Please sit with your team
Understand your users ➔ Translate needs into functionalities ➔ Create design ideas ➔ Build final version ➔ Test & Evaluate ➔ Prototype design
Create Design Ideas

- Create Ideas
- Design
Create Design Ideas

Create Ideas

Design
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

- Signifier - indicators of any type that communicate the action needed so the affordance can take place
- Affordance - the possible use for an object when interacting with it
- Constraints - restrictions that limit the possible actions available with an object
- Conceptual Model - user’s understanding of how the system works communicated through the design
- Feedback - conveys effects of user’s actions
- Discoverability - whether it’s possible to figure out how to use an object by interacting with it
- Mapping - indication of the relationship between objects
Create Design Ideas

Create Ideas

Design
Creativity - process of producing a new idea which has value to someone

Nature vs Nurture

Generating ideas: memories ➔ ordinary ➔ extraordinary
Create Design Ideas

Create Ideas

1. Preparation
2. Provocation
3. Incubation

Creative process

4. Eureka moment
5. Verification
6. Realization
Create Design Ideas

Create Ideas

1. Preparation
   - Define the constraints: goals, parameters of the challenge, resources, time
   - Knowledge and understanding around the challenge: both academic and casual
   - Challenge all the assumptions
Create Design Ideas

Create Ideas

2. Provocation

- Overcoming associative limitations
- Design Fixation
- Force of habits
- Framing and reframing problems
Create Ideas

2. Provocation

- Overcoming associative limitations
  - Design Fixation
  - Force of habits
- Framing and reframing problems

- Practice true randomness
- Connect and combine
- Change the routine
Create Design Ideas

Create Ideas

3. Incubation

Mindful procrastination can sometimes be helpful
Create Design Ideas

Create Ideas

4. Eureka moment

Always write it down in the moment no matter what
Create Design Ideas

Create Ideas

All ideas are rough when they are first visualized - get through the criticism

Be optimistic, give your crazy ideas a chance

No right answers, only working solutions

5. Verification
Creative process

1. Preparation
2. Provocation
3. Incubation
4. Eureka moment
5. Verification
6. Realization
Create Design Ideas

Sketches
User stories
Wireframes
Create Design Ideas

- Supports brainstorming
- Fast and simple
- Speeds up your work

Sketches
- illustration of how the basic concept works

- Doesn’t have to look good
- Supports communication
- Tells a story

Idea: An app that makes time tracking easy.

The idea translated into user interface form.

Image:
http://uxmovement.com/wireframes/why-its-important-to-sketch-before-you-wireframe/
Create Design Ideas

Sketched Wireframes 5

APG Website
Create Design Ideas

Hashlove Friends Invite

OnlyJames Wireframe Sketch
Create Design Ideas

Dinosaurs

Taykt Wireframe
Create Design Ideas

Sketches
- illustration of how the basic concept works

User stories

Wireframes

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The idea translated into user interface form.
Create Design Ideas

User stories
- description of a feature from an end-user perspective

As a user / <persona> , I want / need <action> so that I can <user goal>.

Keep it simple
Keep breaking them down
Have acceptance criteria

A communication tool
Keep them visible
Prevent dead-ends
Create Design Ideas

User stories
- description of a feature from an end-user perspective

As a user / <persona> , I want / need <action> so that I can <user goal>.

“As a user I want to send an email.”

“As a user I need to type in an email address”
“As a user I want to type in an email subject”
“As a user I want to type in an email text”

Keep it simple

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**Sketches**
- illustration of how the basic concept works

**User stories**
- description of a feature from an end-user perspective

**Wireframes**

As a user / <persona>,
I want / need <action>
so that I can <user goal>.


The idea translated into user interface form.
Create Design Ideas

Quick, cheap and easy

Main groups of content

Used as the documentation

Structure of content

Using pixelated widgets

Only basic visualization

Wireframes - static representation of the UI layout and user flow

Image: https://www.behance.net/gallery/13421913/Wireframes-Restaurant-App
Create Design Ideas

UX Wireframes for Online Grocery Shopping Mobile App

Wireframe for Acura’s Subscriber page on Youtube
Create Design Ideas

**Sketches**
- illustration of how the basic concept works

**User stories**
- description of a feature from an end-user perspective

**Wireframes**
- static representation of the UI layout and user flow

As a user / <persona>, I want / need <action> so that I can <user goal>.

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Image: https://www.behance.net/gallery/13421913/Wireframes-Restaurant-App
Exercise: time management
Exercise: time management application

Step 1: individual brainstorm
Exercise: time management application

Step 2: team ideation and user stories

As a user / <persona> ,
I want / need <action>
so that I can <user goal>.
Exercise: time management application

Step 3: crazy eights
Create Design Ideas

Site/App Flows

The path a user follows through an application. Does not have to be linear, can branch out

User Flows

Goal - to optimize users ability to accomplish a task with the least amount of steps. Communicates transitions
Create Design Ideas

**Site/App Flows**

- The path a user follows through an application. Does not have to be linear, can branch out.

**Goal**
- to optimize users ability to accomplish a task with the least amount of steps.
- Communicates transitions

**What pages/screens are needed**

**Which pages/screens should link to each other**

**Help to design a navigation experience**

**User Flows**

...
Create Design Ideas

Site/App Flows
- The path a user follows through an application. Does not have to be linear, can branch out
- **Goal** - to optimize users ability to accomplish a task with the least amount of steps.
  - Communicates transitions
- What pages/screens are needed
- Which pages/screens should link to each other
- Help to design a navigation experience

User Flows
- **Microinteractions** and responses to user’s actions and errors
- Help to analyze the **efficiency** of a task
- Often attached to **personas**
Exercise: time management application

Step 4: app flows and user flows