INFO 360: Design Thinking

Lecture:

Communicating your design

Nigini Oliveira
Sonam Samel

DESIGN
USE
BUILD

Information School
UNIVERSITY of WASHINGTON

Our expectations

Well-rehearsed presentation with appropriate preparation

Provide **visual aids** that help the audience to follow your story

Slides should be **legible** to people further away from the screens

Stick to the **time limit** (7-8 minutes) + 2 minutes for questions

Our expectations

The presentation should include:

A compelling problem

Paper prototype

What you did to test it…

 … what you found

 … how it affected your design

Broader lessons learned that might be helpful for others

Final prototype and how it resulted from your test findings

Digital mockup and how it relates to the final paper prototype

Some examples

Introduce Yourselves

Dis Track

Refocus yourself

Graeme Britz	-	Project Manager
Max Suffel	-	Writer/User Researcher
Angela Suhardi	-	Writer/Designer
Jackie Chui	-	Writer/Designer
Bryan Djunaedi	-	Writer/Designer

Title, Image, Value Proposition

Koala

The recurring subscription management tool that let's you finally take control of your recurring services and payments.

Jen Kang • Vivian Yu • Si Liu • Brendan Lee

Watch the Selling

We can help

Typography, Consistency

Finding

- **Reimbursement is a burden…**
  - More people, more difficult

- **Compiling shopping list**
  - mental note, notepad, or phone

- **Brand and price conscious**

Task

1. Making list & budgeting
2. Choosing a store & transportation
3. Shopping
4. Purchasing
5. Storing groceries
6. Managing $$$ & requesting reimbursement

Too Much Text

Contextual Inquiry - Insights

Johnson (20, undergraduate, CSE 006 Lab)
- Perception ≠ Observation
- Distracted by people talking and noise
- More focused at CSE Labs than at home

Steve (25, graduate, Mercer Court)
- Motivated by seeing people working
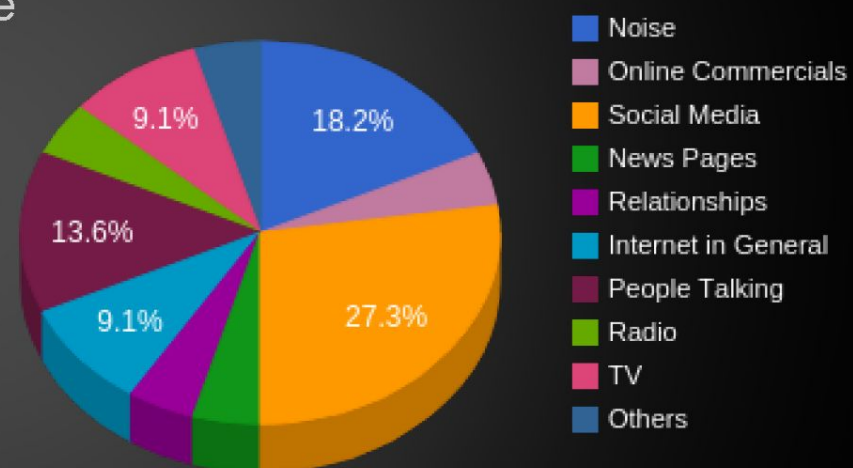- Distracted by people and social media
- Takes breaks often

George (25, graduate, Odegaard Library)
- Turns notifications off while studying

Group (4 undergraduates, Yunnie Bubble Tea)
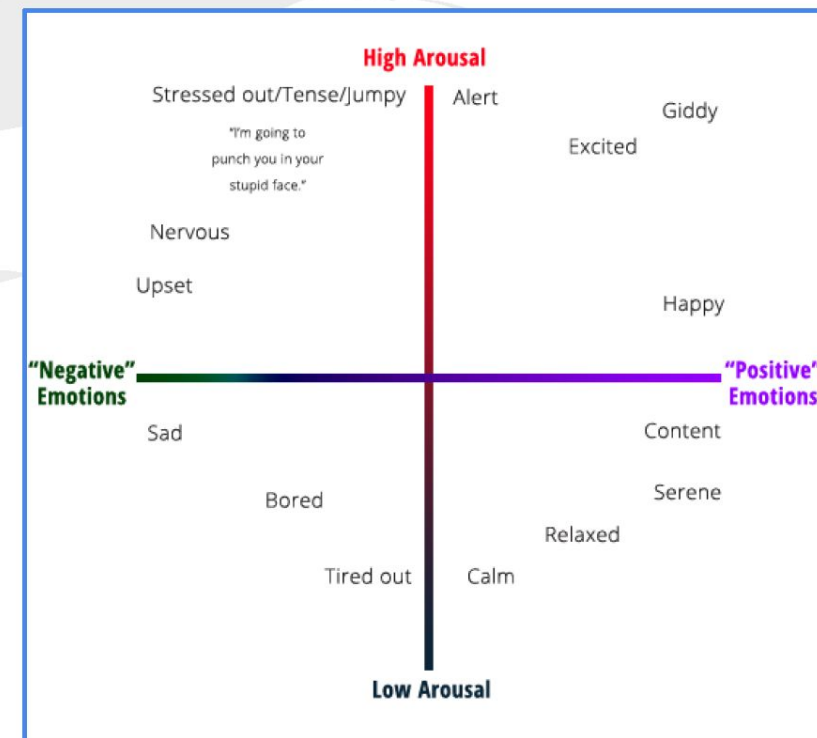- Distracted by each other and apps
- Use headphones (music) to focus

Distraction Sources

- Noise — 18.2%
- Online Commercials
- Social Media — 27.3%
- News Pages
- Relationships
- Internet in General — 9.1%
- People Talking — 13.6%
- Radio
- TV — 9.1%
- Others

Too Much Text, Too Much "People"

Our three inquiries showed us:

1. People valued the insights acquired from a mood journal.
2. People thought journaling was a hassle.
3. People were interested in what triggers their mood
4. People want to share information with a mental health professional

High Arousal

Stressed out/Tense/Jumpy | Alert

Giddy

"I'm going to punch you in your stupid face."

Excited

Nervous

Upset

Happy

"Negative" Emotions

"Positive" Emotions

Sad

Content

Bored

Serene

Relaxed

Tired out | Calm

Low Arousal

Too Much Text, Sentences too long

Design 1: Running separately
May add some motivation but does not provide the full experience of running with a companion

Design 2: Coordinating running events in advance
Tasks can be accomplished using Facebook events or other similar tools

Design 3: Spontaneous Running
Tasks are unique and they also address the concerns raised in our contextual inquiries. Our chosen design also provides us with an interesting opportunity to explore personal informatics

Pictures are great

Contextual Inquiry

- Dancers
  - Use of entire body
  - Diverse Injuries
- Observation
  - Warmup
  - Preventative Habits

Pictures are great

Contextual Inquiry

- People do not want to be interrupted or distracted

- Most people do not have a liquid intake plan

- People often reach for soda, coffee, or other beverages when they feel thirsty

Pictures are great

In-Line References vs. Bibliography Slide

15% of Americans between the ages of 20 and 69 experience hearing loss that may have been caused by **noise at work or during leisure activities.**

(http://www.nidcd.nih.gov/health/hearing/pages/noise.aspx)

Motivation of Participants

Very noisy work environment

Some control over exposure levels

Moderately noisy work environment

Lacks control of his noise exposure

Dartmouth student who is exposed to **noisy social environments** multiple days per week

Has control over exposure levels

Short Tasks

Tasks

- Record mood reflections
- Discover triggers and warning signs
- Discover wellness strategies
- Planning for health
- Quick mood check-ins
- Aid your health professional

Too Distracting
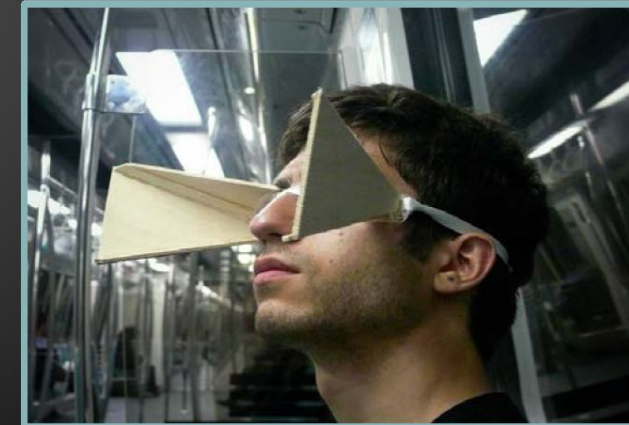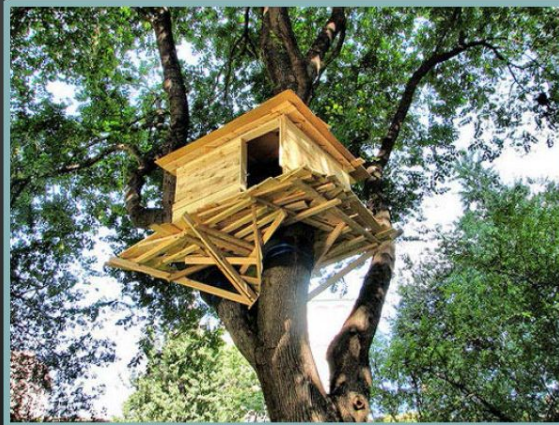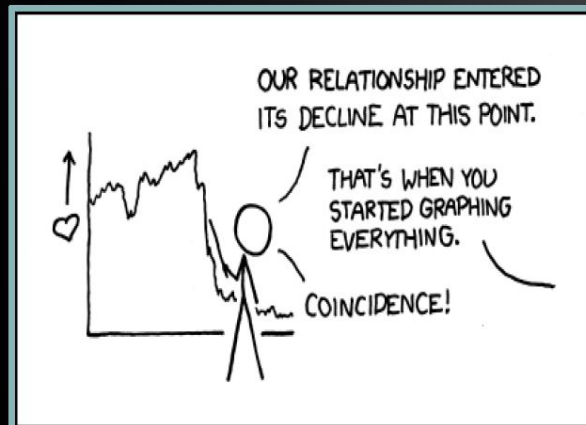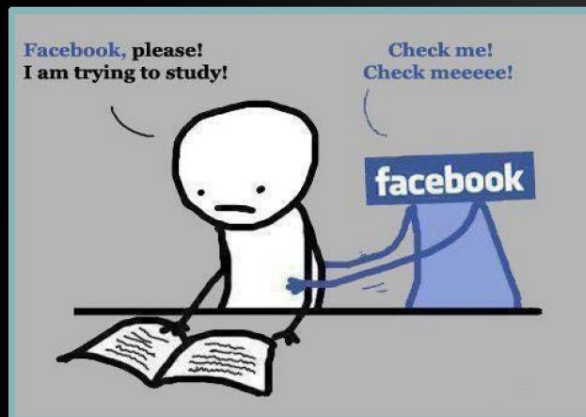
Speaking of Distractions

Whether correct or not, many things distract

Plural possessive

a posteriori

sensitive content

Write easy and simple!

Verb as Task

Adjust budget between different categories.

Consistency of Emphasis

Many people make **general** budgeting goals.

Large items are monitored.

Small items cumulative impact **not considered**.

Challenging setting up budgets.
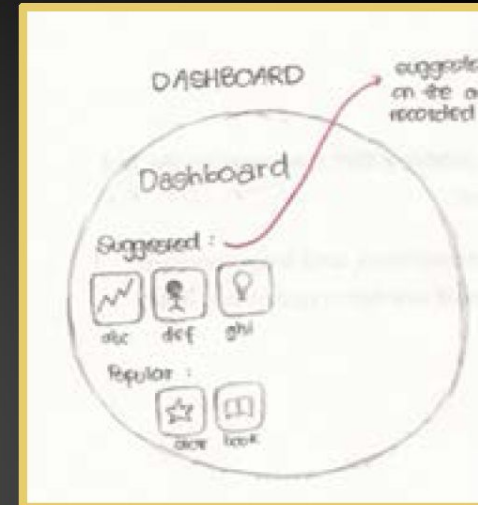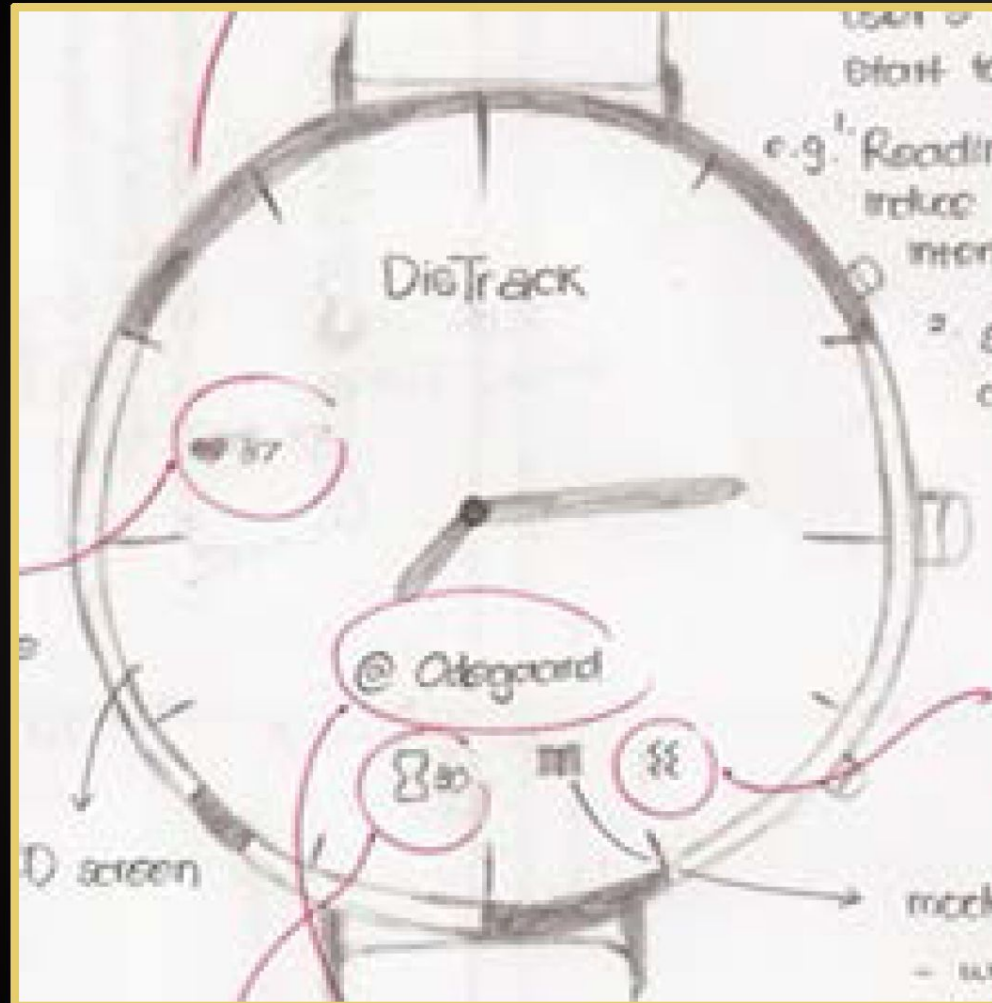
Complicated input leads to **less use**.
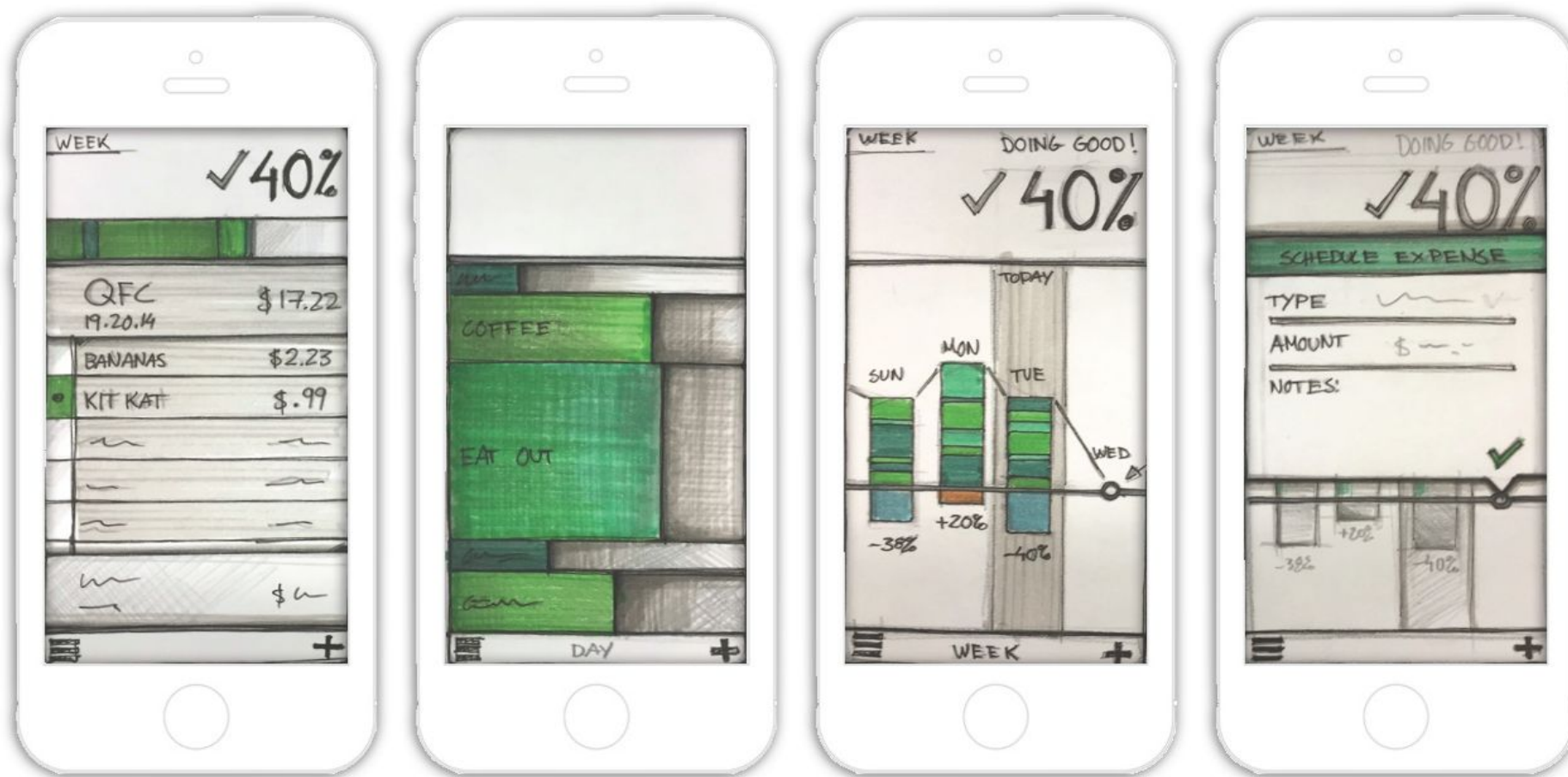
Naming Designs

Design 1

Pre-shopping

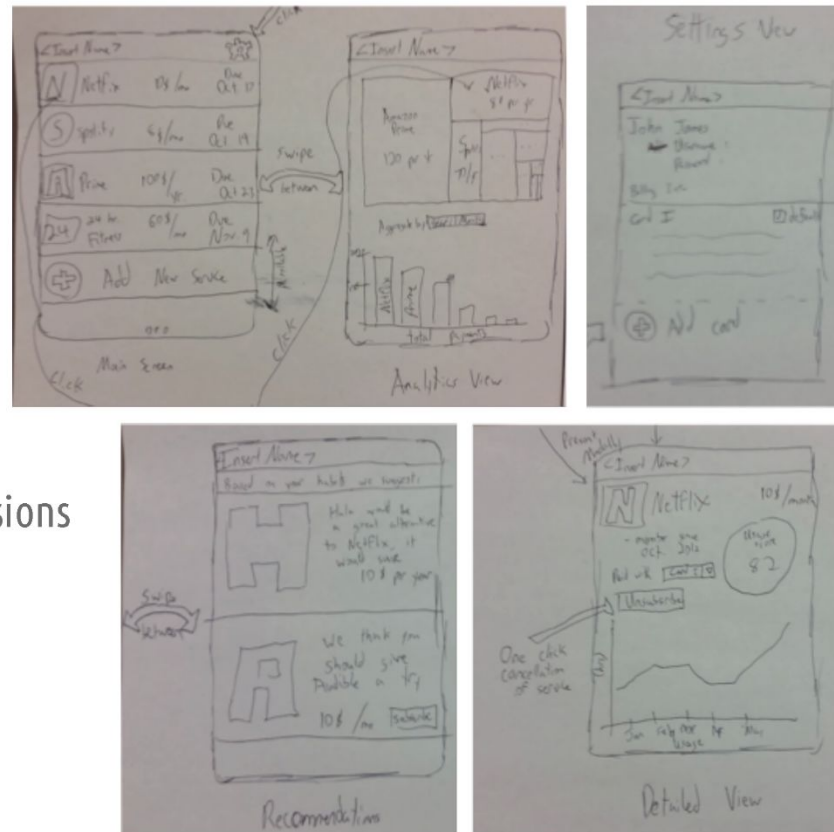# Legibility of Sketches

Legibility of Sketches

Design 1

Low Contrast Images and Text

Finishing Slide

Ask me something!