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Module 3

Design for future needs

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Class 7

Design Foundations

Class 7

Design Foundations

Design beyond *diseño*

Design Thinking

Human-Centered Design

User Experience

Design Research

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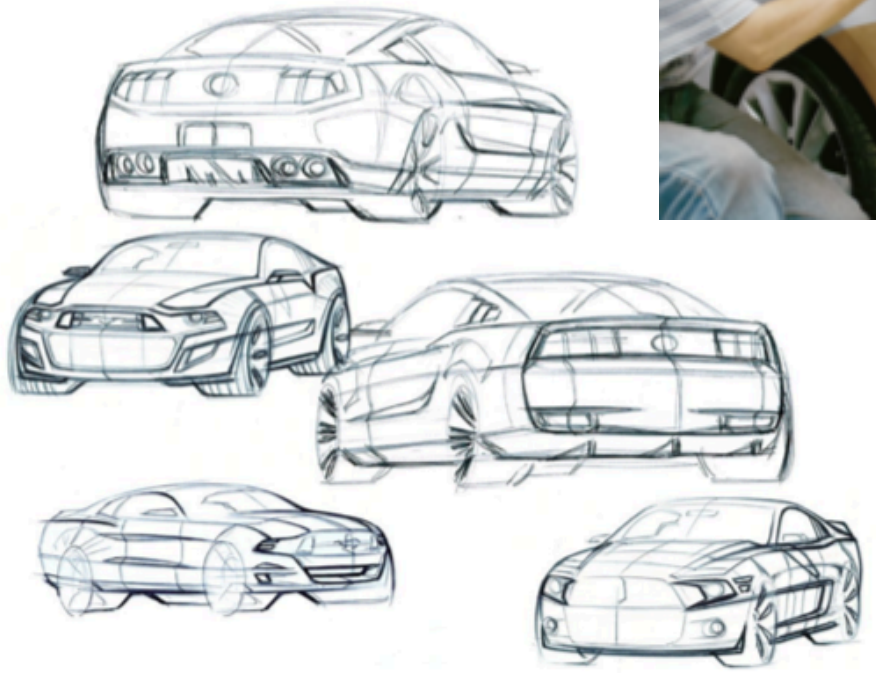
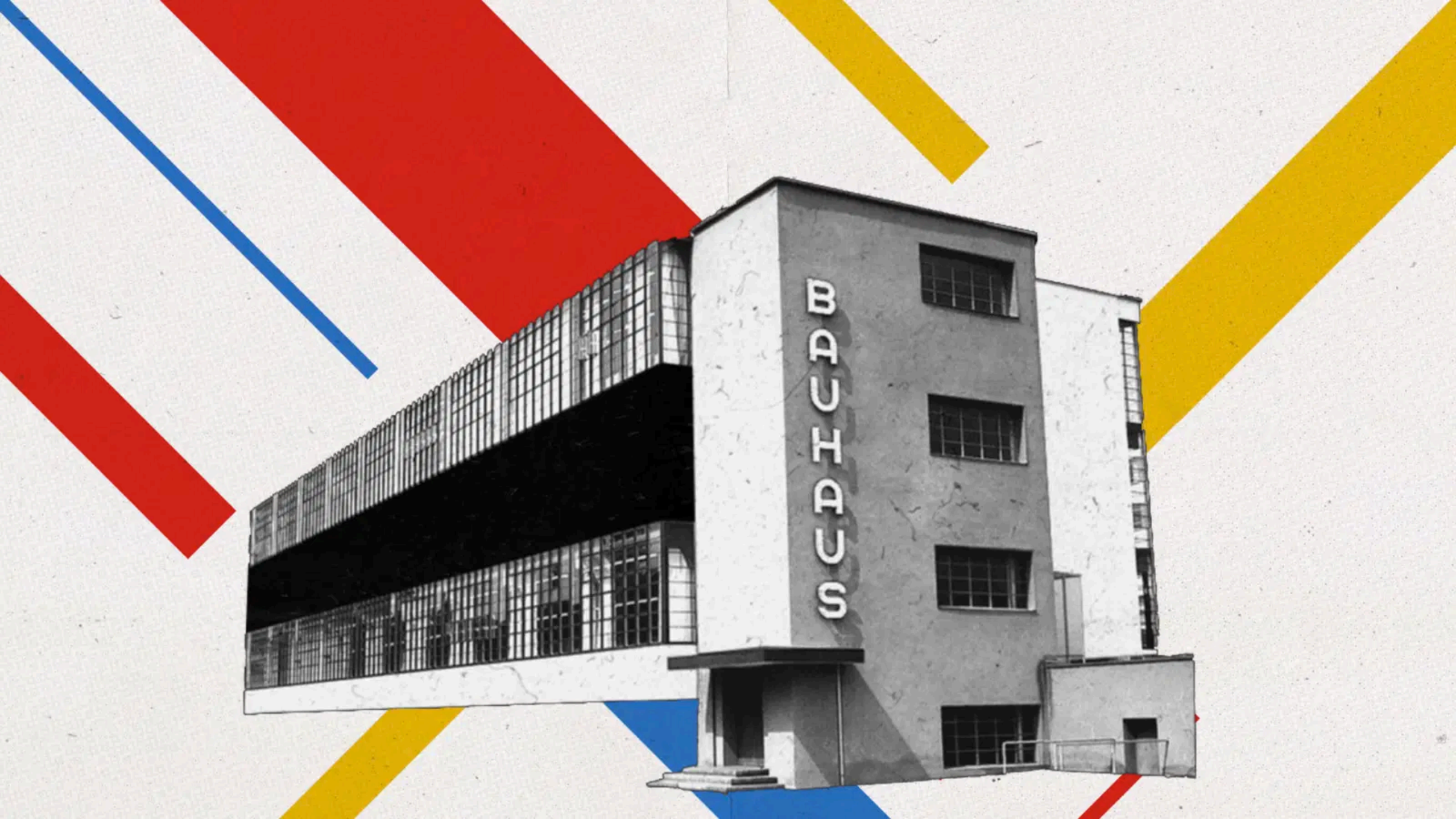
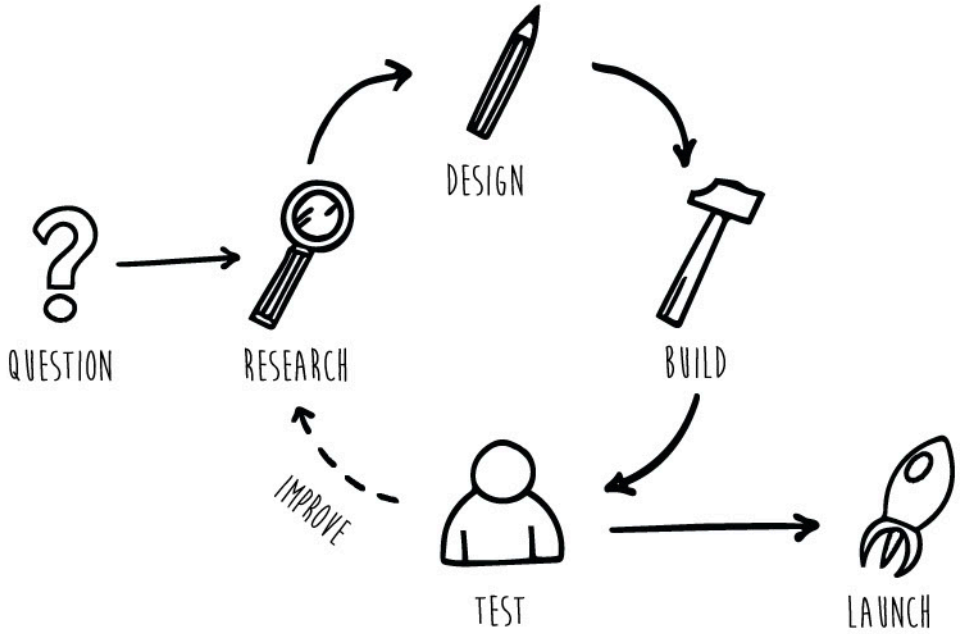
Class 7 – Part 1

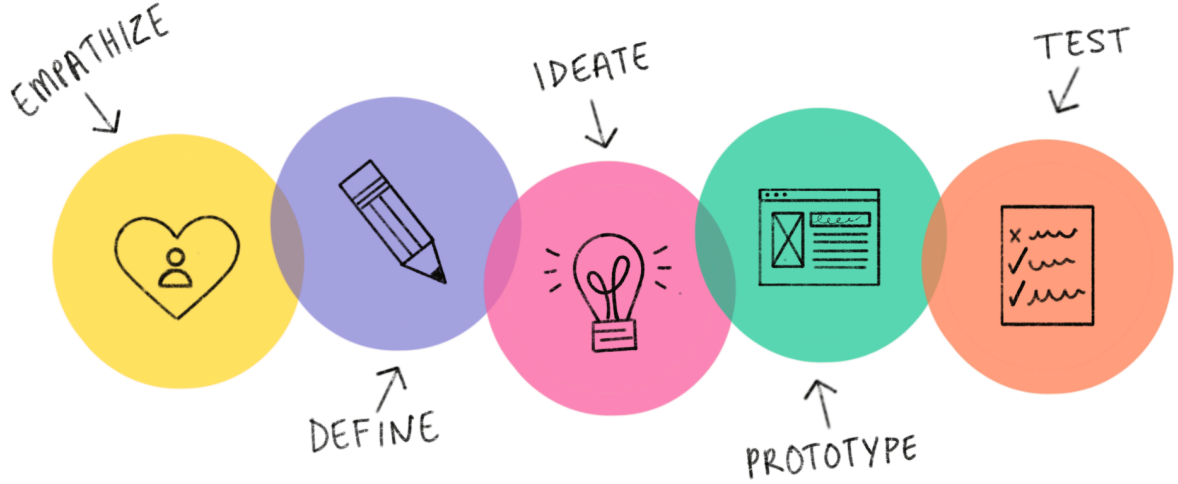
Design Thinking

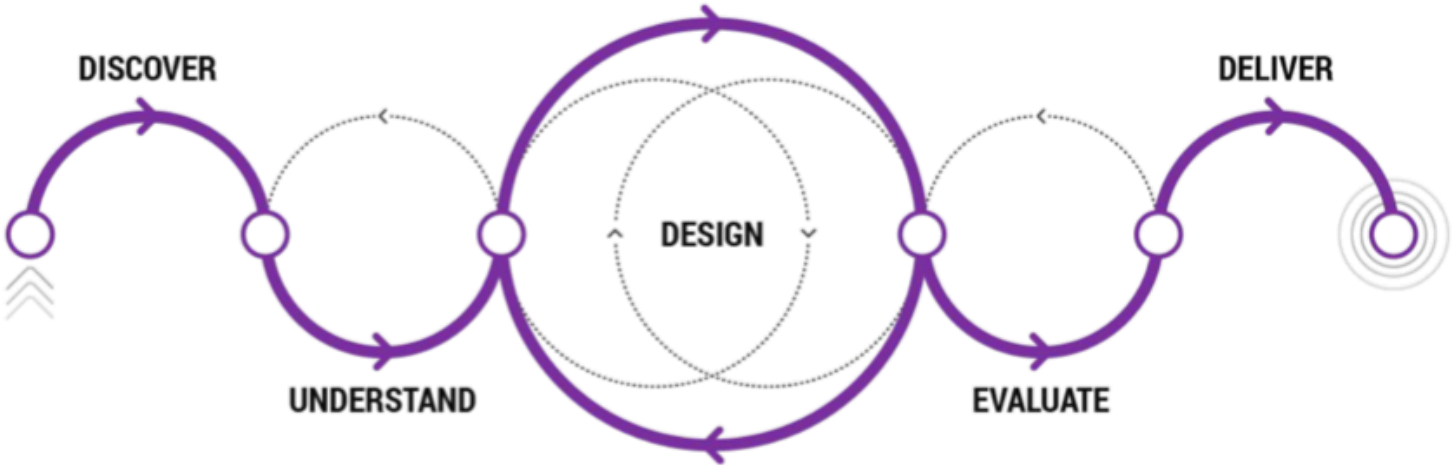
THIS IS SERIF
THIS IS SANS-SERIF

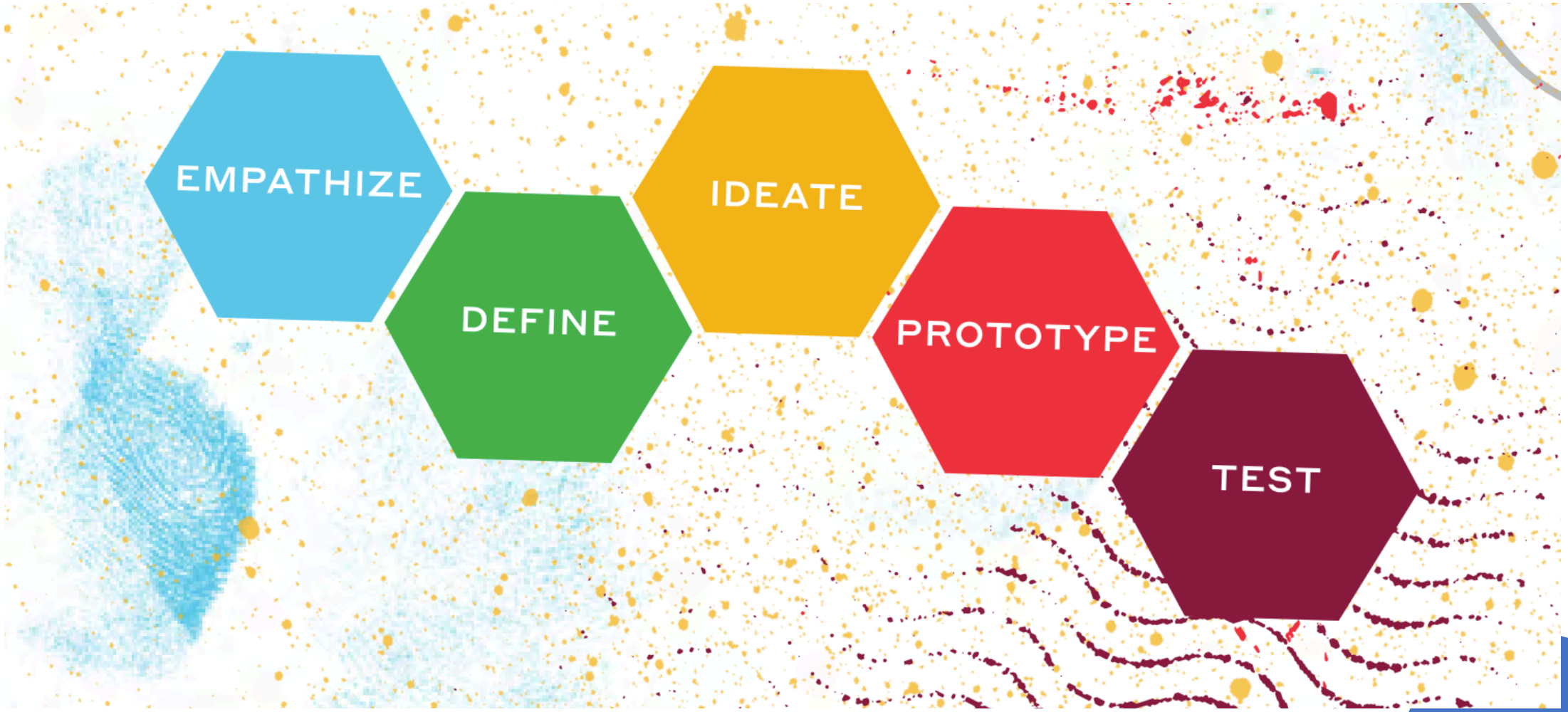



BAUHAUS

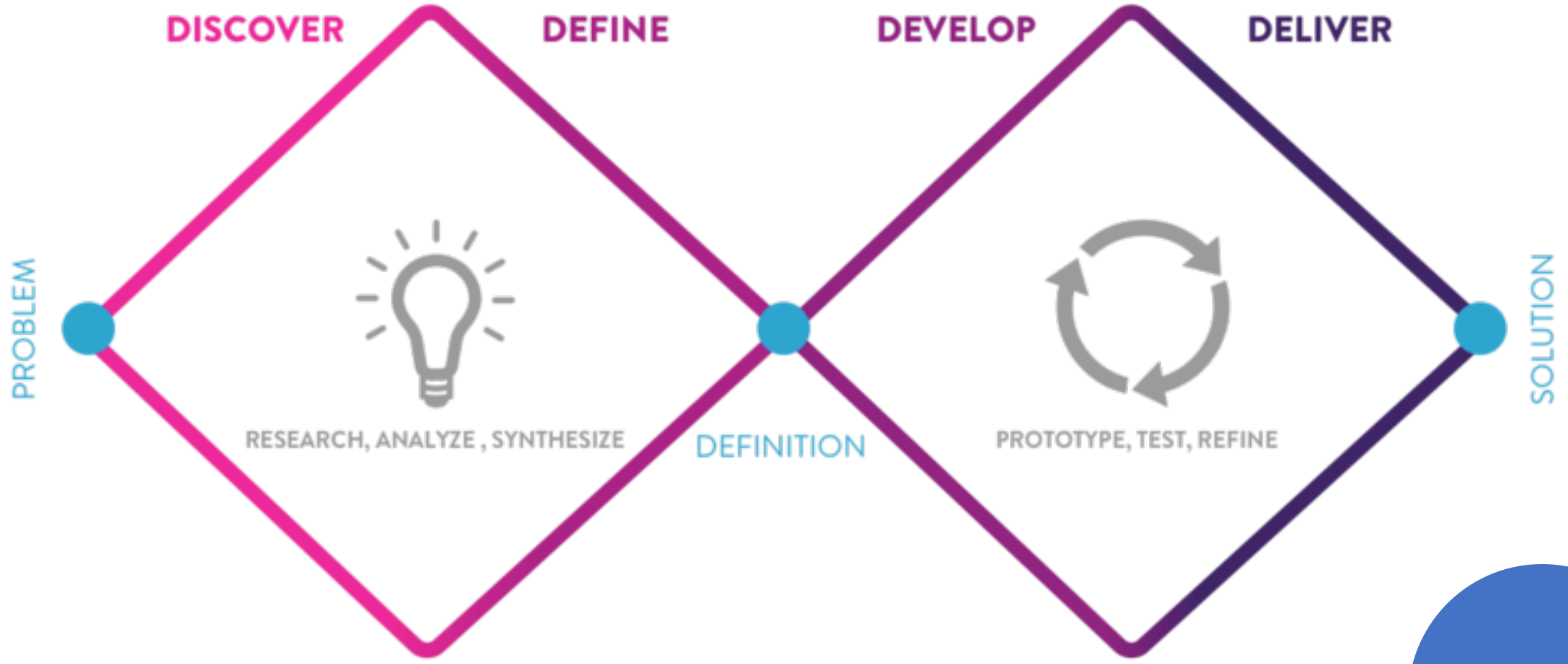

QUESTION
RESEARCH
DESIGN
BUILD
TEST
LAUNCH
IMPROVE


EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST

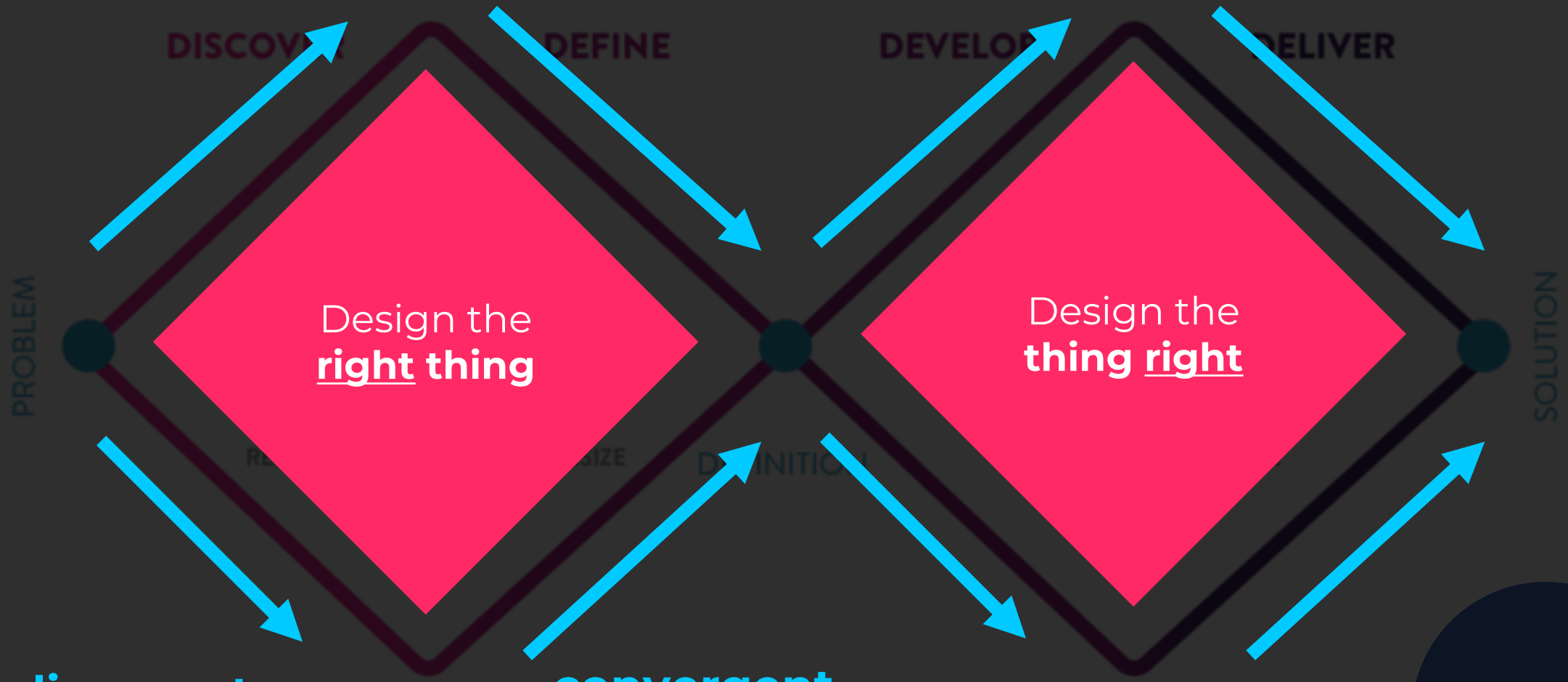

DISCOVER
UNDERSTAND
DESIGN
EVALUATE
DELIVER



Design Thinking Process – d.school Stanford University

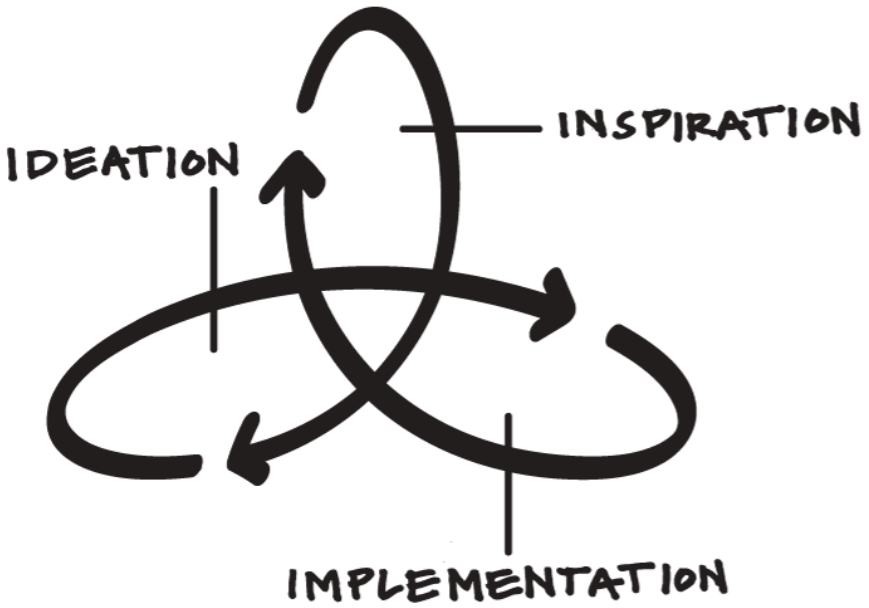


Double Diamond – British Design Council



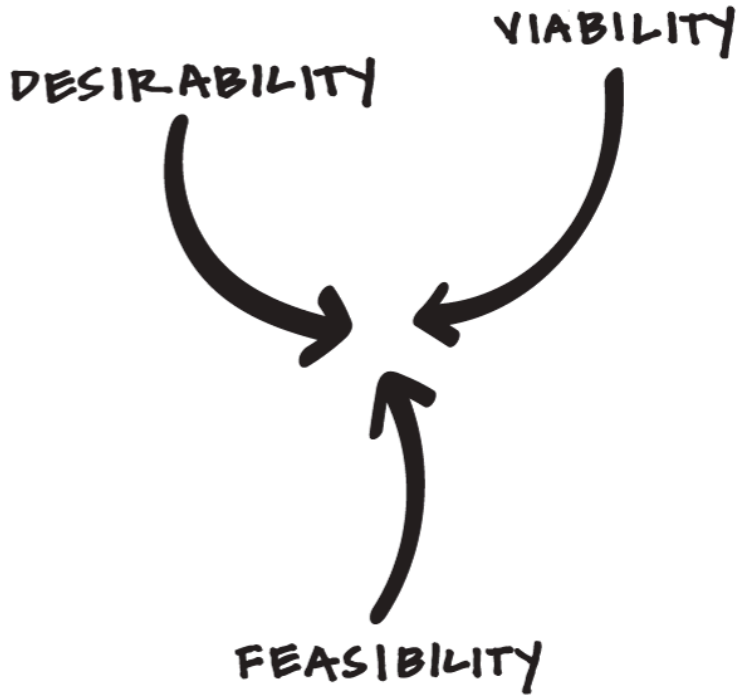
Double Diamond – British Design Council

IDEO



The 3 core activities of design thinking

IDEO

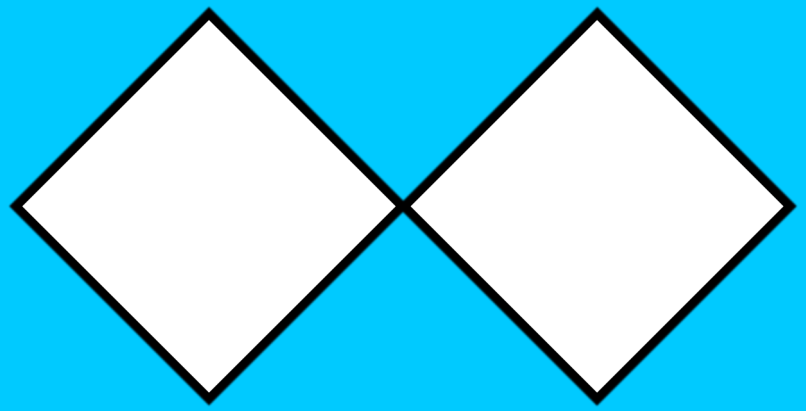


The intersection where design thinking lives

IDEO

When Design Thinking is applied to problem solving, we start embracing chaos, human-centricity and the abstract nature of complex problems.

The Design *(thinking)* Principles



People first

Visual and inclusive communication

Collaboration and co-creation

Iteration

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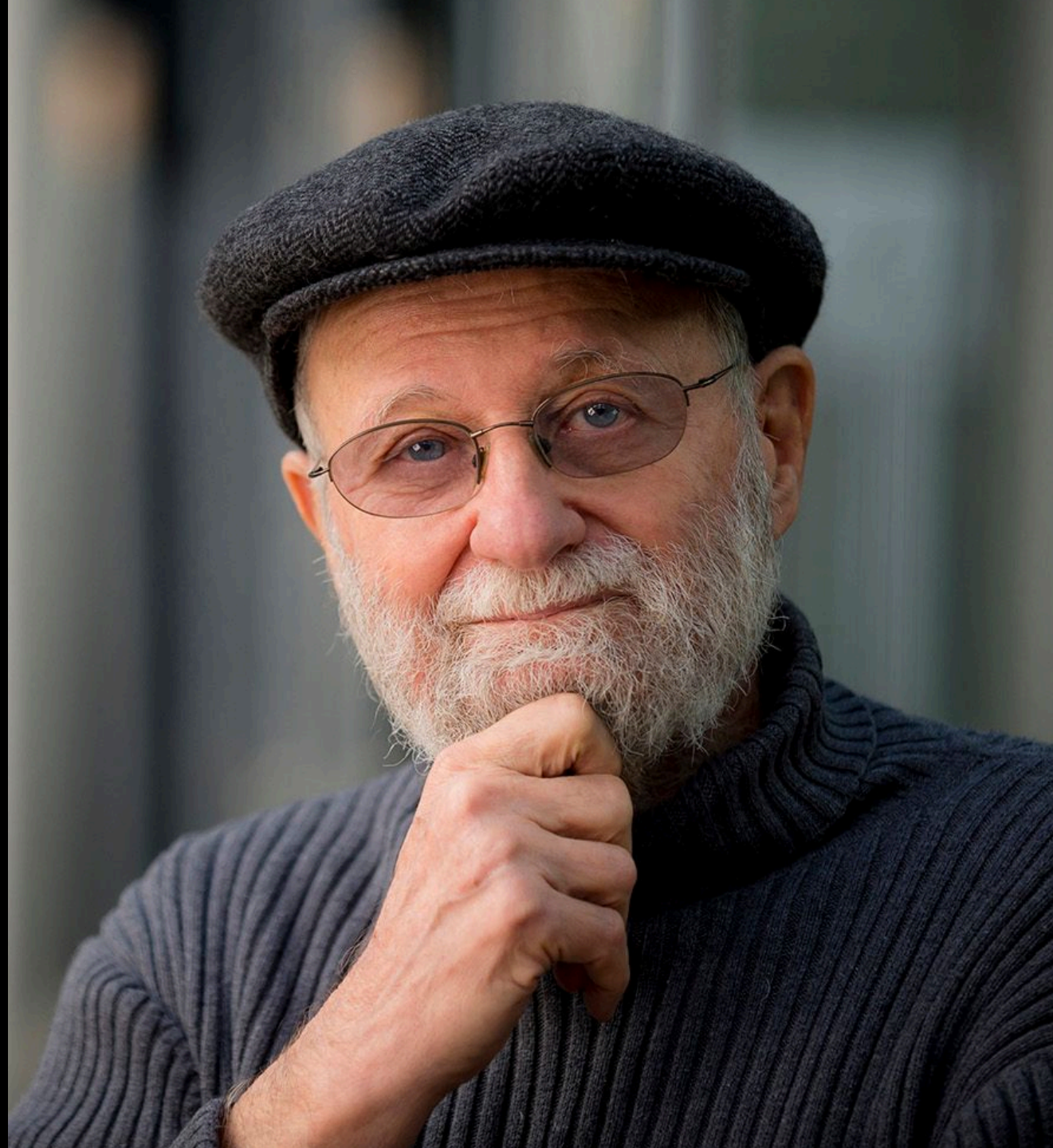
Class 7 – Part 2

User Experience

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

“I invented the term because I thought human interface and usability were too narrow. I wanted to cover all aspects of the person’s experience with the system including industrial design graphics, the interface, the physical interaction and the manual.”

Don Norman,
about the term “User Experiencie”

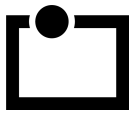


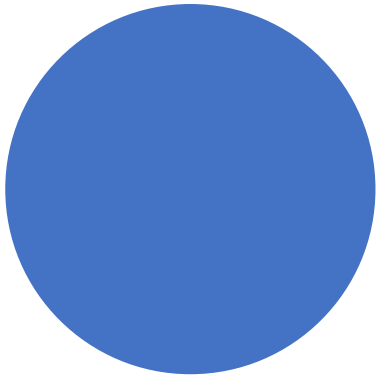
Don Norman: The term “UX”

https://youtu.be/9BdtGjoIN4E

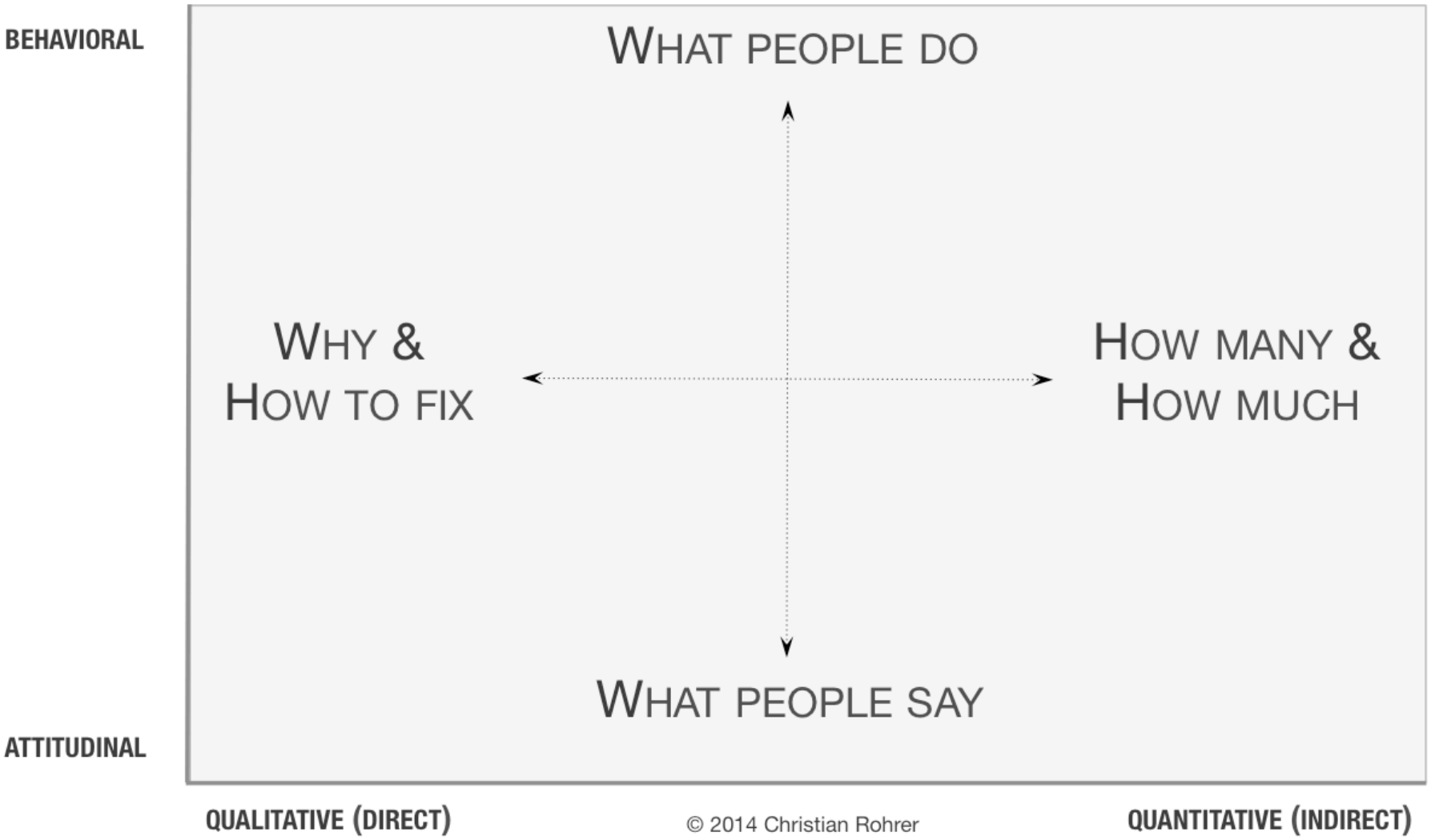
EMPATHIZE
IDEATE
APPLY

Design Research

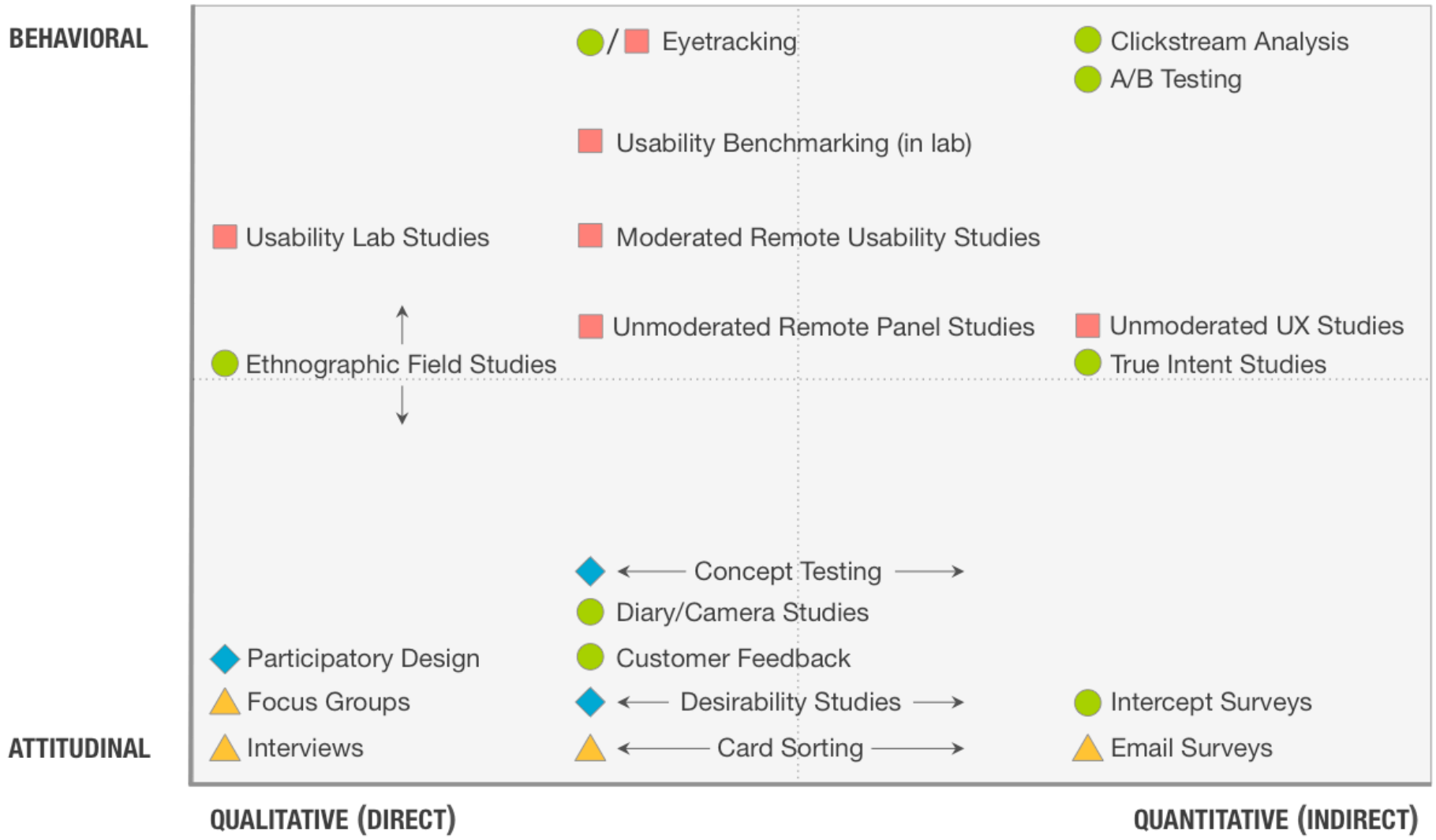




QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE



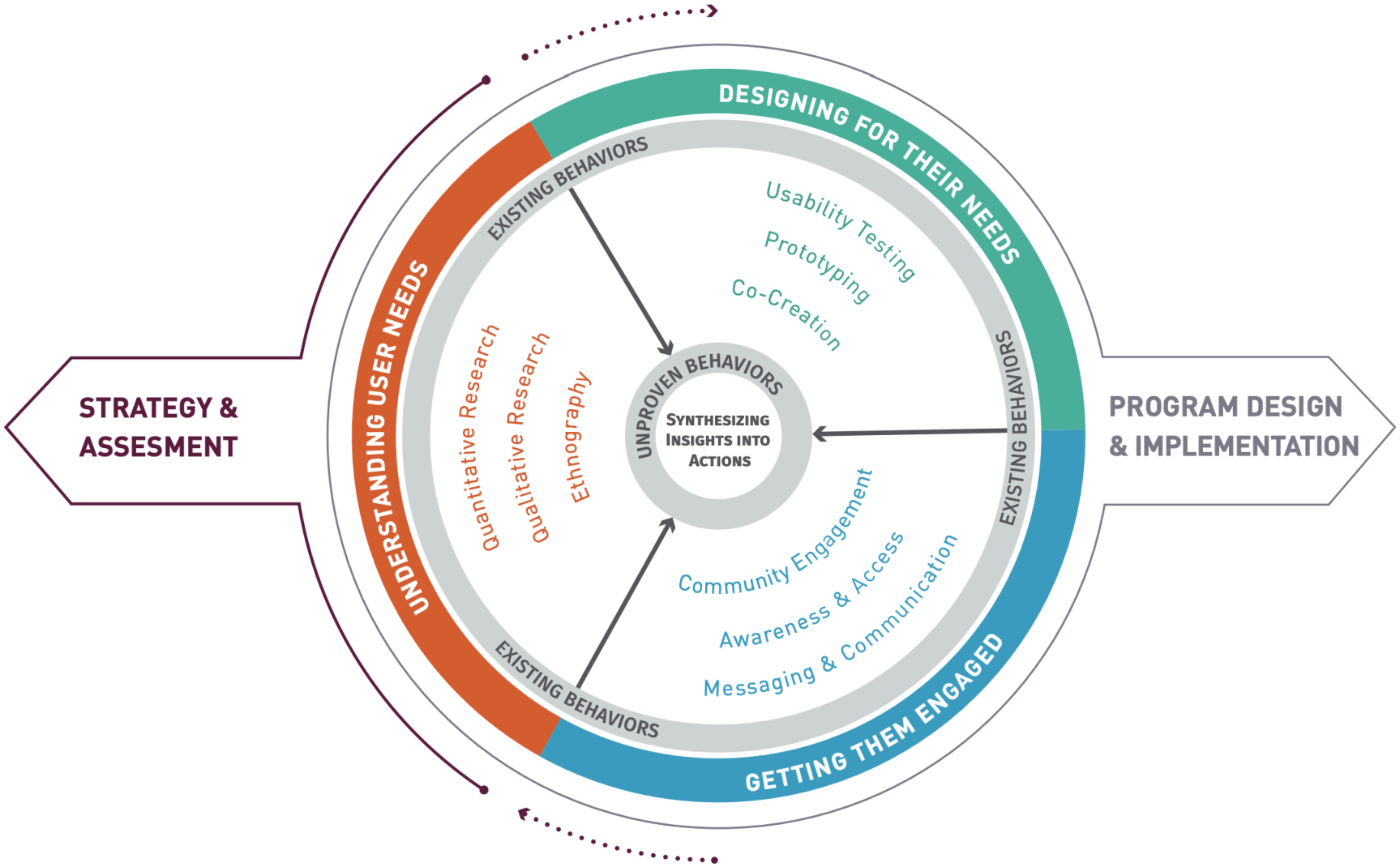
A Landscape of User Research Methods



KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

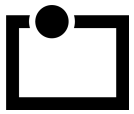
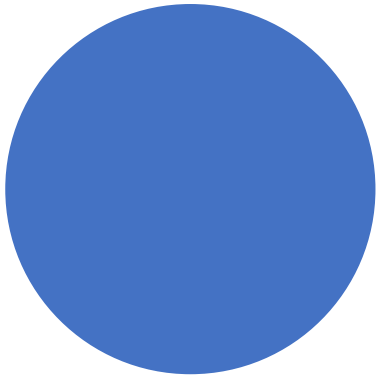
- Natural use of product
- Scripted (often lab-based) use of product
- De-contextualized / not using product
- Combination / hybrid

© 2014
Christian Rohrer



HUMAN CENTERED DESIGN

HCD integrates a broad set of practices around a common understanding of user needs that can improve strategic decision-making as well as increase the effectiveness of individual programs.

Summarizing the concepts

- Design as graphic design and the Bauhaus
- Design Thinking and Double Diamond
- Design Principles (People-first, Inclusive communication, Collaboration, Iteration)
- User Experience
- Design Research
- Human-Centered Design