

SESSION 245

INTRO TO DESIGN STUDIO METHOD:

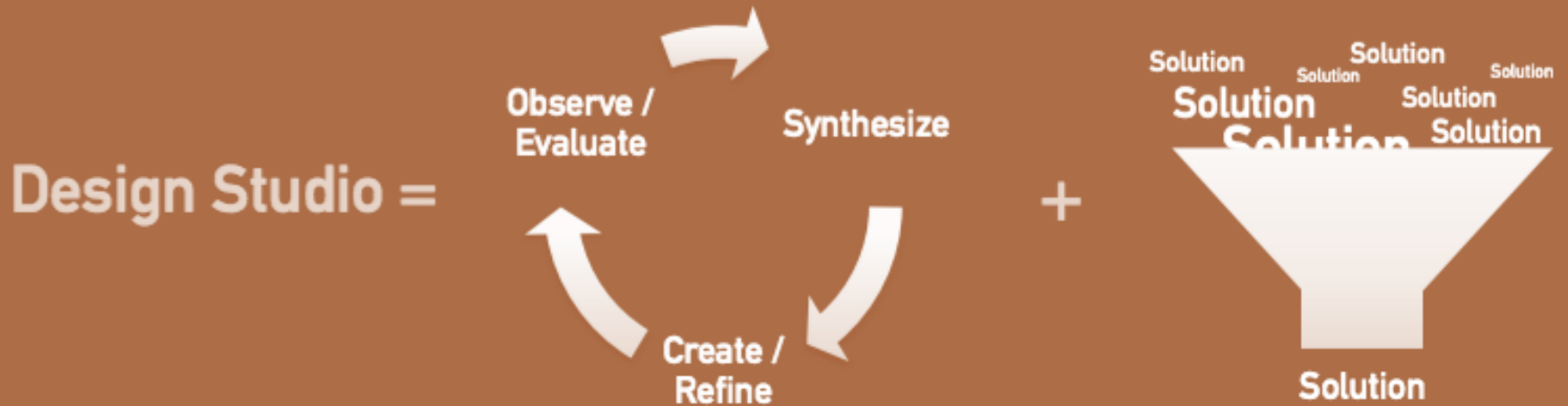
A way to involve groups in technology design

NAATW 2015

Presented by Lois Lewis and Melissa Eggleston

Design Studio Overview

- The Design Studio method provides mechanisms for rapid idea generation and frequent evaluation, elimination and convergence of solutions without a significant investment of time.
- When done with a cross-functional team, this process also exposes additional constraints and requirements that will be pertinent to implementation



Design Studio Process

Consists of 3 parts:

1. Knowledge Sharing

Presentation and discussion of research findings, personas, scenarios, design goals, design principles, etc.

2. Sketch, Present & Critique

3 iterative cycles in which participants will generate, present and evaluate potential solutions for a given persona/scenario

3. Review

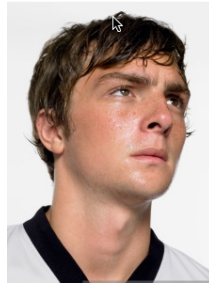
Discussion of common patterns, components, principles, etc. that arose over the course of the workshop.

What Should be done ahead of time

- Research
- Personas
- Scenarios/Tasks
- Business and User Goals
- Design Principles

Possible AA Personas

Newcomer



Goals and Motivations

- Talk to someone
- Quit drinking
- Comply with the law

Key Tasks/Behaviors

- Find a meeting
- Find a phone number

Member



Goals and Motivations

- Find a meeting where and when I can attend
- Find a specific meeting
- Get local information

Key Tasks/Behaviors

- Find a meeting
- Find a phone number
- Get involved

Friend of AA



Goals and Motivations

- Get information about AA
- Refer someone to AA
- Talk to someone

Key Tasks/Behaviors

- Understand resources
- Get information
- Share information

How the workshop is run

- **Sketch** – 5 minutes
 - ▣ 8 drawings on your own
- **Present** to group - 2 minutes
- **Critique** – 3 minutes

- Then team up. As pairs, do it again.
 - ▣ (Add an extra minute or so to presentation & critique for each iteration.)

- Lather, rinse, repeat, until you can't pair up anymore.

How the workshop is run

- **Sketch** – 5 4 minutes
 - 4-6 drawings on your own
- **Present** to group - 2 1 minutes
- **Critique** – 3 2 minutes

- Then team up. As pairs, do it again.
 - (Add an extra ~~minute~~ 30 seconds or so to presentation & critique for each iteration.)

- ~~Lather, rinse, repeat, until you can't pair up anymore.~~

Note! We've shortened the process only because our time today is short – in real life, do the full version.

The Rules

□ Sketching

- Always start with the persona and requirements
- Strive for quantity
- Use only enough detail to convey the idea
- Defer judgment
- User your imagination
- Seek new combinations
- Have FUN!

□ Critiquing

- Focus on how the design does or does not fit the scenario or persona (Your own likes/dislikes don't matter)
- Ask clarifying questions as needed.
- Presenters, try to clarify without being defensive
- Save suggestions for you next sketching cycle.

Find a Meeting

Too often when designing program technology we start with few requirements and many assumptions about the users of our technology. For our purposes we are going to design an interface with Joe in mind based on the scenario and features below.

Joe Newcomer

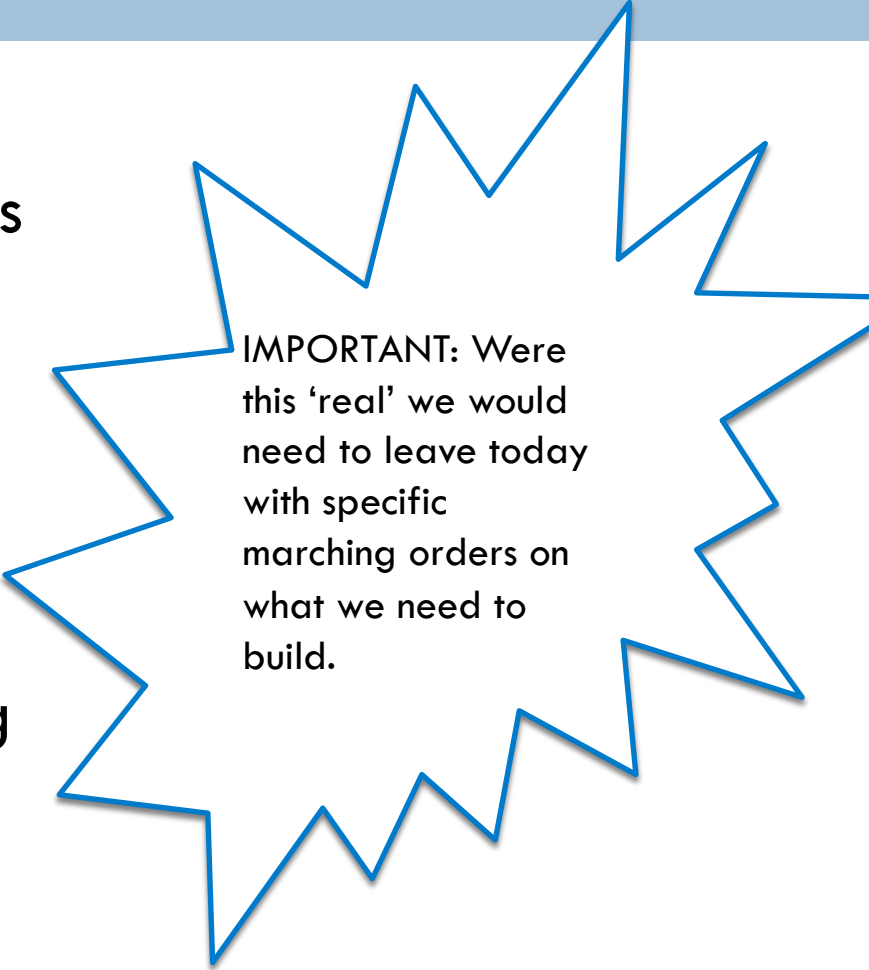
Joe just got a DWI. His family is mad. He's staying with his sister in an area of the city he is unfamiliar with because his girlfriend kicked him out. His lawyer suggests AA will look good to the judge. He's not sure he is an alcoholic, skeptical about AA – he's never been to a meeting. He decides to follow his lawyer's advice and go to a meeting. He needs to find a meeting near his sister's house this week – the sooner the better – once he goes maybe his girlfriend will take him back.

Features

- Allow users to search for a meeting by day and/or location
- Provide filtering of search results
- Provide an advanced search that supports additional search criteria
- Provide definitions of terms – like open or closed
- Provide directions to the meeting location

Review

- Identify and discuss common themes, patterns, components that emerged.
- Prioritize features.
- Discuss / document open questions and assumptions.
- Note and collect these along with sketches generated.



IMPORTANT: Were this 'real' we would need to leave today with specific marching orders on what we need to build.