

before we start:

please quickly brainstorm and jot down an idea, question, or problem for a data-driven design project, to use in an activity later - does not have to be your actual final project idea!

A MATTER OF SCOPE

DSGN 1 GUEST LECTURE

02/16/2017

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scope

/skōp/

noun

1. **the extent of the area** or subject matter that something deals with or to which it **is relevant**.

2. **the opportunity or possibility to do** or deal with something.

A historical map, likely a 16th-century world map, showing the Americas and the Atlantic Ocean. The map is rendered in a sepia tone with intricate details of coastlines and place names.

1. CHOOSING A PATH

A close-up photograph of several handprints made in a reddish-brown, textured material, possibly clay or sand. The prints are of various sizes and orientations, creating a sense of human presence and activity.

2. HUMAN-CENTERED DESIGN

A dense, overlapping collage of numerous colorful sticky notes (yellow, green, pink, orange) with handwritten text in various colors. The notes are scattered across the entire background, representing a collection of ideas and feedback.

3. SCOPING A PROJECT

scope

/skōp/

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A detailed, aged world map, likely a 17th-century edition of Willem Blaeuw's world map. The map is oriented with North at the top, indicated by a compass rose. It features a grid of latitude and longitude lines. The continents are labeled in Latin: AMERICA (North America), EUROPA (Europe), AFRICA, ASIA, and TERRA MAGALLANA (South America). The oceans are labeled: OCEANUS ATLANTICUS, OCEANUS INDIANUS, OCEANUS PACIFICUS, and OCEANUS ARABICUS. The map is decorated with various geographical features, including mountains, rivers, and a large sailing ship in the Pacific Ocean. The text "CHOOSING A PATH" is overlaid in the center of the map.

CHOOSING A PATH

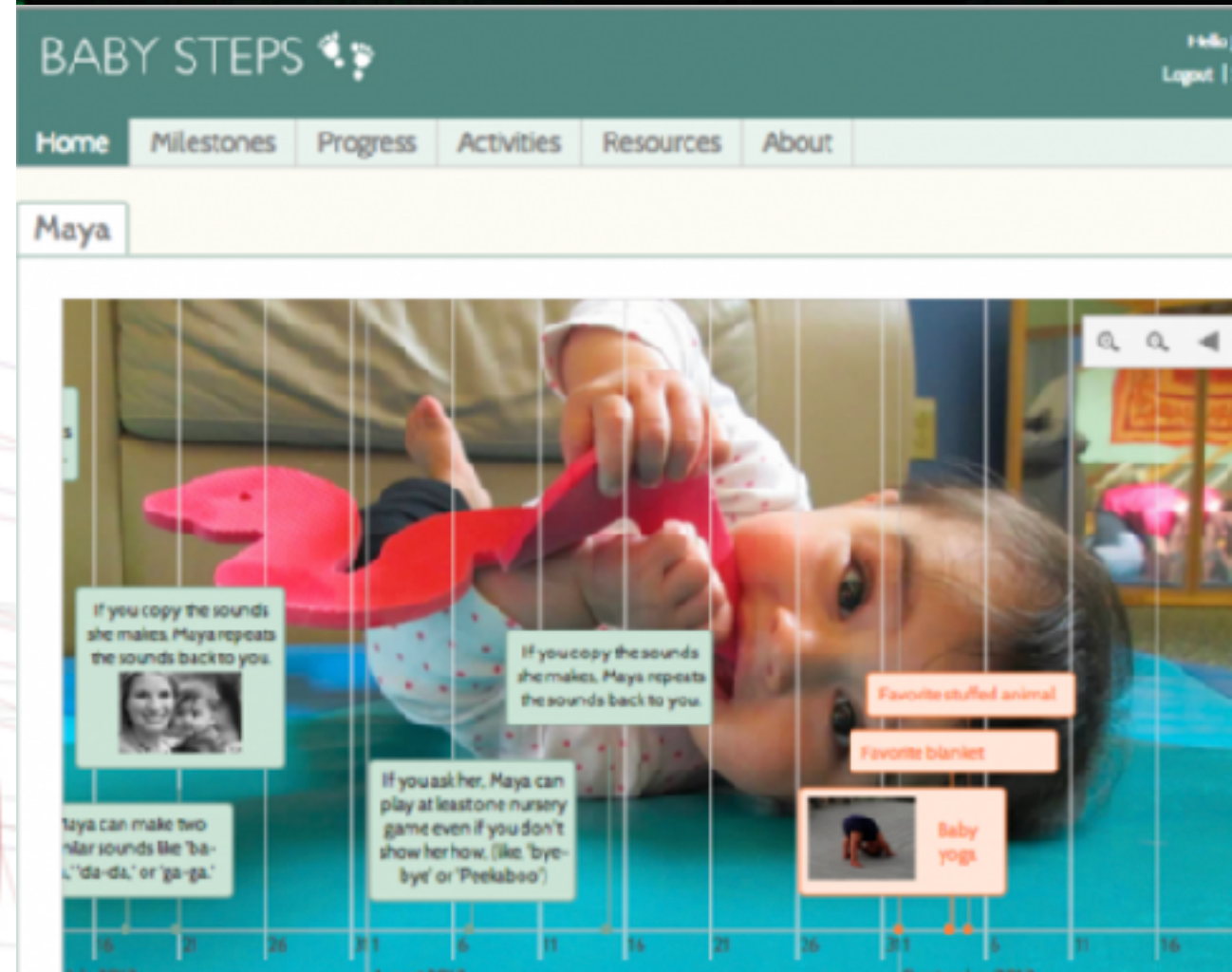
who I am
what I do



why did I choose
to pursue a PhD?



HUMAN CENTERED DESIGN & ENGINEERING

[illegible]



how many of you...

- want to go into industry and design things?
- want to go into academia and design things?
(hint: research and teaching count, too!)
- want to do something completely different?
- are still figuring it out?



non-traditional paths
no decision is set in stone

hopefully my short story
was of help to you

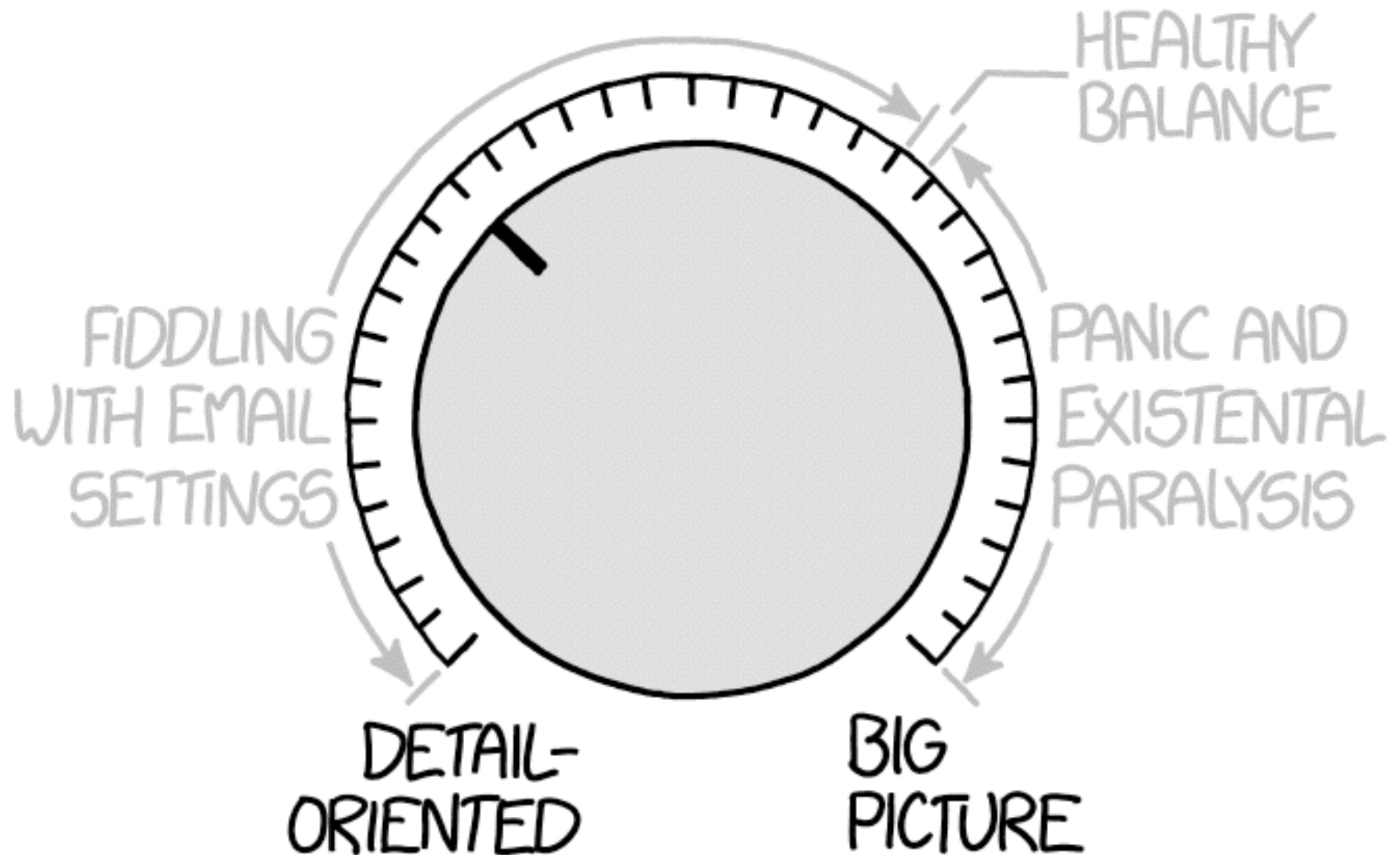
(even if it helps you decide what you **don't** want to do)

some life-scoping advice:

options are good...

concrete options are even better

PERSONAL FOCUS



scope

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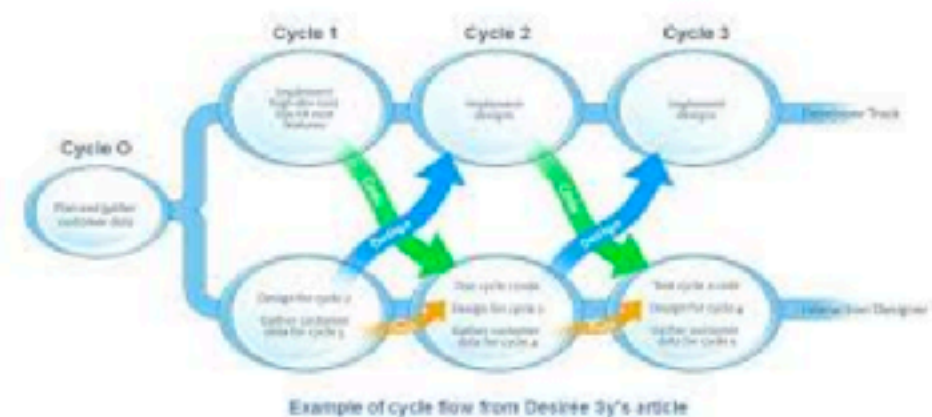
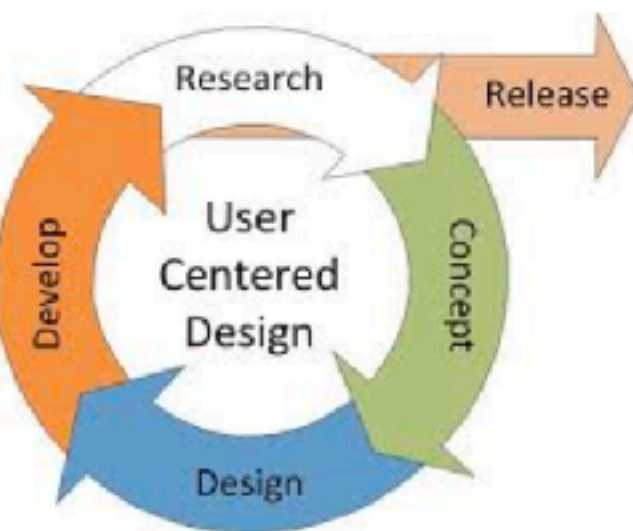
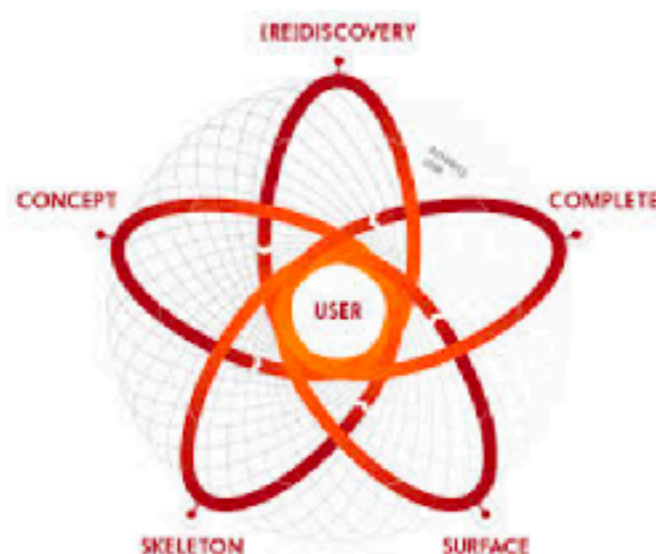
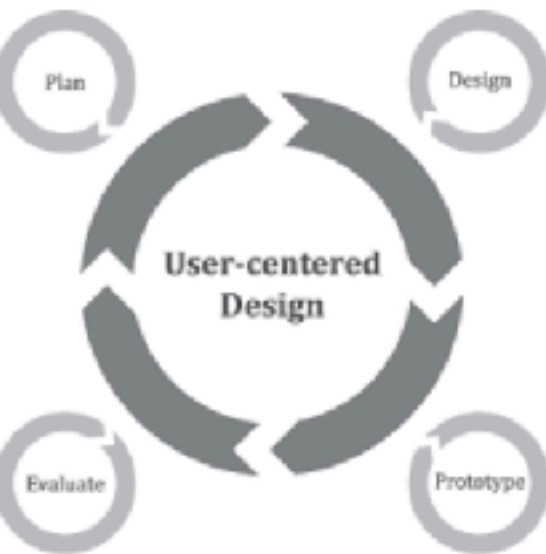
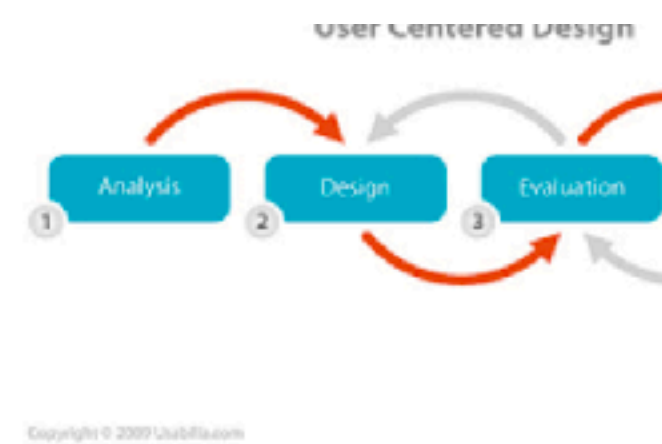
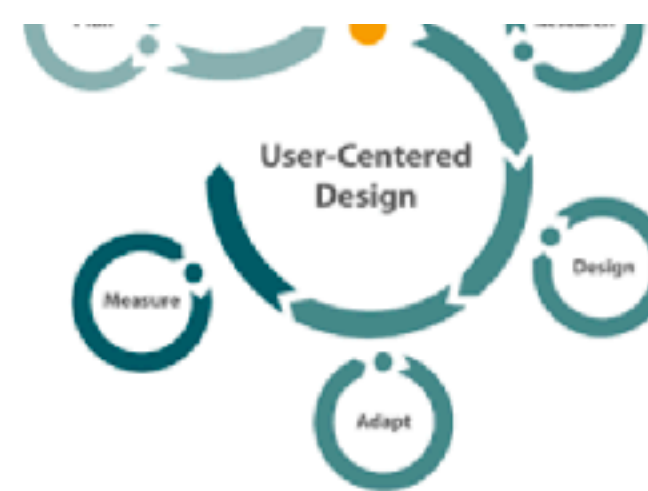


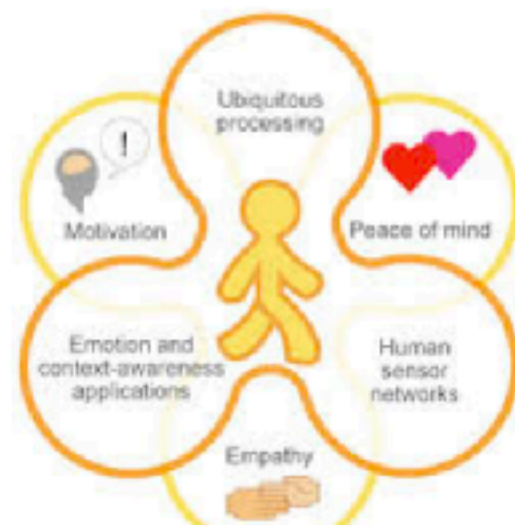
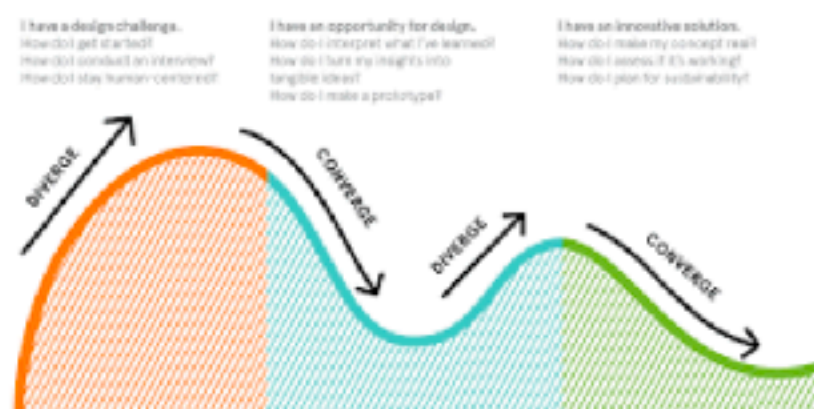
HUMAN-CENTERED DESIGN

The background of the slide is a dark blue field filled with numerous out-of-focus light spots, known as bokeh. These spots vary in size and color, including shades of yellow, orange, red, pink, and light blue, creating a vibrant, abstract pattern.

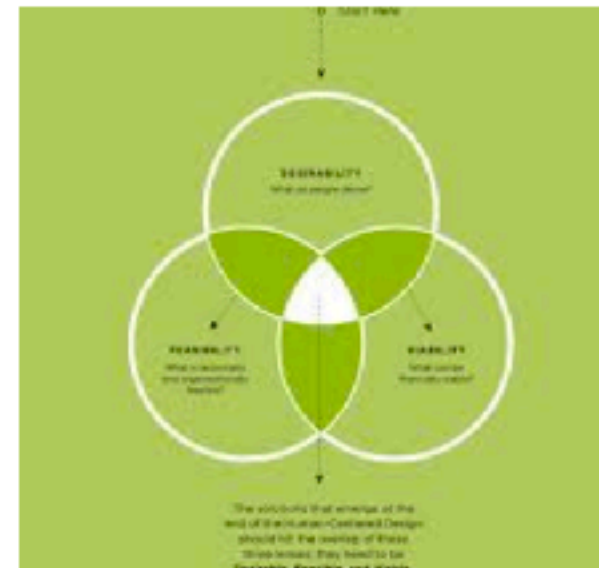
a thought exercise:

**what is the difference
between user-centered design
and human-centered design?**





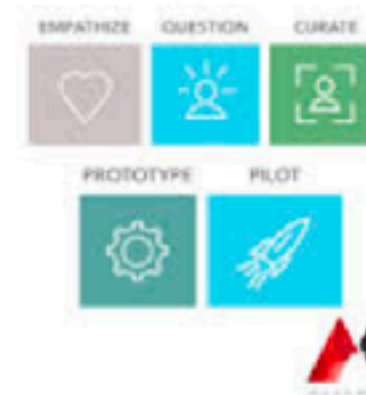
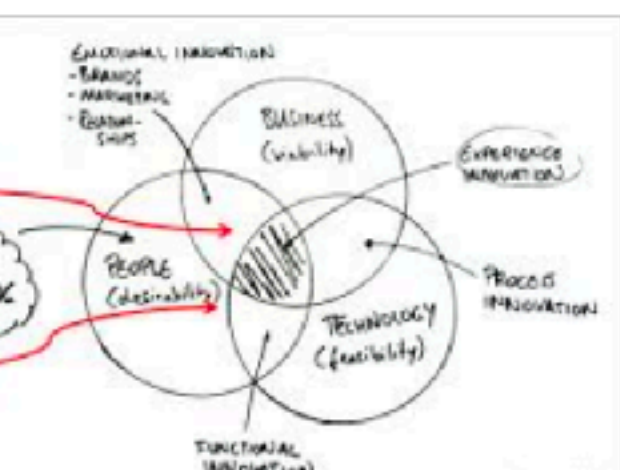
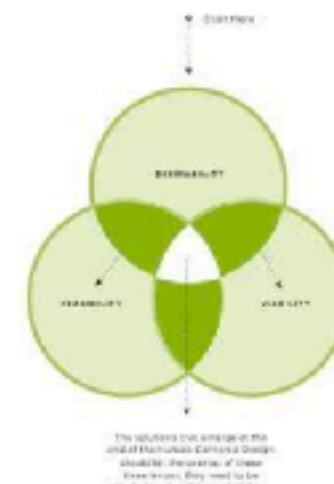
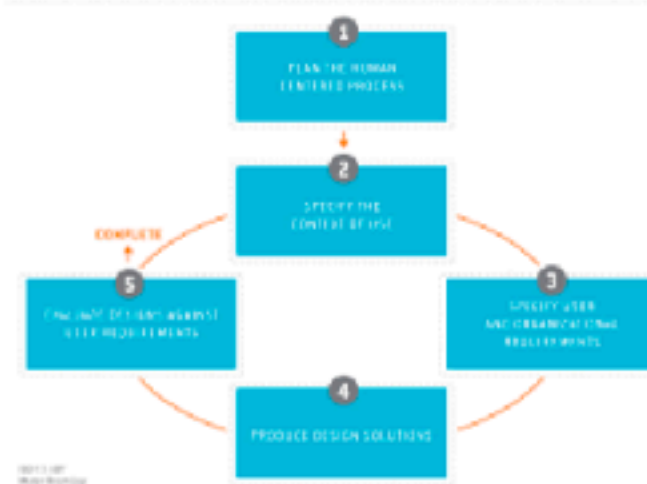
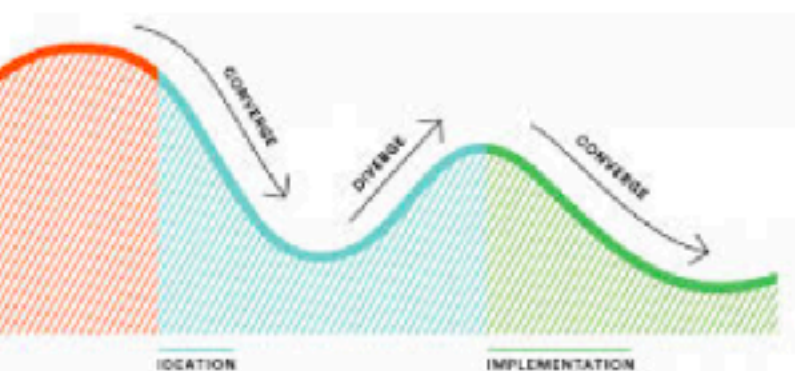
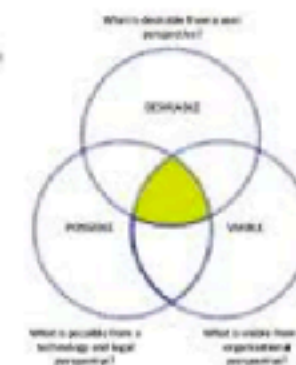
340 x 329 - business-designers.com



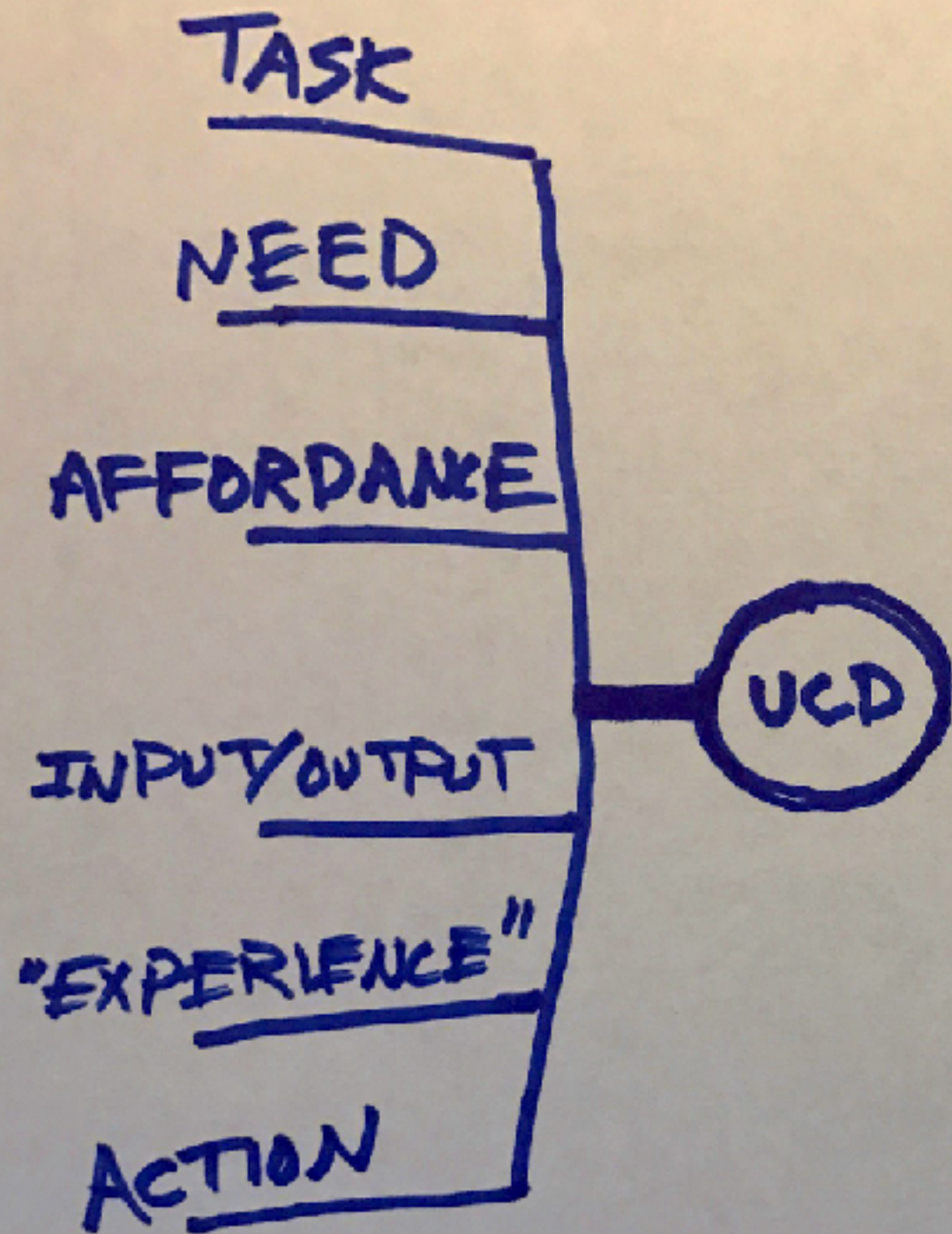
Why we applied Design?

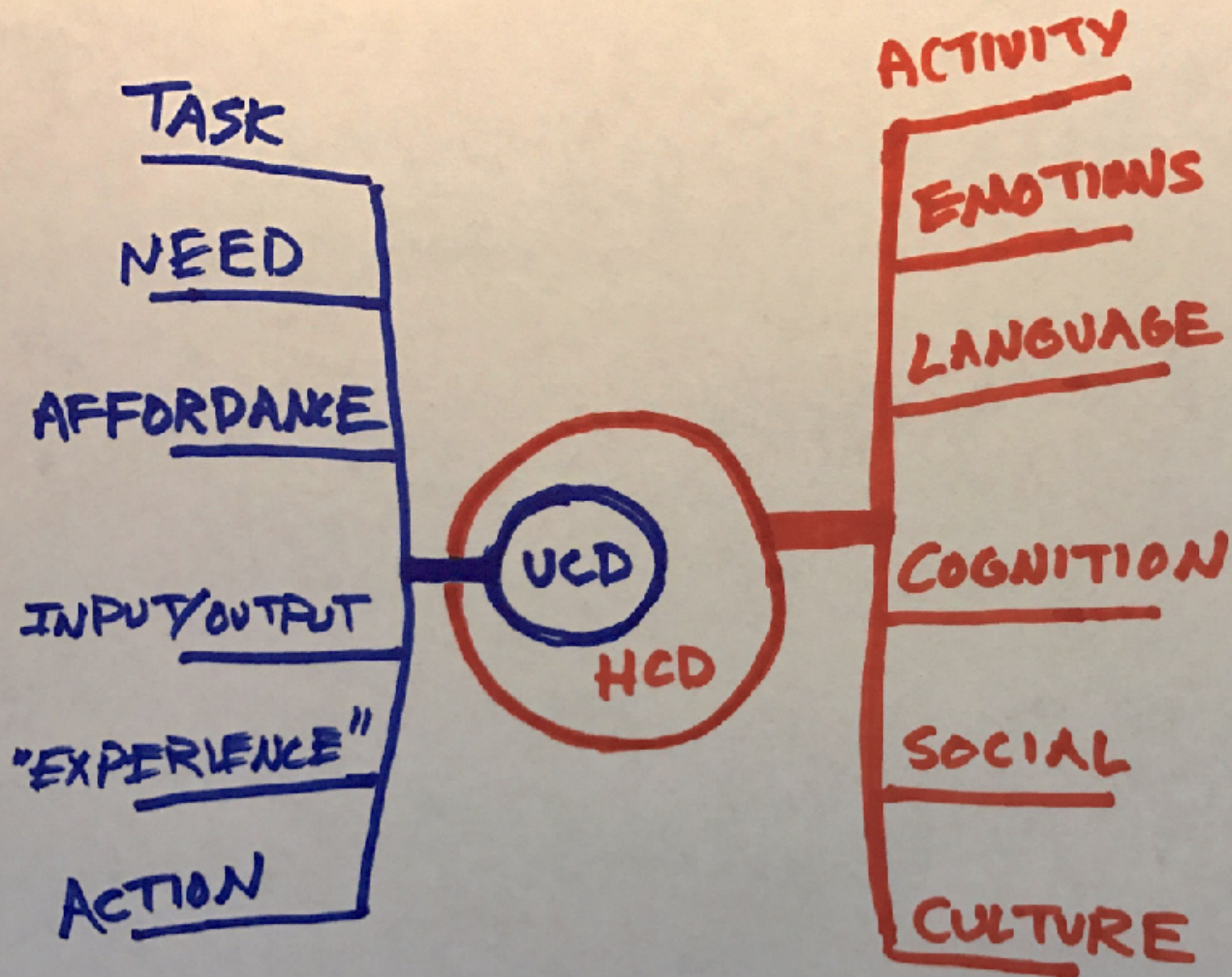
Taking a design-led approach prioritizes three key things:

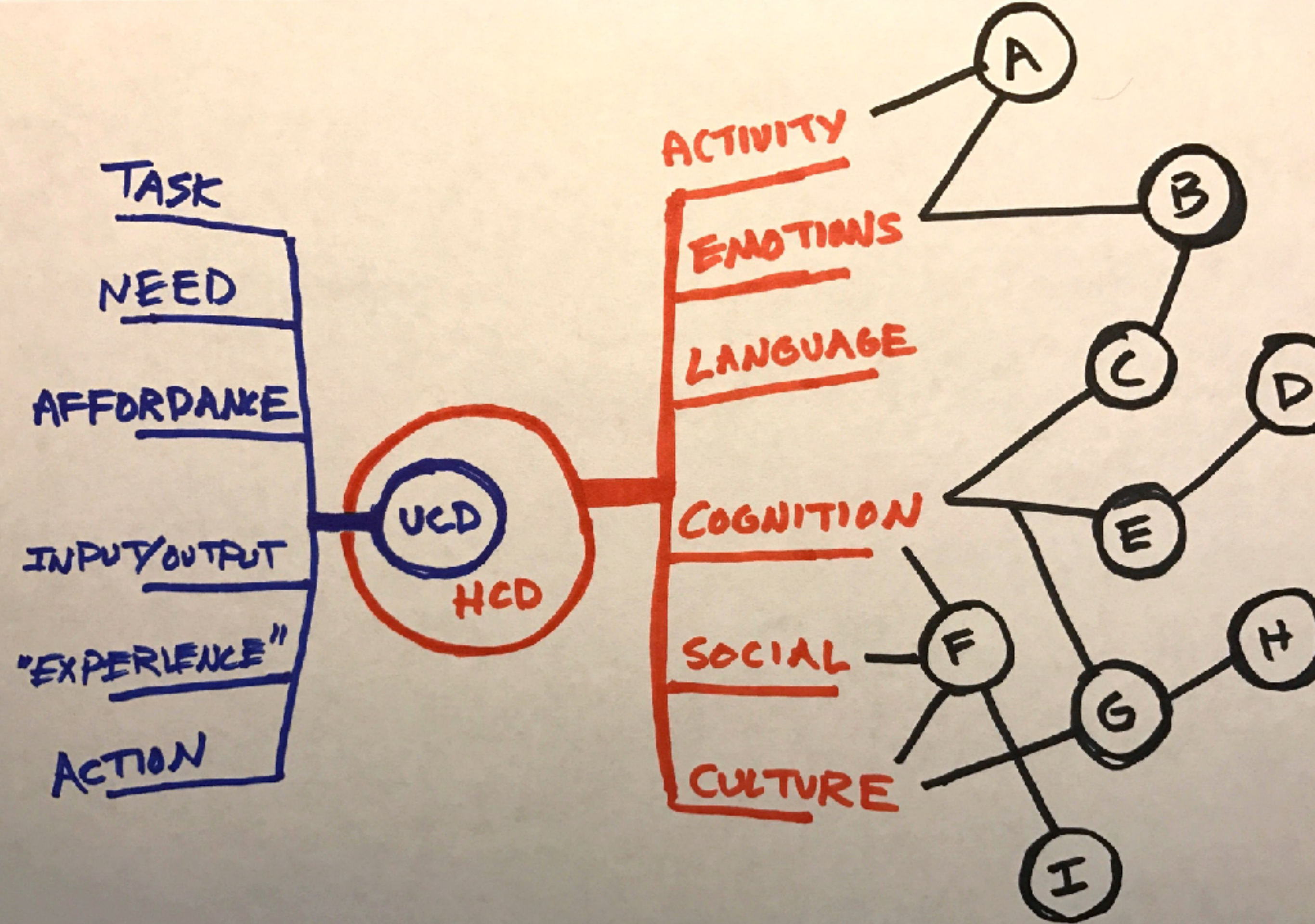
1. Ensures a desirable experience;
2. Optimizes operational efficiency; and
3. Maximizes operational effectiveness.











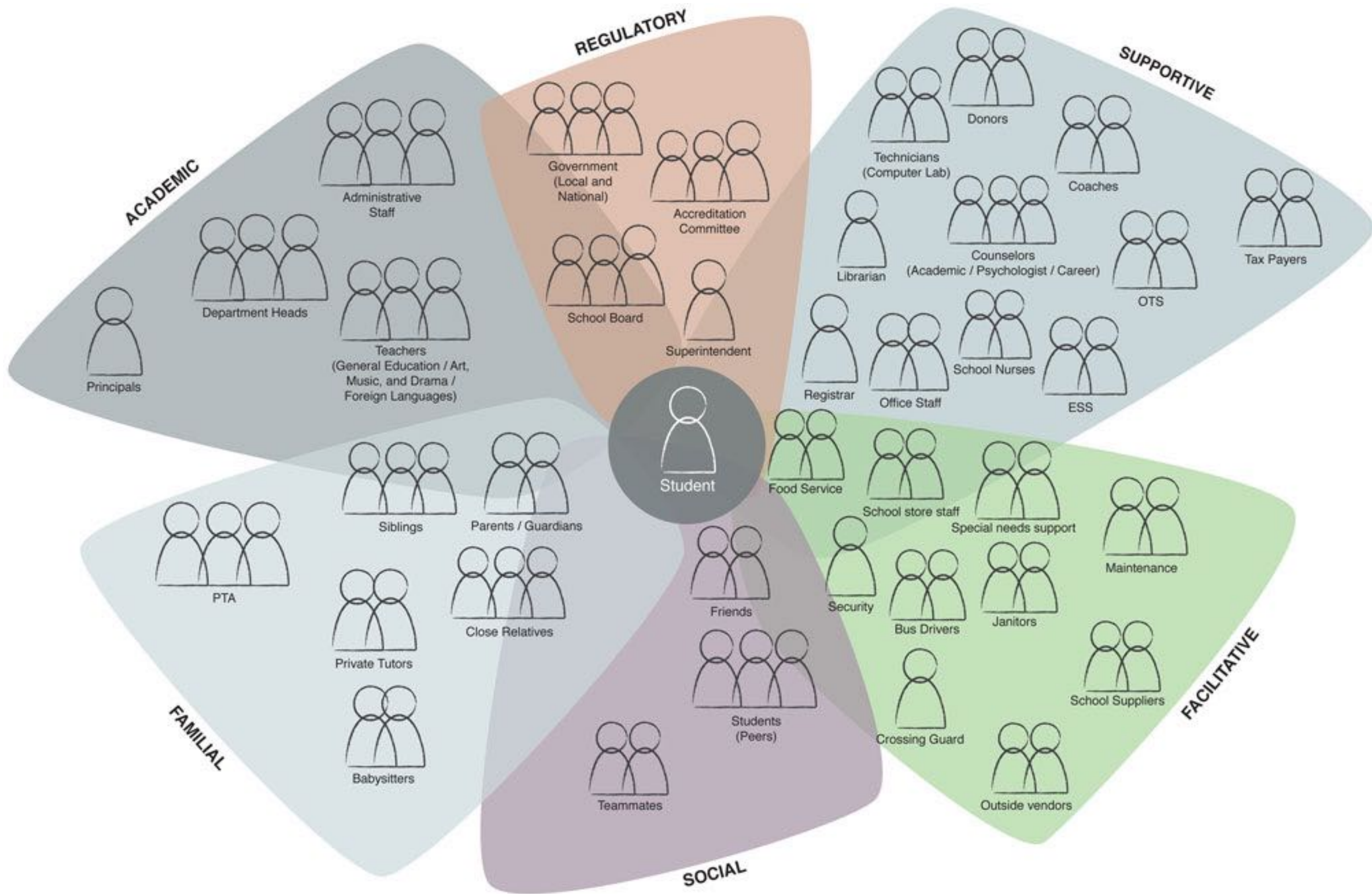
stakeholders

primary, secondary, tertiary

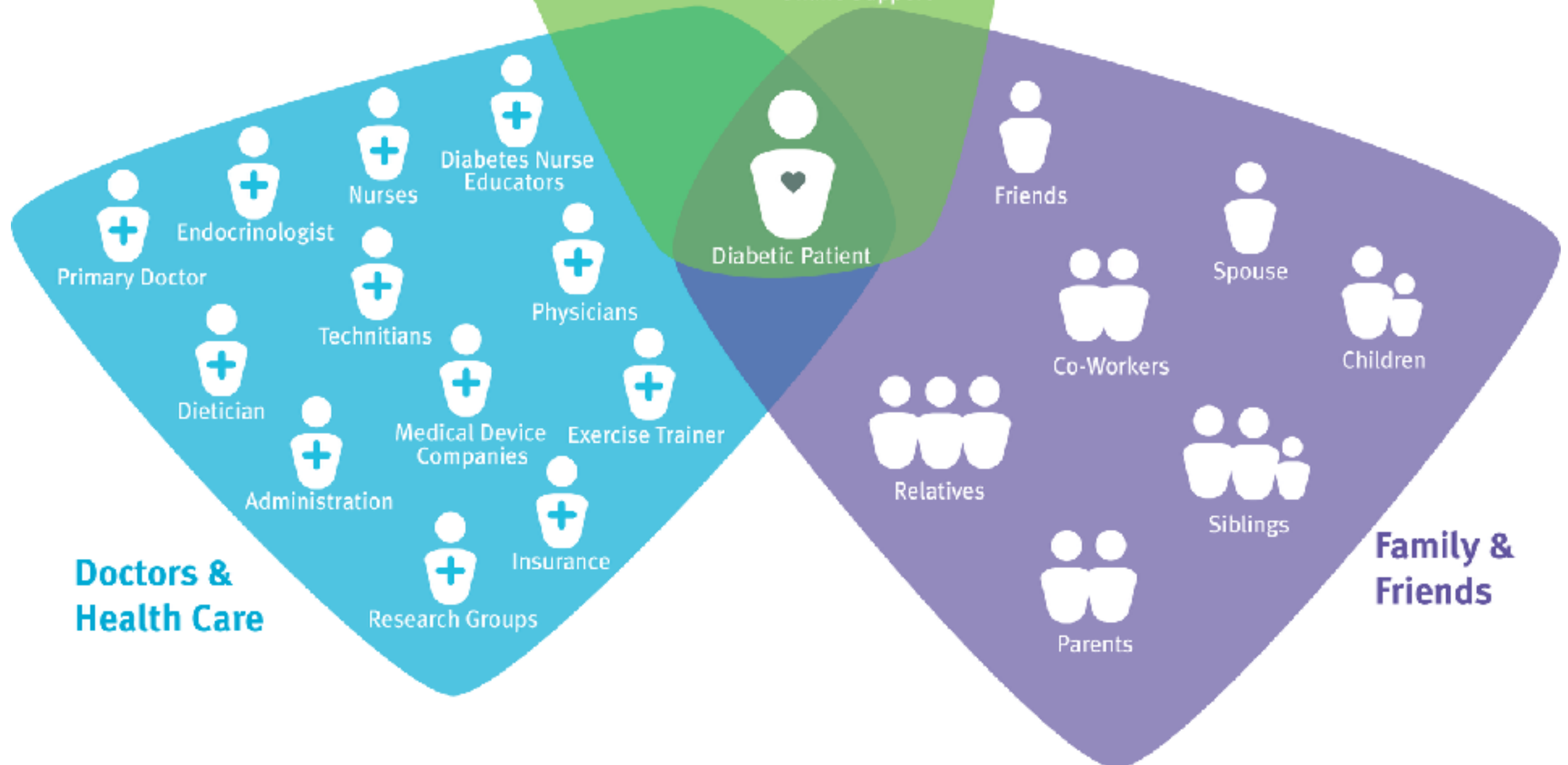
they all have values

example values:

- knowledge
- humor
- truth
- honesty
- creativity
- balance
- beauty
- security
- openness
- loyalty
- efficiency
- pleasure
- respect
- cleanliness
- respect
- repetition
- repetition
- authority
- compassion
- fun



Support Groups





1. nurse sees patient
2. doctor sees patient
3. doctor fills out form
4. nurse takes form

1. nurse sees patient
2. doctor sees patient
- 3. doctor fills out form**
4. nurse takes form

activity 1A:

you're going to the clinic to gather information
for a data-driven design to replace the paper
form

Problem: design a digital replacement for the paper form

1. Form small groups (2-3 people)
2. Discuss (briefly) the problem/goal
3. Brainstorm approaches and possible solutions at different scopes
4. Work with the list of considerations (or one of your own) in one or more ways:
 - same consideration, multiple scopes (goal: compare/contrast)
 - multiple considerations, same scope (goal: more robust design)
 - multiple considerations and scopes (goal: both above)
5. Write down some notes about your approach, ***and what you find about the effect scope is having***
6. Be prepared to share what you found!

Possible Considerations:

- user
- human
- focus
- methods
- insights
- results
- stakeholder
- point of view
- tasks
- values
- input/output
- affordances
- emotions
- social

activity 1B:
debrief and outcomes

1. nurse sees patient
2. doctor sees patient
3. doctor fills out form
- 4. nurse takes form**

activity 1C:
one last thing...

An open notebook with cream-colored pages is shown from a high angle. A wooden pencil with a dark eraser lies diagonally across the left page. The notebook is open to a blank spread, with several pages visible on the right side. The background is a plain, light gray surface.

the answer is in the asking

a thought exercise:

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SCOPING YOUR PROJECT

think small



constraints can be liberating

(but don't forget Don's advice on divergence)

scoping tips and tricks

things to consider:

- access to people is important
- establish contact early
- look for people collaborating
- don't fear your constraints
- utilize stretch goals
- identify your values, trust them

activity 2:

practice scoping your projects

Problem: scoping your final data-driven design project

1. Break into small groups (2-3 people)
2. Discuss one of the project ideas you jotted down
3. Brainstorm based on:
 - What will you focus on, why?
 - What methods will you use, why?
 - What is some expected data you will gather?
4. Write down notes from your discussion
5. Be prepared to share what you discussed

activity 2B: re-scope!

- you have a week less than you thought
- you lost two team members
- half your interviews got cancelled
- your dog ate your data
- you get the idea...

In other words: take some aspect of what you were just talking about, and break it—now what?

How does focus change?

How do methods change?

How does data change?

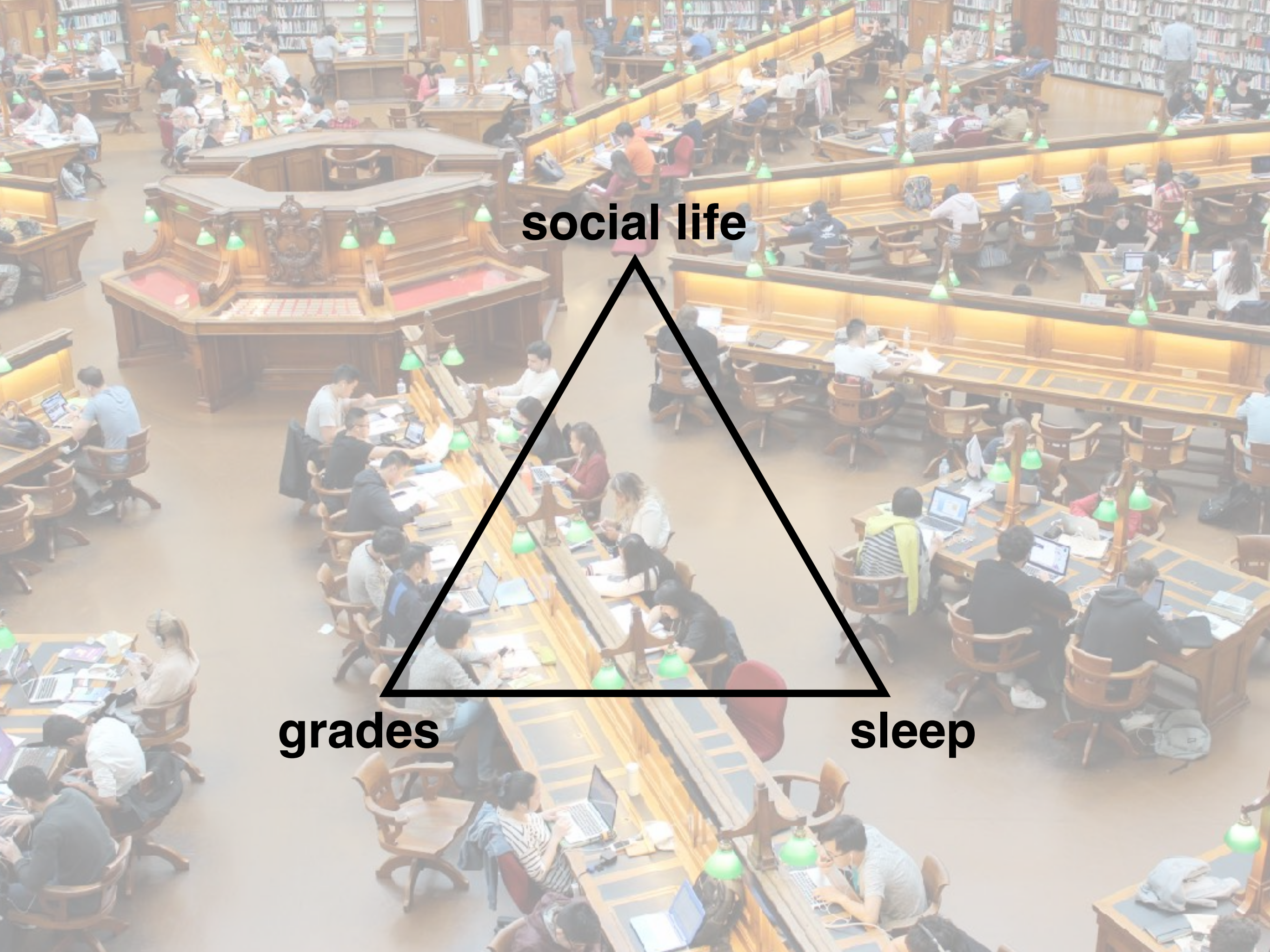
How do expected results change?

activity 2C: the sequel

guess what, it's still too big!

activity 2D:ebrief

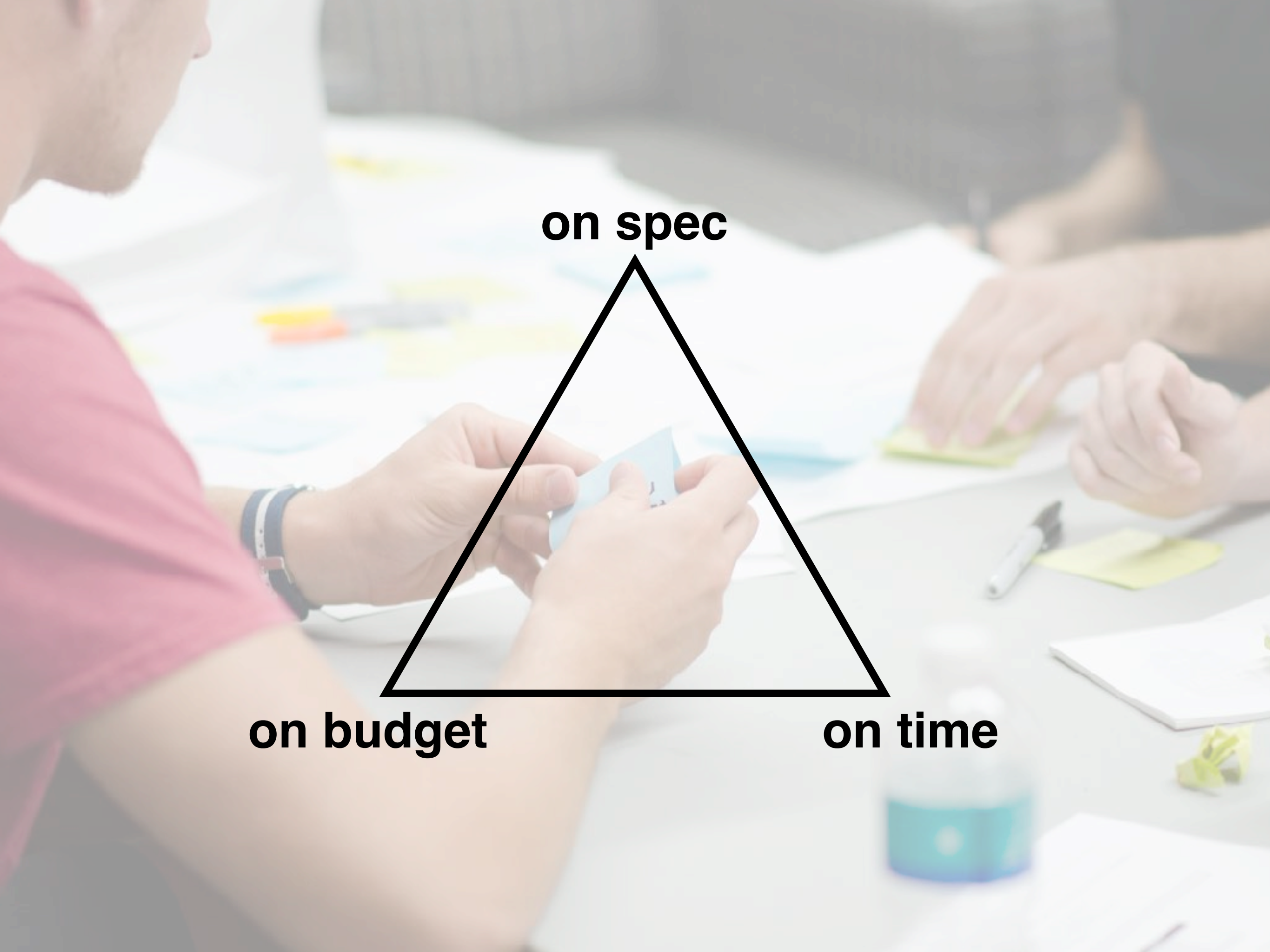
if we have time, let's talk about how you went about scoping your design ideas/approaches



social life

grades

sleep



on spec



on budget

on time

Don Norman's law of product development:

*The day a product development process starts,
it is behind schedule and above budget.*

pg. 237

Taylor Scott's law of class projects:

The day a team project starts, it is already behind schedule and below desired quality because you procrastinated for two weeks, got sick, you had four midterms...oh, and are maybe hung over.



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An aerial photograph of a winter forest. The ground is covered in a thick layer of white snow. Numerous evergreen trees, likely spruce or fir, are scattered across the landscape. Some trees are dark green, while others have a yellowish-green tint, possibly due to snow or lighting. The trees are of varying sizes and are densely packed in some areas, with more open snowy space in others. The overall scene is serene and cold.

thank you

Q&A

scope your questions accordingly!

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