


Design Studio: Peregrine Edition

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A close-up photograph of a baby with light brown hair and blue eyes, looking directly at the camera with a grumpy or determined expression. The baby is wearing a green and white long-sleeved shirt and is holding a small handful of sand in their right fist. The background is a blurred beach scene with sand and water.

Iterative = good.

Fast = good.

Iterative AND fast?

Design Studio

- 6-8 drawings
- 5 minutes to draw
- 2 minutes to present
- 3 minutes to critique
- 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.

Design Studio

PEREGRINE EDITION

- ~~6-8~~ 4-6 drawings
- ~~5~~ 4 minutes to draw
- ~~2~~ 1 minutes to present
- ~~3~~ 2 minutes to critique
- 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 so short. In real life, do the full version.

The Rules

Sketching

- Always start with the persona & requirements.
- Strive for quantity.
- Use only enough detail to convey the idea.
- Defer judgment.
- Use 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 your next sketching cycle.

Warmup

Straight Line	Circle	Triangle	Square
Arrow	Cloud	Rectangle	Face

Mom's Recipes

Mom is in her 60s and is a great baker – and she has dozens of recipes that she has perfected over the years that wants to pass on to her grandsons.

A recent flood in the basement almost destroyed her cherished recipe book. After carefully drying out each page, she can still read them but no one else could decipher it. She needs to rewrite them all down.

Can you help my Mom?



Mom Likes:

- Keeping things easy
- Following recipes exactly
- Having things printed if she can
- Telling stories about baking

Mom's Pain Points:

- She doesn't like typing
- Intimidated by "technology stuff"
- Too many instructions for things



Review

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

- ✓ 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.

More

The User Experience Design Process

This series of three workshops covers proven techniques for effective user research, design, and usability evaluation. Those attending all three sessions will leave with a strong appreciation for when to use each method and how to apply them. Real-world, hands-on activities are used throughout each workshop to give attendees the confidence to apply these methods immediately.



Research

Explore the most popular user research techniques of today, including interviews, journals, focus groups, card sorting, tree testing, surveys, and field studies.



Design

Learn about contemporary collaborative and iterative design methods and practice on an actual project, completing several iterations before the day is over.



Evaluation

Practice a range of time-tested usability evaluation methods and learn the strengths, weaknesses, and appropriate applications of each.

More info: <http://dgcooley.com/workshops>

Video from Todd Zaki Warfel

<http://vimeo.com/37861987>

Article from Will Evans

<http://tlclabs.co/2013/10/introduction-to-design-studio-methodology/>

Presentation from Adam Connor

<http://www.madpow.com/~media/files/designstudio-webinar.ashx>