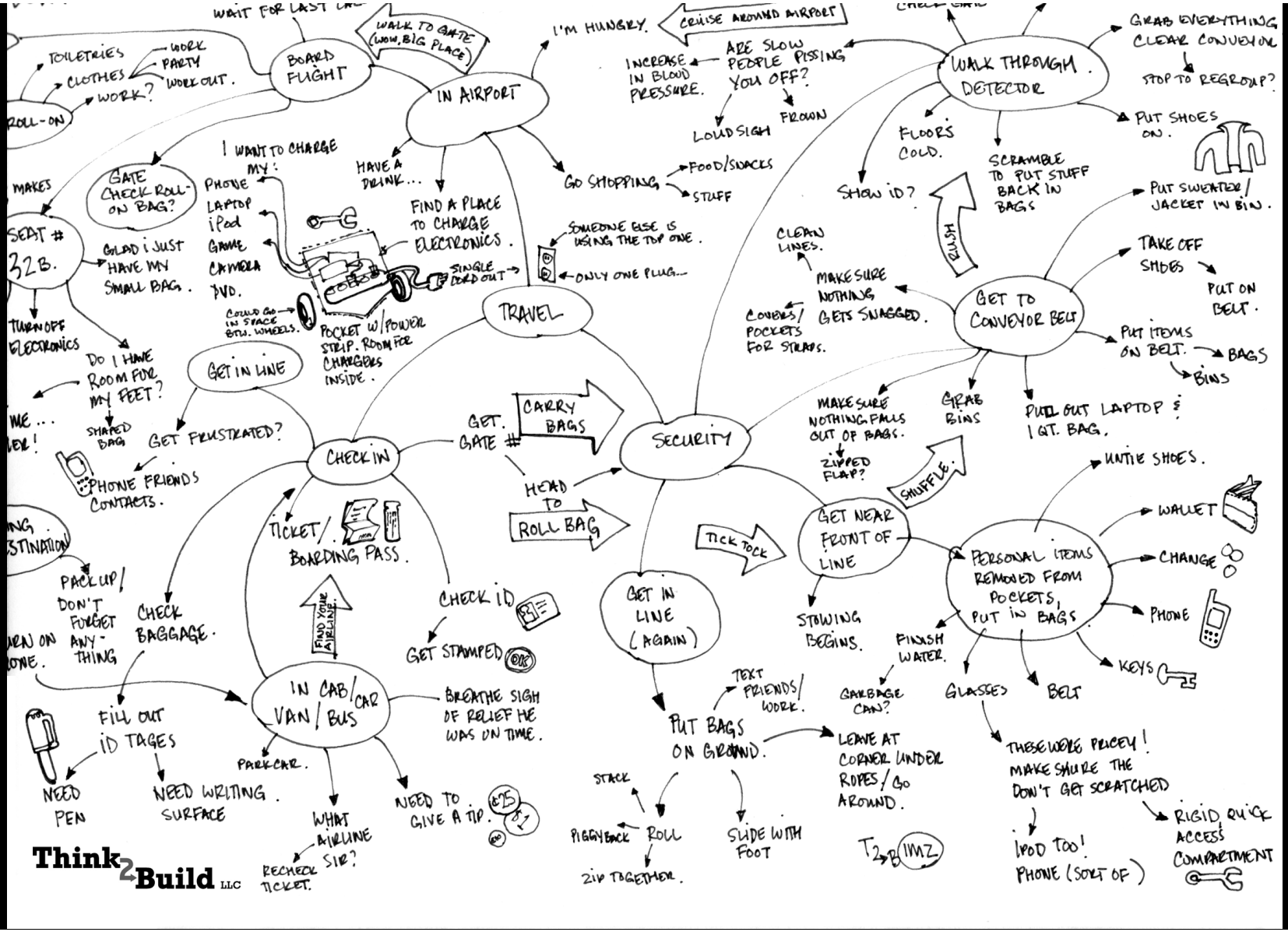
What are people trying to do?

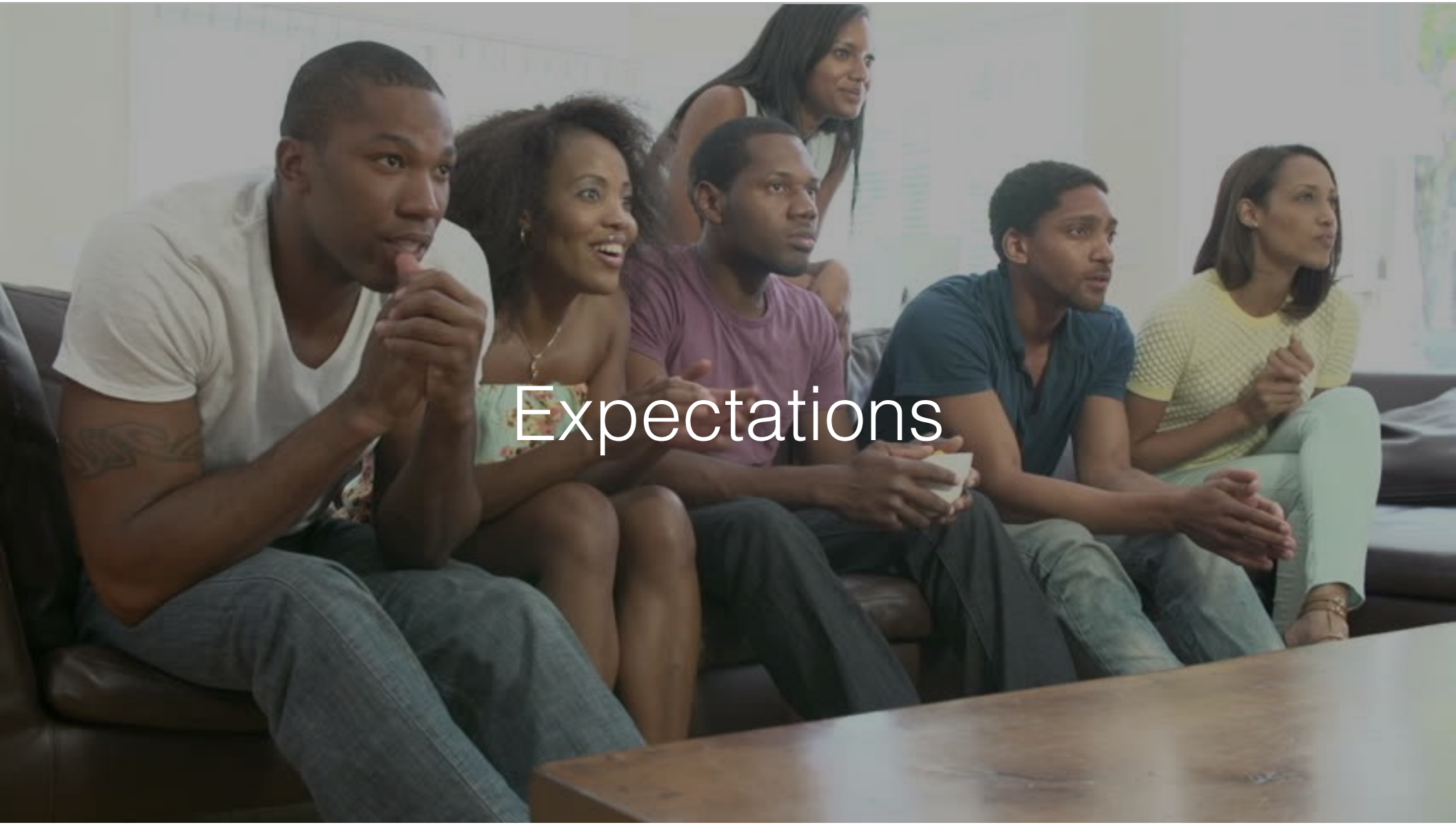
- Observation
- Empathy
- Synthesis


Mindmaps
CRITICAL
THINKING
CREATIVE
PLANNING
SYNTHESIZE
PROBLEM SOLVING
ANALYSIS
APPLICATIONS
BEST PRACTICES
GOOD
CENTRAL IDEA
LINK
WORDS-
clear + precise
Colours
Holistic
Drawings
Precise
Key Info.
VISUAL
MYSTERIOUS PYRAMIDS
REPRESENTATION
MINDMAP
USES
CREATIVITY
& INNOVATION
INTRO
ACTIVITY
45 mins
USERS
DEFINITION
IDEAS
generation
implementation
innovation
creativity
imagination
challenge
NUMBERS
COLOUR
LINES
SHAPES
LISTS
MAPS
LOGIC
IMAG-INATION
ANALYSIS
DAY DREAMING
LEFT
RIGHT
DOMINANCE
SYNERGETIC
USE BOTH
LAWS
PAPER
MIND MAP
WORDS
DISCUSSION
Lecture on Health Food
HEALTH
FOOD
wellness
CAN USE
Limited
UN
universe
NON
Test A
Test B
Most Ridiculous Non-Use
NORMAL
DEBATE
Proposition
FUN
Animation
Pencil
Lipstick
Toothpick
Chopsticks
Rat as food
Bright the life
APPLICATION
Brainstorm
Individual
Shave
DIFFERENT
Hospital
RESULTS
FAMILY
HAPPINESS
Apple
SEEDS
LOVE
Judge
Evaluate
Profile
Bill Gates
Al Gore
Henry
Buran Asia
Reliable
Abnormal
Normal

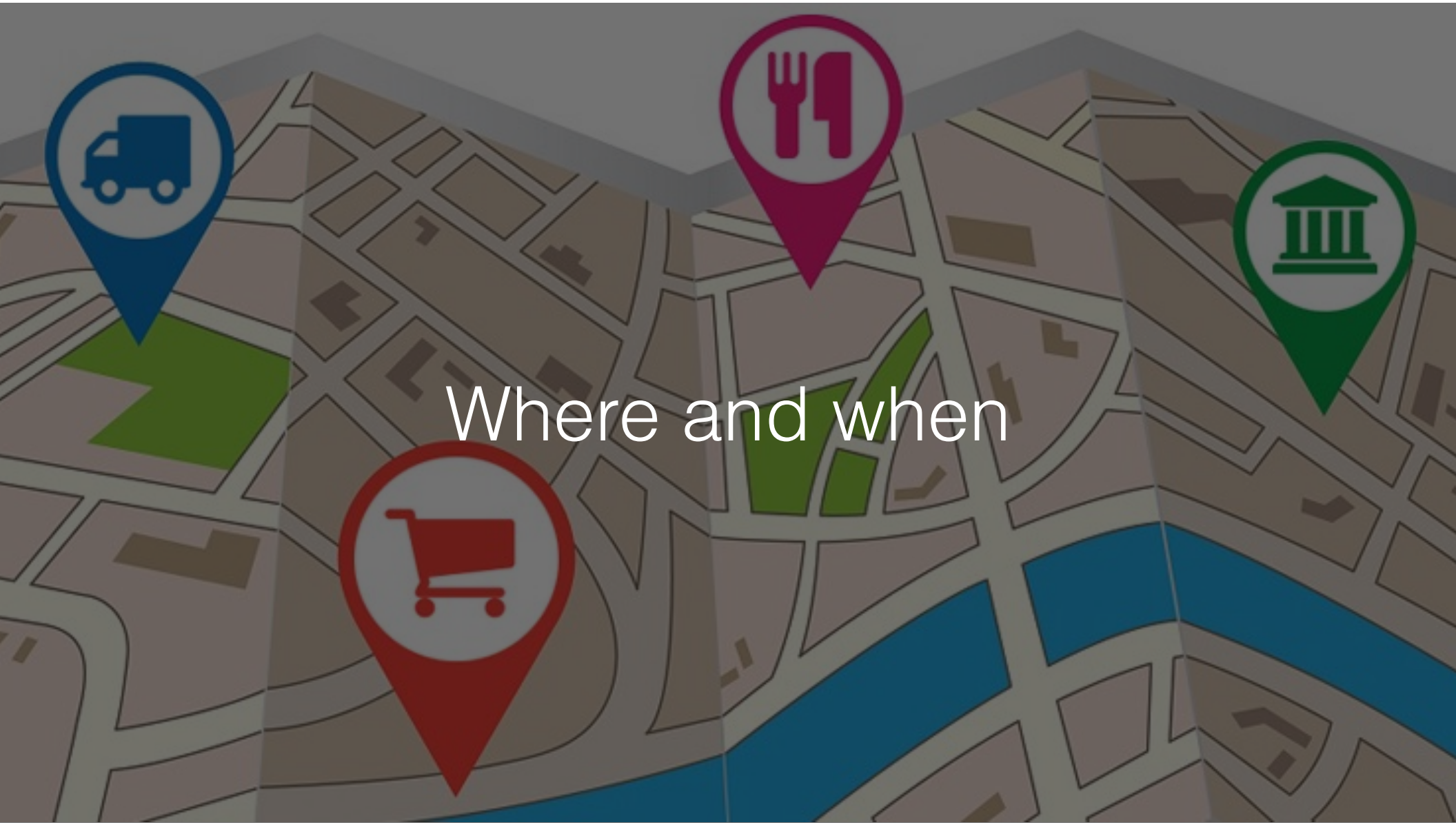

UTILITY BICYCLE
ENVIRONMENT
enjoy the ..... WILDERNESS
protection
RURAL
participation
SUBURBAN
URBAN
mud
grease
grit
DIRTY
clothes
cargo
wet
bike
RAIN
cold!
WIND
STABILITY
SECURE load
PARKING
WEATHER
sun burn
SUN
heat
SUN damage
SUSTAINABILITY
DARK
REFLECTING
LIGHTING
seeing
threats
where am I going?
direction
location
GPS
N
NAVIGATION
TECHNOLOGY
DETECTION
· CARS
· PEOPLE
· POT HOLES
· FLATS
SENSORS
MECHANICAL
mechatronic
ELECTRONIC
MATERIALS
THEFT PROOF
LOW
RELIABILITY
HIGH
complex
simple
CONFLICT
HIGH TECH is GOOD!
LOW TECH is GOOD!
TRADE OFFS
familiar
APPROACHABLE
PERFORMANCE
- POWER
- HEART RATE
- SPEED
- CADENCE
SENSORS
start-up
maintenance
loss
COST
Replacement
— theft
— damage
— wear
VALUE
resale
utility
sell your car
FRAGILE
CARGO
BOXES
LIQUID
KIDS
PEOPLE
ON DEMAND!
BIKE
TRANSPORT
ANIMALS
STYLE
CRAFT
GEAR
fashion
individuality
personal
crowd
UTILITY
VALUABLES
LOCKING
IMMOBILE
CAPTURE
THEFT
ASSAULT
SECURITY
DOORS
TRANSITIONS
RIDING
PARKING
SPEED
clean
stink
back
STABILITY
COMMUTING
FACILITIES
PARK
SHOWER
LOCKER
TOWEL
SWEAT
? safety in numbers
SAFETY
SAFETY GEAR
- helmet
- gloves
- glasses
- rainsuit
- armor
loved ones
VISIBILITY
BEING SEEN
LIGHTS
· headlight
· taillights
· other?
mirror
BEHIND
SEEING
weather
REFLECT
· reflectors
· fabric
· tires
RIDER
advocacy
BIKE COMMUNITY
COMMUNITY
CO-WORKERS
sharing & Schedule
social media
SOCIAL
PSYCH
HEALTH
physical
FITNESS
flexibility
strength
cardio
NOISE
COMFORT
cool
warm
smaller
BUTT
Vibration
hands
SUSPENSION
REWARDS
happiness
save $1


Sporting Events
Products
portable seats
temporary seats
promotional material
tickets
wristbands
barriers
waterproofs
stickers
crowd control
security
glow sticks
waterproof clothing
hats
jackets
ponchos
paraphinalia
promotional clothing
keyrings
rattles
merchandise
cricket
Tshirts
Emirates
Shade
medals
trophies
marquees
shelters
stands
food and drink
packaging
waste
bins
hot and cold
signs
maps
billboards
where
London
wembley
parks
river bank
O2
streets
Travel
walk
cycle
public transport
athletes
spectators
who
disabled
blind
wheelchair
deaf
children
elderly
families
International
non English speaking
wrestling
olympics
paralympics
cycling
what
boat race
rugby world cup
tennis
sailing
marathon
football
cricket
youth games
sponsors.
information
maps/routes
bridges
signs
entertainment at venue.
other events attracting large crowds
exhibitions
music festivals/gigs


TRAVEL
BOARD FLIGHT
WAIT FOR LAST CALL
WALK TO GATE (WOW, BIG PLACE)
IN AIRPORT
I'M HUNGRY.
CRUISE AROUND AIRPORT
INCREASE IN BLOOD PRESSURE.
ARE SLOW PEOPLE PISSING YOU OFF?
LOUD SIGH
FROWN
GO SHOPPING
FOOD/SNACKS
STUFF
HAVE A DRINK...
FIND A PLACE TO CHARGE ELECTRONICS.
I WANT TO CHARGE MY:
PHONE
LAPTOP
iPod
GAME
CAMERA
DVD.
SINGLE CORD OUT
SOMEONE ELSE IS USING THE TOP ONE.
ONLY ONE PLUG...
POCKET W/POWER STRIP. ROOM FOR CHARGERS INSIDE.
COULD GO IN SPACE BTW. WHEELS.
TOILETRIES
CLOTHES
WORK
PARTY
WORK OUT.
WORK?
ROLL-ON
GATE CHECK ROLL-ON BAG?
GLAD I JUST HAVE MY SMALL BAG.
MAKES
SEAT # 32B.
TURN OFF ELECTRONICS
DO I HAVE ROOM FOR MY FEET?
SHAVED BAG
GET IN LINE
GET FRUSTRATED?
PHONE FRIENDS CONTACTS.
CHECK IN
TICKET/ BOARDING PASS.
FIND YOUR AIRLINE
CHECK ID
GET STAMPED
CHECK BAGGAGE.
PACK UP/ DON'T FORGET ANY-THING
IN CAB/CAR VAN/BUS
BREATHE SIGH OF RELIEF HE WAS ON TIME.
PARK CAR.
NEED TO GIVE A TIP.
FILL OUT ID TAGES
NEED PEN
NEED WRITING SURFACE
WHAT AIRLINE SIR?
RECHECK TICKET.
GET. GATE #
CARRY BAGS
HEAD TO ROLL BAG
SECURITY
GET IN LINE (AGAIN)
TICK TOCK
PUT BAGS ON GROUND.
TEXT FRIENDS/ WORK.
STACK
PIGGYBACK
ROLL
ZIP TOGETHER.
SLIDE WITH FOOT
LEAVE AT CORNER UNDER ROPES/ GO AROUND.
GET NEAR FRONT OF LINE
SHUFFLE.
STOWING BEGINS.
FINISH WATER.
GARBAGE CAN?
WALK THROUGH DETECTOR
GRAB EVERYTHING CLEAR CONVEYOR
STOP TO REGROUP?
PUT SHOES ON.
FLOORS COLD.
SCRAMBLE TO PUT STUFF BACK IN BAGS
SHOW ID?
HUH?
PUT SWEATER/ JACKET IN BIN.
GET TO CONVEYOR BELT
CLEAR LINES.
MAKE SURE NOTHING GETS SNAGGED.
COORDS/ POCKETS FOR STRAPS.
TAKE OFF SHOES
PUT ON BELT.
PUT ITEMS ON BELT.
BAGS
BINS
MAKE SURE NOTHING FALLS OUT OF BAGS.
ZIPPED FLAP?
GRAB BINS
PULL OUT LAPTOP & LGT. BAG.
PERSONAL ITEMS REMOVED FROM POCKETS, PUT IN BAGS
UNTIE SHOES.
WALLET
CHANGE
PHONE
KEYS
GLASSES
BELT
THESE WERE PRICEY! MAKE SURE THE DON'T GET SCRATCHED
iPOD TOO!
PHONE (SORT OF)
RIGID QUICK ACCESS COMPARTMENT
Think2Build LLC


Expectations


Surprises


Where and when