DESIGN PROCESSES

Human Centered Design
Human Centered Design

A process in which the needs, wants and limitations of the end user of an interface or document are given extensive attention at each stage of the design process.

Wikipedia
Human Centered Design helps us identify unvoiced needs...helps us identify that friction between the user and the world and the way that the user’s way of thinking, their mental model doesn’t match up at all with the way that the product or experience or software looks like and help reveal those unmet needs.

Mickey McManus, MAYA

"Others approach a problem from the point of view that says, 'We have the smartest people in the world; therefore, we can think this through.' We approach it from the point of view that the answer is out there, hidden in plain sight, so let's go observe human behavior and see where the opportunities are."

David Kelly, IDEO
Human Centered Design

The Process: An Abstract

Understand

Observe

Visualize and Predict

Evaluate and Refine

Implement
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The Process: In Depth

Understand

Meet with client to understand the process and develop competitive analysis of market, any proprietary technology and the client’s own understanding of advantages and disadvantages they bring to the table.
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The Process: In Depth

William Williams, From a documentary shot by Erin Murphy
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Observe

Observations of key users doing key tasks. These can take the form of shadowing/naturalistic observation, interviews, diaries, questionnaires and card sorting.
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The Process: In Depth

Rick Lowe, from a documentary shot by Erin Murphy
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Visualize and Predict

Information gathered from earlier phases is synthesized and creatively expanded. Use cases or scenarios might be created to portray and predict how the end product is used, the context in which it is used, and the functionality it provides. Storyboards, simulations and prototypes are created at this point.
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The Process: In Depth

Chris Kraeger, from a documentary shot by Erin Murphy
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The Process: In Depth

Evaluate and Refine

More refined prototypes are built and tested with users. The synthesis between designers’ intuitions and users’ evaluation is often the result.
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The Process: In Depth

Implement

Final deliverable and continue to test in the field for further improvements.
Design Process

Example 1: Apple

10 to 3 to 1
10 ideas whittled to 3 and then to 1. The key here is that all 10 ideas are viable.

Paired Design Meetings
Two meetings. The first is the crazy ideas meeting where anything is possible. The second meeting is the antithesis. Here, the engineers are required to lock down everything that is necessary to build the idea.

Pixel Perfect Mockups
Saves time in the long run

Pony Meeting
Take the best ideas from the paired design meetings and show them to leadership rather than asking for leadership for what they wanted from any new product.
Design Process

Example 2: Brendan Boyle
Design Process

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Design Process

A Conclusion

http://www.youtube.com/watch?v=z6z-3ejvvGE
thank you!