Create Design Ideas

Create Ideas

Design
Create Ideas

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

Nature vs Nurture
Create Ideas

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

Nature vs Nurture

Generating ideas: memories → ordinary → extraordinary
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Create Ideas

1. Preparation
2. Provocation
3. Incubation

Creative process

4. Eureka moment
5. Verification
6. Realization
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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
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2. Provocation

- Overcoming associative limitations
  - Design Fixation
  - Concept of po by Edward de Bono
  - Force of habits
  - Framing and reframing problems
2. Provocation

- Overcoming associative limitations
  - Design Fixation
  - Concept of po by Edward de Bono
  - Force of habits
  - Framing and reframing problems

- Practice true randomness
  - Connect and combine
  - Change the routine
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Mindful procrastination can sometimes be helpful

Different aspects of creativity require different brain activity

3. Incubation

Most ideas are formed subconsciously
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An idea that might solve the challenge is pushed to the conscious level

4. Eureka moment

Usually difficult to explain how you came up with this idea

Always write it down in the moment no matter what
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5. Verification

- 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
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Creative process

1. Preparation
2. Provocation
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4. Eureka moment
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6. Realization
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- Sketches
- User stories
- Wireframes
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Supports brainstorming

Doesn’t have to look good

Fast and simple

Supports communication

Speeds up your work

Tells a story

Sketches
- illustration of how the basic concept works

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/
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Sketches
- illustration of how the basic concept works

User stories

Wireframes


The idea translated into user interface form.
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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
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**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
Keep breaking them down
Have acceptance criteria

A communication tool
Keep them visible
Prevent dead-ends
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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.

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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
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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

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

Signifier

Affordance

Constraints

Conceptual Model

Feedback

Discoverability

Mapping
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
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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
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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

Physical - caused by physical features

Cultural - based on what is culturally accepted

Semantic - based on the meaning of the situation

Logical - use reasoning to determine the alternatives
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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

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

Conceptual Model - user’s understanding of how the system works