Review
Reactions to Dieter Rams 10 principles for good design?

1. Good design is innovative.
2. Good design makes a product useful.
3. Good design is aesthetic.
4. Good design helps us to understand a product.
5. Good design is unobtrusive.
6. Good design is honest.
7. Good design is durable.
8. Good design is consequent to the last detail.
9. Good design is concerned with the environment.
10. Good design is as little design as possible.
Stakeholder Analysis: What’s the benefit?

- Owner: Joanne Chang
- Workers’ Banks
- Workers
- Flour Bakery
Homework Review

- Who were the primary and secondary stakeholders for an art-museum?
- Who were the primary and secondary stakeholders for a new kind of battery technology?
Who used the 10-step design process for the Making A Game homework?
Homework

1) Design a 2-player game
2) Maximum cost of materials < $5
3) **Must** include an element of chance
4) **Must** be able to be taught within 3 minutes
Serious Games!
Articulating The Design
How to Articulate the Design

1. Sketch it out
   - Refine ideas
   - Refine expression of the ideas

2. Draw out the connections
   - Refine the logic
   - Refine the sketch

3. Articulate the details
   - Define the specifics
   - Refine the connections
   - Refine the sketch
What’s a Sketch?

Source: Public Domain
Challenge!
Sketch out a house for Blade
How to Articulate the Design - House

- Sketch it out
  - Refine ideas
  - Refine expression of the ideas

- **Draw out the connections**
  - Refine the logic
  - Refine the sketch

- Articulate the details
  - Define the specifics
  - Refine the connections
  - Refine the sketch
How to Articulate the Design

- Sketch it out
  - Refine ideas
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How do we sketch out solutions in...

- Physical Objects: bottles, cranes, boxes
- Process: Line at Disney World, manufacturing process for printed IC
- Other things...?
K-Scripts: Translating Research into Design

• K-Scripts are scripts that show user interactions
• K-Scripts are easy to edit
• Quick to generate
• Allow a group to work collaboratively
About K-Scripts

- Using K-Scripts
  - Good K-Scripts start by showing a typical interaction
  - When a group is satisfied with the K-Scripts then robust artifacts to express the idea (e.g., a story board)

- When to use them
  - At the very beginning, then later on as ideas are refined
  - To align a diverse team and educate new members
# The ordering process for a meatball sub

<table>
<thead>
<tr>
<th>Who</th>
<th>What</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer</td>
<td>Walks up to the counter and sees a menu listing sandwiches. Looks at deli guy and says “I’ll take a large meatball sub”</td>
<td>If the deli guy is busy, the customer would generally wait. Perhaps we should add a bell?</td>
</tr>
<tr>
<td>Deli Guy</td>
<td>“ok, do you want cheese?”</td>
<td></td>
</tr>
<tr>
<td>Customer</td>
<td>“...uh....”</td>
<td></td>
</tr>
<tr>
<td>Customer</td>
<td>“yeah do you have provolone?”</td>
<td>The cheeses are not listed on the menu, most people know what they want. If there is a long enough pause, the deli guy would tell them their options</td>
</tr>
<tr>
<td>Deli guy</td>
<td>“yeah, Sauce?”</td>
<td></td>
</tr>
<tr>
<td>Customer</td>
<td>“yeah.”</td>
<td>Customers generally know that meatball subs have tomato sauce, and not some other kind. And the deli guy will make it in view of the customer.</td>
</tr>
</tbody>
</table>
## User wants to take and post video to SuperSocialSite™

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<thead>
<tr>
<th>Who</th>
<th>What</th>
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</thead>
<tbody>
<tr>
<td>User</td>
<td>While at a bar, a college student want’s to record their friends being silly on Halloween. User opens up SuperSocialSite app on iPhone</td>
<td>App would also be available for Android, but not for first release</td>
</tr>
<tr>
<td>App</td>
<td>Splash screen is shown, then 3 buttons: Photo, Video, Audio</td>
<td>This assumes the user has logged in before and gave permission for geo-location</td>
</tr>
<tr>
<td>User</td>
<td>Clicks Video button</td>
<td></td>
</tr>
<tr>
<td>App</td>
<td>Screen shows standard iPhone “From Library” and “From Camera”</td>
<td></td>
</tr>
<tr>
<td>User</td>
<td>Clicks on “From Camera”</td>
<td></td>
</tr>
<tr>
<td>App</td>
<td>App pops up standard iPhone video capture screen</td>
<td></td>
</tr>
<tr>
<td>User</td>
<td>Clicks record button and takes video of his friends making faces and being silly. Users see countdown timer go from 15 seconds to 0</td>
<td>The app only lets user capture short videos</td>
</tr>
<tr>
<td>Who’s Speaking</td>
<td>What they’re saying</td>
<td>Notes</td>
</tr>
<tr>
<td>----------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>System</td>
<td>&lt;Audio Icon&gt; Are you calling for technical support of an Apple product?</td>
<td></td>
</tr>
<tr>
<td>Caller</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>Just say the name of the product for which you want technical support. For example you could say: “PowerMac G4” or “iPod”. Go ahead:</td>
<td></td>
</tr>
<tr>
<td>Caller</td>
<td>It’s an iPod</td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>An iPod. Okay, what type of computer are you using it with, primarily? Say the name of the Macintosh computer or say “a Windows machine”. Go ahead:</td>
<td></td>
</tr>
<tr>
<td>Caller</td>
<td>Uh…a graphite iMac</td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>Alright, was the computer bought by a school or using an educational discount? Language emphasis here to indicate that the question is regarding the “computer” not the “iPod”.</td>
<td></td>
</tr>
<tr>
<td>Caller</td>
<td>No.</td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>Great. I’ll transfer you to an iPod specialist. Hold on. &lt;exit audio icon&gt;</td>
<td></td>
</tr>
</tbody>
</table>
Example interaction (Observation)

- iPhone User: “Siri, remind me”
- Siri: “Ok just tell me what you wanted to be reminded About”
- iPhone user:” Meet with Dave Droga on Tuesday”
- Siri “What time your event”
- iPhone user: “10 am”
- Siri: “Ok, here’s your meeting, Note that you already have 2 events that overlap with this. Shall I schedule it anyway?”
In Class Exercise-Make a K-Script for the Siri Interaction

- Use 3 column method
- Add notes where needed

- iPhone User: “Siri, remind me”
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- iPhone user:” Meet with Dave Droga on Tuesday”
- Siri “What time your event”
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- Siri: “Ok, here’s your meeting, Note that you already have 2 events that overlap with this. Shall I schedule it anyway?”
In Class: K-Script Writing

- Write out a K-Script showing the interaction between you and Amtrak agent (in person) to book a ticket
<table>
<thead>
<tr>
<th>Class</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assigned</td>
<td>Good and Bad Design</td>
<td>Design a Game</td>
<td>Stakeholder analysis for games</td>
<td>Articulating Design HW</td>
<td>2 Subject Usability Test</td>
<td>Complete in-class assignment</td>
<td>K-Scripts</td>
<td>K-Scripts 2</td>
<td>Make a Commercial</td>
<td></td>
</tr>
<tr>
<td>Due</td>
<td>Good and Bad Design Movie</td>
<td>Game + SHA</td>
<td>Articulating Design HW</td>
<td>2 Subject Usability Test</td>
<td>In-class assignment (7), Transcription assignment</td>
<td>K-Scripts</td>
<td>K-Scripts 2</td>
<td></td>
<td></td>
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