Translating Needs Into Functionalities

Make data actionable
- Adjust personas
- Affinity diagrams
- Breakdowns
- Cultural model
- Artifact models

Identify right time and place
- Physical model
- Sequence model
- Flow model

Turn problems into tasks
- Thinking
- Memory
- Attention
- Motivations
- Habituation
Translating Needs Into Functionalities

- Turn problems into tasks
- Thinking
- Memory
- **Attention**
- Motivations
- Habituation

Focused attention is limited and selective
Translating Needs Into Functionalities

- Turn problems into tasks

- Focused attention is limited and selective
  - Inattentional blindness

- Thinking
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Translating Needs Into Functionalities

Turn problems into tasks

Thinking
Memory
Attention
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Habituation

Focused attention is limited and selective

Inattentional blindness

Surface (awareness of features) and content attention (awareness of information)
Translating Needs Into Functionalities

- Turn problems into tasks
- Focused attention is limited and selective
- Inattentional blindness
  - Surface (awareness of features) and content attention (awareness of information)
- Attention is dynamic - allow hierarchy
Translating Needs Into Functionalities

- Turn problems into tasks
- Tension from unmet needs (based on formed expectations)

- Thinking
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Translating Needs Into Functionalities

- Turn problems into tasks
- Tension from unmet needs (based on formed expectations)
- Work must be meaningful

- Thinking
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Translating Needs Into Functionalities

- Turn problems into tasks
- Tension from unmet needs (based on formed expectations)
- Work must be meaningful
- Reward wisely

Thinking
Memory
Attention
Motivations
Habituation
Translating Needs Into Functionalities

- Turn problems into tasks
- Tension from unmet needs (based on formed expectations)
  - Work must be meaningful
  - Reward wisely
  - Desire to belong to a group
- Thinking
- Memory
- Attention
- Motivations
- Habituation
- In-group/out-group biases
Translating Needs Into Functionalities

**Turn problems into tasks**
- Thinking
- Memory
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**Tension from unmet needs (based on formed expectations)**
- Work must be meaningful
- Reward wisely
- Desire to belong to a group
- In-group/out-group biases
Translating Needs Into Functionalities
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- Turn problems into tasks
- Pavlov’s conditioning
- Skinner’s operant conditioning (with reinforcement)

- Thinking
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Translating Needs Into Functionalities

Turn problems into tasks

Pavlov’s conditioning

Thinking
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Attention
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Habituation

Skinner’s operant conditioning (with reinforcement)

Based on formed patterns
Translating Needs Into Functionalities

Turn problems into tasks

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Pavlov’s conditioning

Skinner’s operant conditioning (with reinforcement)

Based on formed patterns

Creating new habits: stimulus - response; breaking the pattern
Joe Leech - The psychology of decision making in UX
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Create Design Ideas

Create Ideas

Design
Create Design Ideas

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Design

**Interface** - a surface/place where two independent systems, bodies or spaces meet / form a common boundary, and communicate with each other
Create Design Ideas

Design

Interface - a surface/place where two independent systems, bodies or spaces meet / form a common boundary, and communicate with each other

Interface - a communication channel

Communication - exchanging of information
Create Design Ideas

Design

Semiotics - the study of signs and symbols

Sign - anything that communicates a meaning

Representamen (signifier) - the form of the sign

Interpretant - what people make of the sign

Object (signified) - the actual reference of the sign
Create Design Ideas

Design

- Signifier
- Affordance
- Constraints

- Feedback
- Discoverability
- Mapping

Conceptual Model