Design Process I

Understanding the Process,
Design Research
© NASA. All rights reserved. This content is excluded from our Creative Commons license. For more information see https://ocw.mit.edu/help/faq-fair-use/.
USER-CENTERED DESIGN

PLAN

RESEARCH

MEASURE

DESIGN

ADAPT

Image by MIT OpenCourseWare.
Learning as much as you can about the habits of users while disturbing them as little as possible.

USER RESEARCH (FAST & CHEAP)
Examine games your intended user is currently playing. Determine what they have in common, what it is in these games that attracts users. Also look for current features that might detract from users’ enjoyment. Try to understand *which* features are good, which could use improvement, and *why* the games are doing what they are doing.

**COMPARATIVE ANALYSIS**
Busy Student
Doohickee Company, Inc.

“I want a doohickee to help me study more efficiently.”

Jack Williams
Undergraduate Student

Quick Stats
Age: 21
Occupation: Student
Location: Miami, FL
Status: Single

About Jack
Jack is the an undergraduate student at the University of Miami (Florida) where he’s studying international business. He holds a part-time job plus is preparing for a summer internship and needs a doohickee to help him study during his busiest times. Maximizing his efficiency will help Jack graduate a semester early so he can jump into the real-world and score his dream job faster.

User Behavior

Goals:
Find a credible doohickee
Take a demo of the doohickee to assess its affectiveness
Buy a doohickee

Actions:
Read about Doohickee Company’s core products
Scope price and cost-effectiveness
Take a demo on the Doohickee Company’s site
Read reviews
Purchase the doohickee via PayPal

© 2008 Viget Labs, All Rights Reserved - www.viget.com

© Viget Labs. All rights reserved. This content is excluded from our Creative Commons license. For more information, see https://ocw.mit.edu/help/faq-fair-use/.