

# **Design Process and Thinking**

**What is Design?**



- Neri Oxman uses design to find an interaction between technology and biology.

- With the help of design thinking, HoloLens was created. You use design thinking to develop a product for augmented reality.





# **Good Design and Bad Design**



### Garrick Ohlsson

The American pianist is known for his rigorous technique and lucid interpretive powers—strengths that will be called on repeatedly in a program featuring six works by the symbolist Russian composer Alexander Scriabin. Two late Beethoven sonatas, Opus 109 and 110, round out a concert that luxuriates in Ohlsson's obvious mastery of these difficult works. July 23. \$35. *Ermer Hall, 273 Bloor St. W., 416-408-0208.*

### Hollywood Connection

This concert presents substantial works by composers who either wrote for film or whose work regularly turns up on soundtracks. Erich Wolfgang Korngold, who won an Oscar for *The Adventures of Huckleberry Finn*, brings the same infectious energy to his piano quintet, while George Antheil, who wrote for both film and television, has jazzy, angular fun with his Violin Sonata No. 2. Two heartwarming works complete the program: Dvořák's American String Quartet and Barber's setting of the Matthew Arnold poem "Dover Beach." July 17. \$47. *Ermer Hall, 80 Queen's Park, 416-408-0208.*

### Don

May be the wise king of scripture, but as a famous guest, the Queen of Sheba, gets the memorable entrance music in Handel's oratorio. The piece is full of sonic power, with arias, choruses and

# THE BIG CARROT

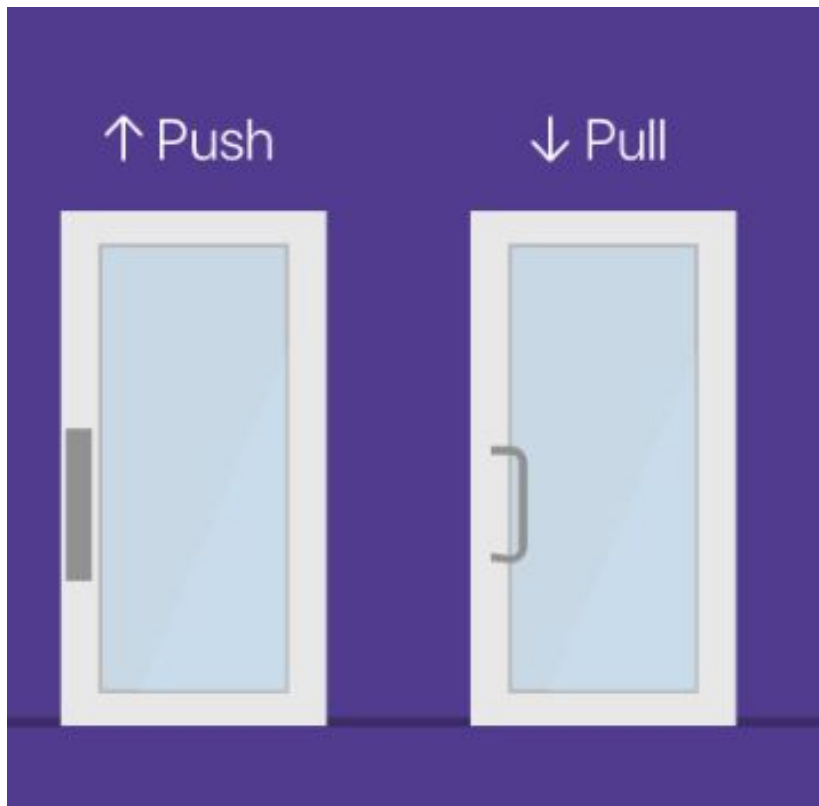


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# Girl googles how to commit suicide, ends up talking to DIG

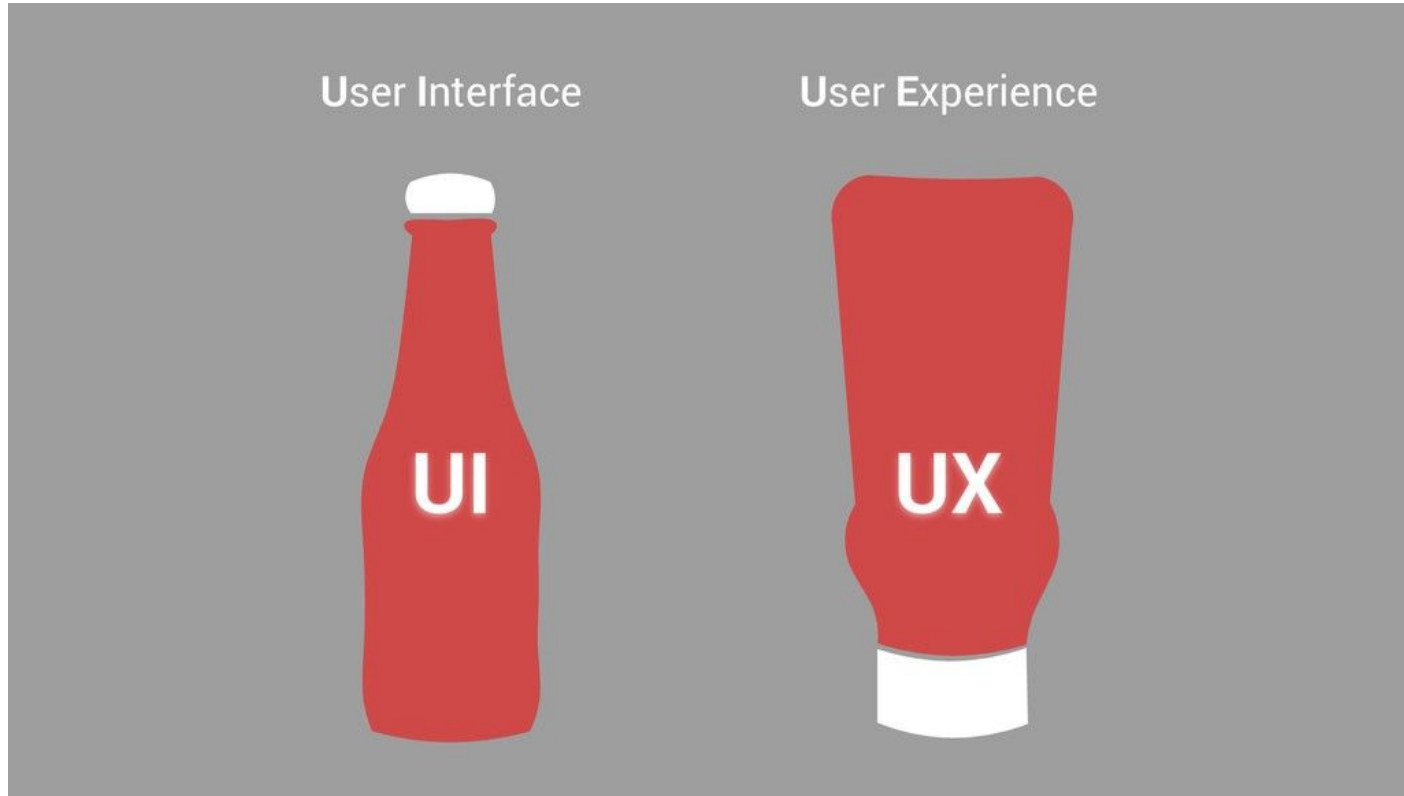
Pankul Sharmal TNN | Updated: Jan 9, 2017, 09.47 AM IST



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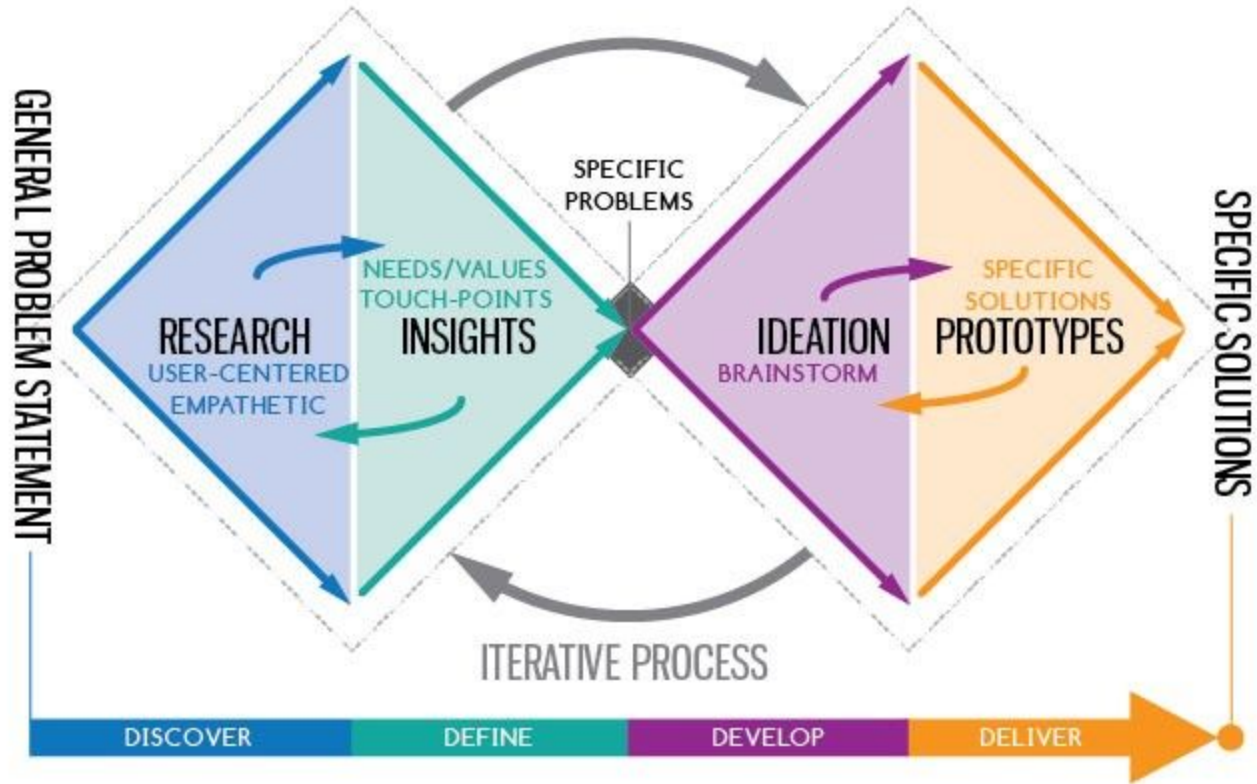
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# Difference between UI and UX



**Design is a ~~Foot~~ Process**

# Double Diamond DESIGN PROCESS



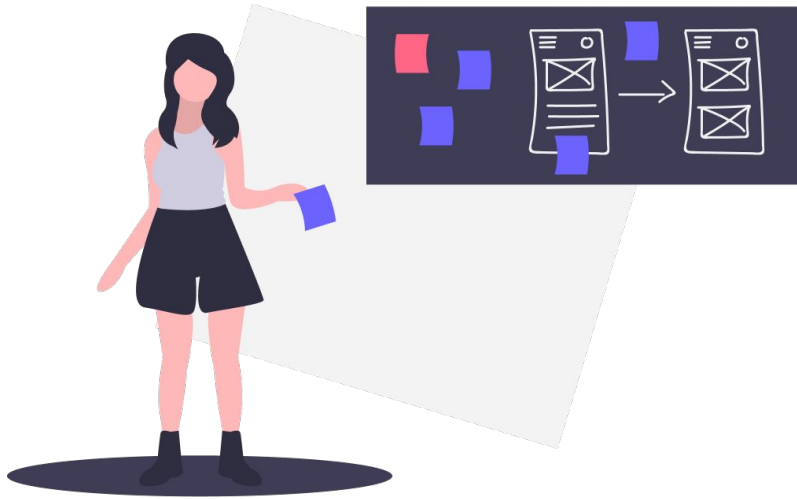


# Empathise



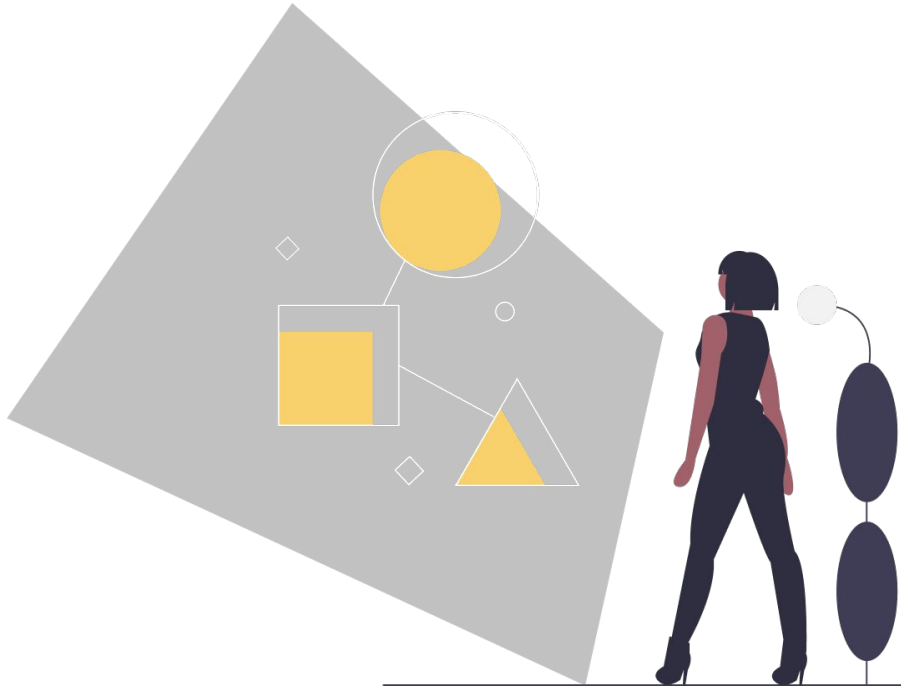
- Understanding the problem
  - Market space
  - Topic
  - User research
- Research methods
  - Interviews
  - Surveys
  - Competitor analysis

# Define



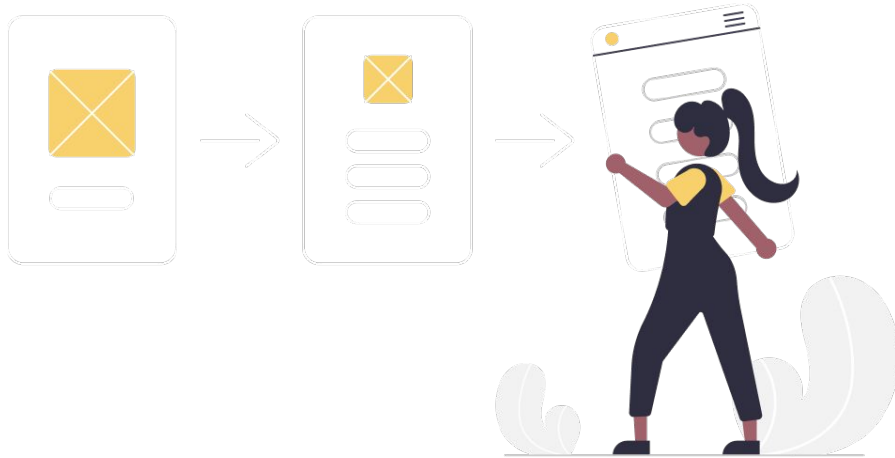
- Synthesizing the findings
- Defining users: Persona and empathy maps
- Understanding the flow: user flow and sitemaps
- For insights: POV and HMW statements

# Ideate



- Brainstorm ideas
- Filter out the best ones
- Brainstorm on each one of them
- Finally boil down to the final ideas to move forward with

# Design



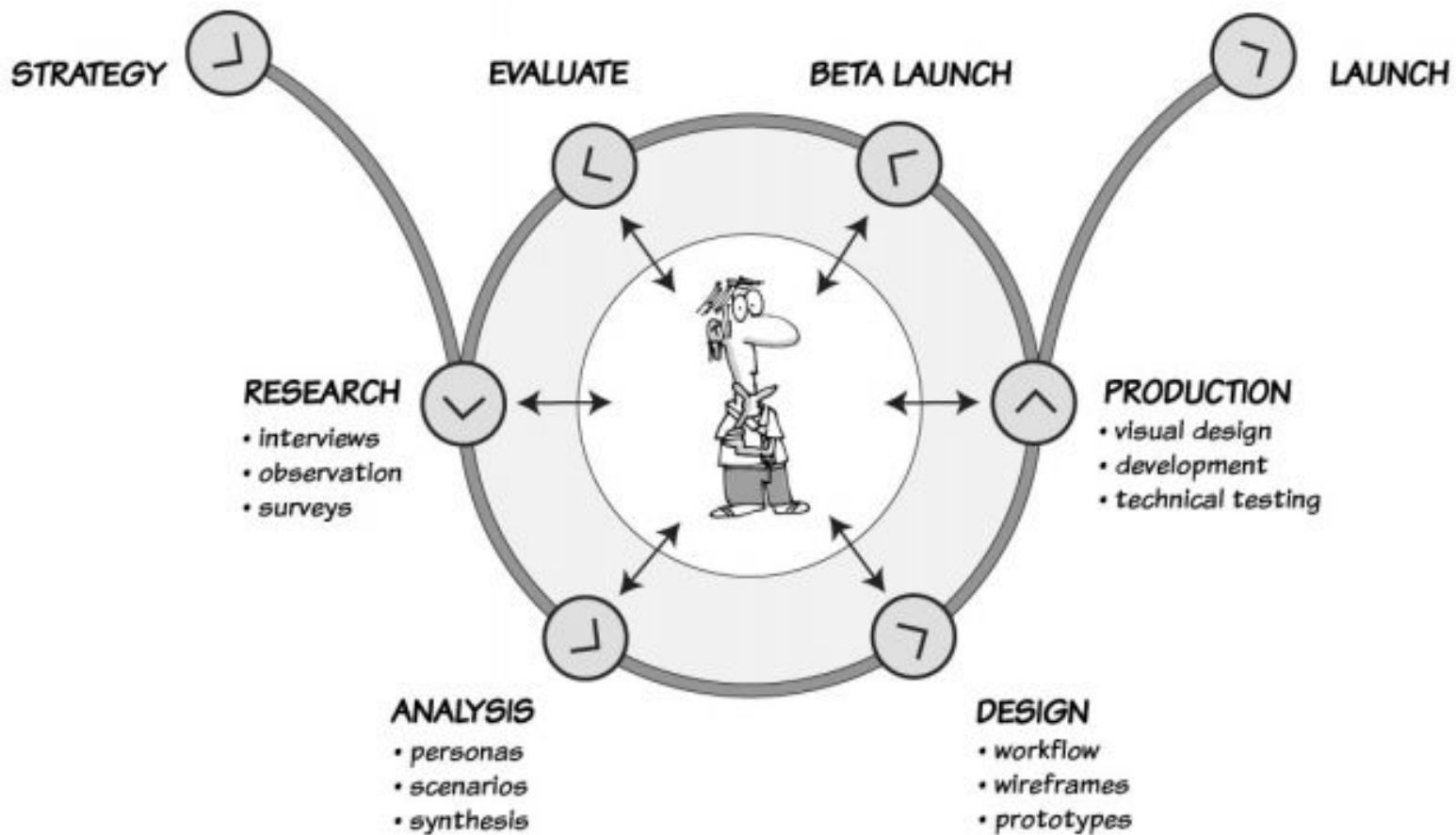
- Use the research and conclusions
- Make paper wireframes
- Build up the digital wireframes
- Enhance the UI
- Prototype finally to send for development

# Testing



- Make the prototype by linking the screens
- Test it on the users
- **ITERATE AND REPEAT**





# User Personas

<b>Persona</b>	Developer actively or passively looking for a job
<b>Details</b>	<ul style="list-style-type: none"><li>• Developer</li><li>• 26 -35 yrs age</li><li>• Has an experience of 2-4 years in development</li></ul>
<b>Name</b>	Surya Saini
<b>Goals and Tasks</b>	<p>A passionate programmer. Currently working in a reputed company, open to job opportunities but not actively looking for one.</p> <p>Side Goals</p> <ul style="list-style-type: none"><li>• Increase knowledge in the field of programming.</li><li>• Practice more questions and brush up the skills.</li></ul>
<b>Environment</b>	Good knowledge of web and computers. Uses excessive internet both on work and at home. Does competitive coding for fun. Uses web for 7 - 8 hours per day and does coding on weekends for fun.

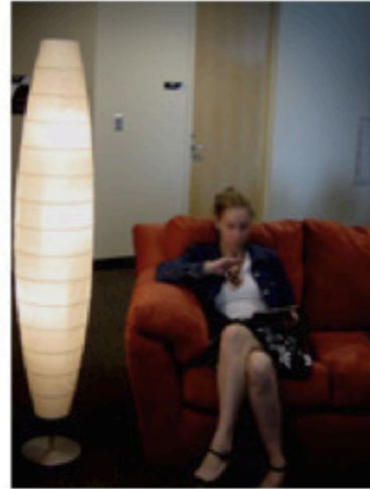
# User Scenario



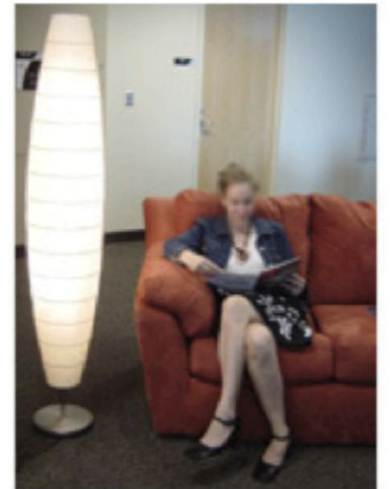
IT IS SO DARK JANE CAN  
HARDLY READ HER BOOK



SHE GESTURES IN FRONT OF HER  
SPECIAL PENDANT TO TURN ON  
THE LIGHTS



THE LIGHTS TURN ON!



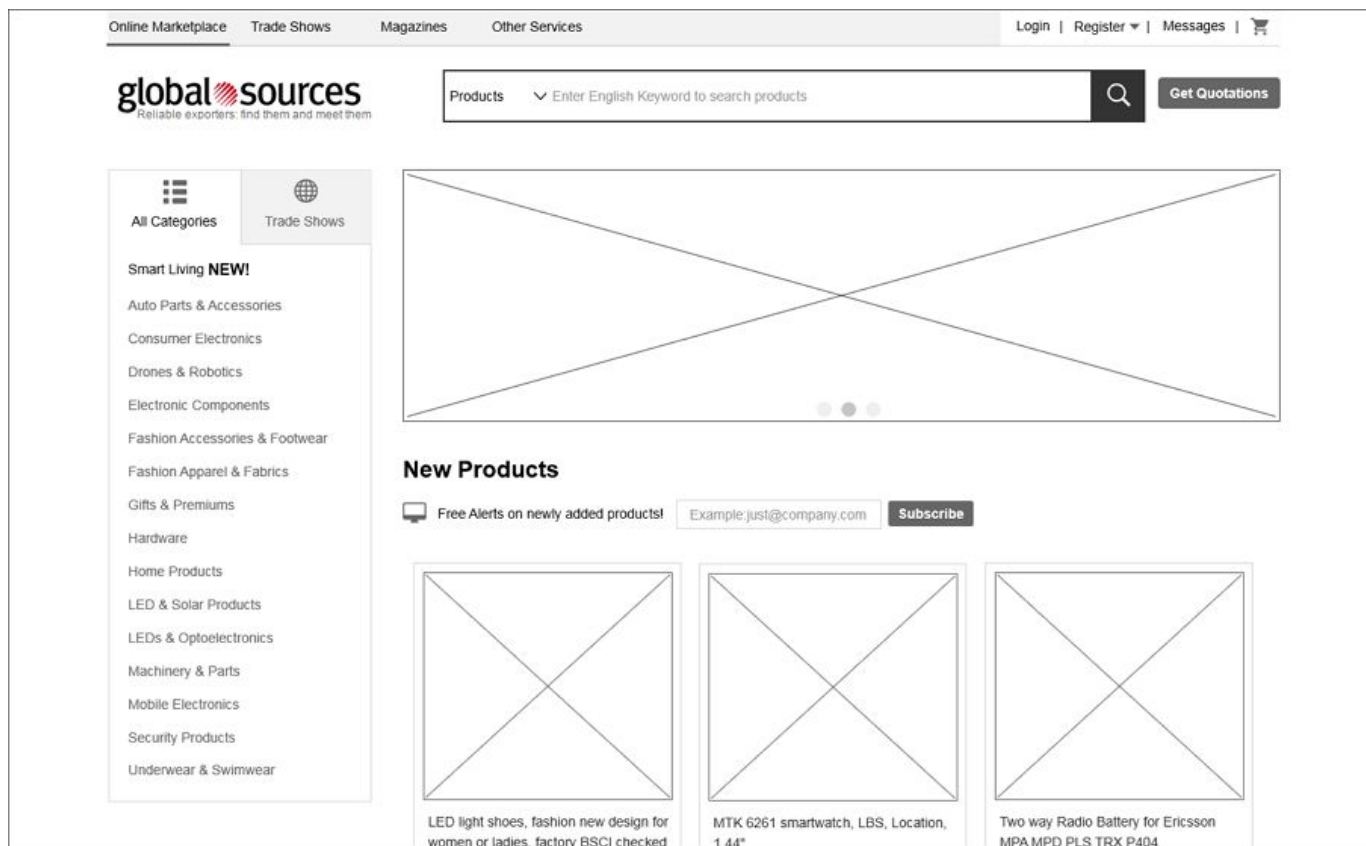
FINALLY, SHE CAN  
READ HAPPILY.

# Apple designed Emoji



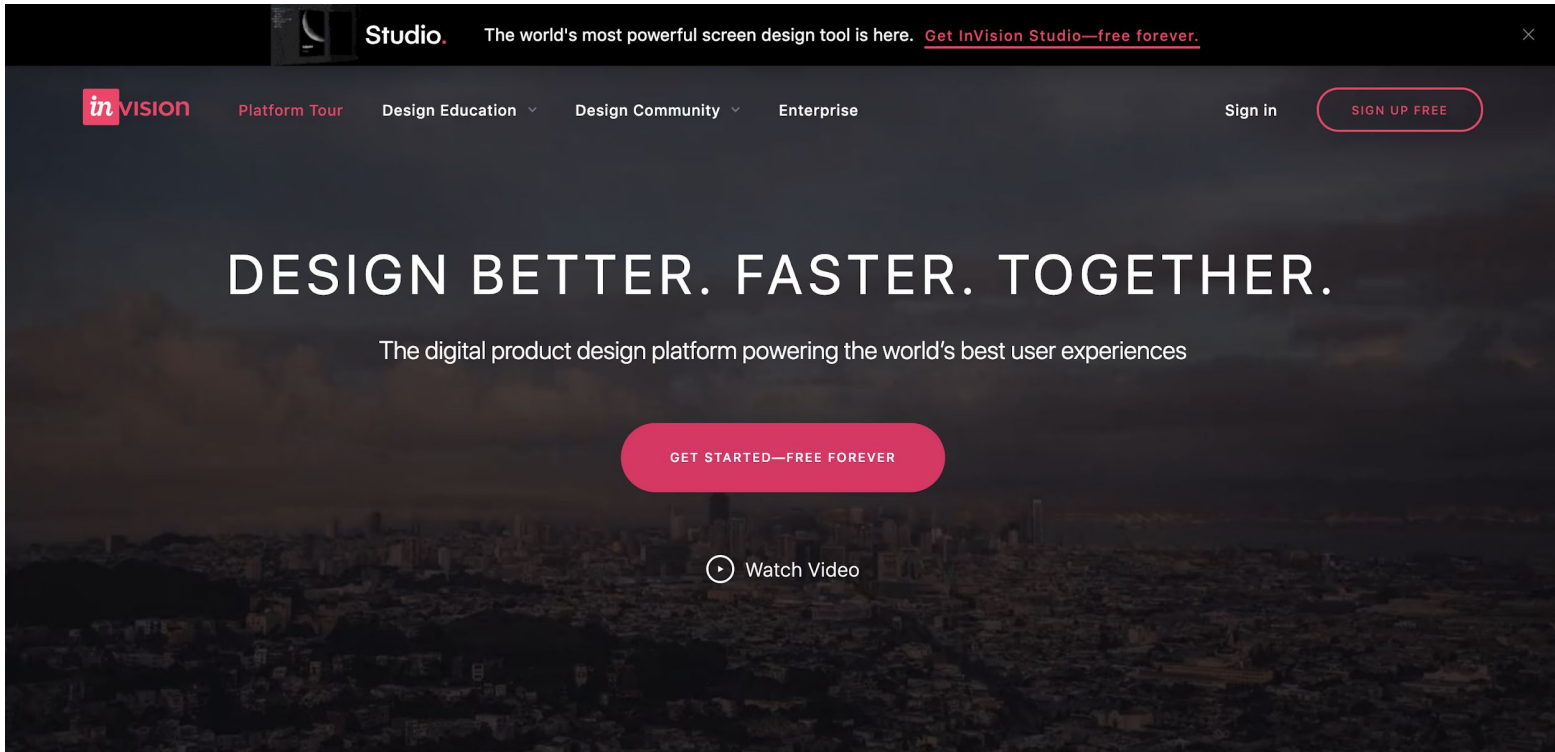
Information taken from world and transferred into device.

# Wireframes





# User Interface



**Collaboration is the key**

# Exercise

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**You have to help the farmers sell their produce.**

**How can you help them through *technology*?**

# **Paytm Screenshot Problem**

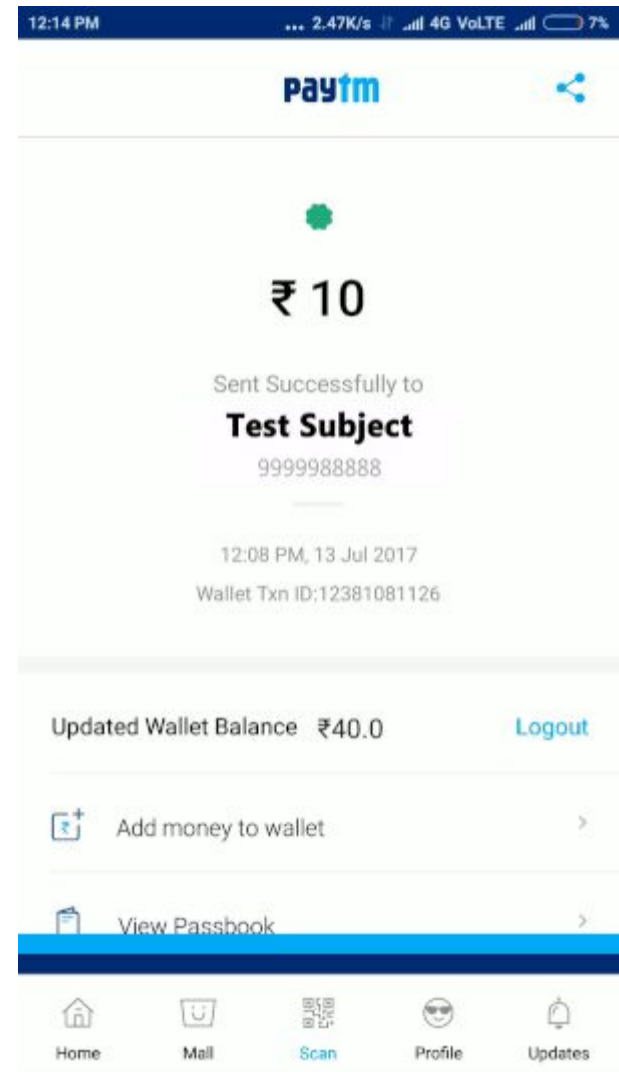
# The Scenario

Most of the people, prefer to use Paytm at shops.

The process goes like, you make the payment, show your mobile screen of 'successful payment' to shopkeepers to confirm the payment.

## BUT

Many people started using screenshots of the previous transaction to fool the shopkeepers that the payment is done! (Major UI or interaction problem here)





# Resources

# Inspirations

[Dribbble.com](https://dribbble.com)

[Behance.com](https://behance.com)

[Uplabs.com](https://uplabs.com)

[Producthunt.com](https://producthunt.com)

# Design Blogs

[NNgroup.com](https://www.nngroup.com)

[Medium.com](https://medium.com)

# Books

Don't make me think

Lean UX

Design of everyday things