

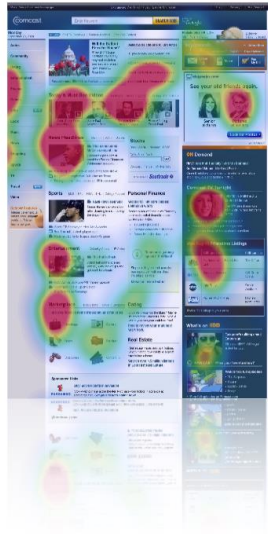


# Design Thinking

MIS3506 \* Lavin \* Fall 2021

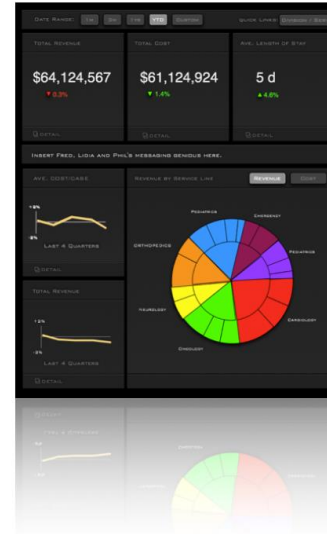
# The goal of design “process”

User Insights

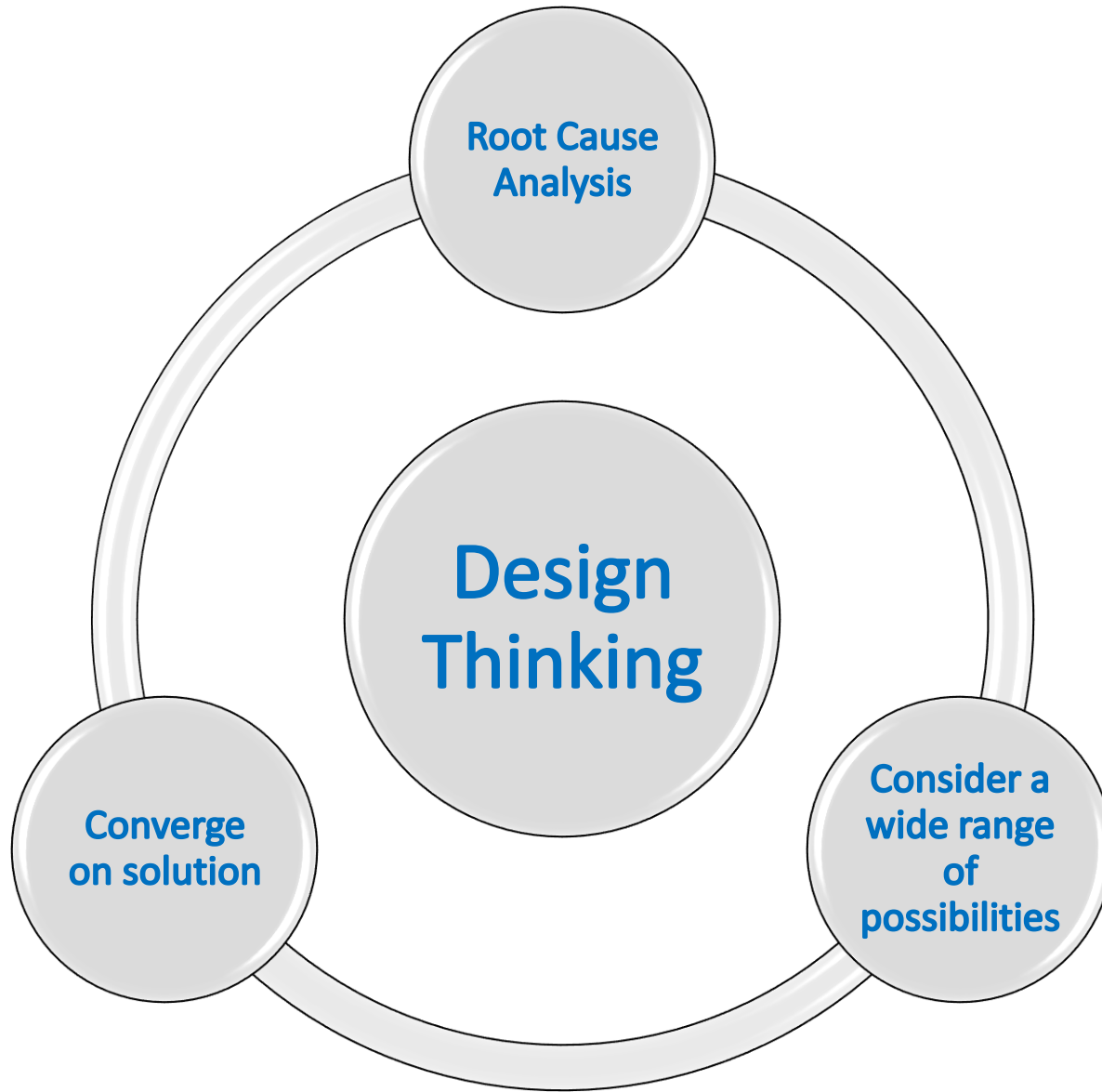


Insert  
Magical  
Process  
Here

Great Experience,  
Successful Product



Source: Whalen



# What Drives Design?



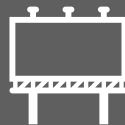
It is amazing how often people solve the problem before them without bothering to question it. (Norman p. 217)



Good designers first understand the real issue



Driven by many things



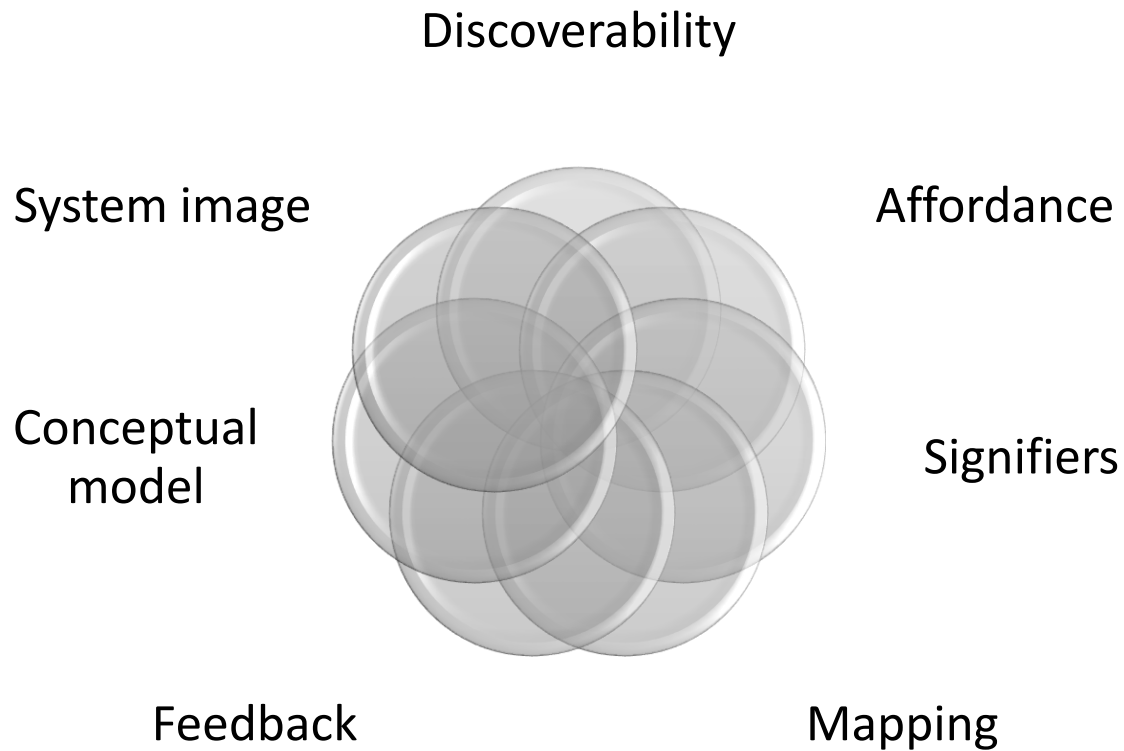
Why do we make products?

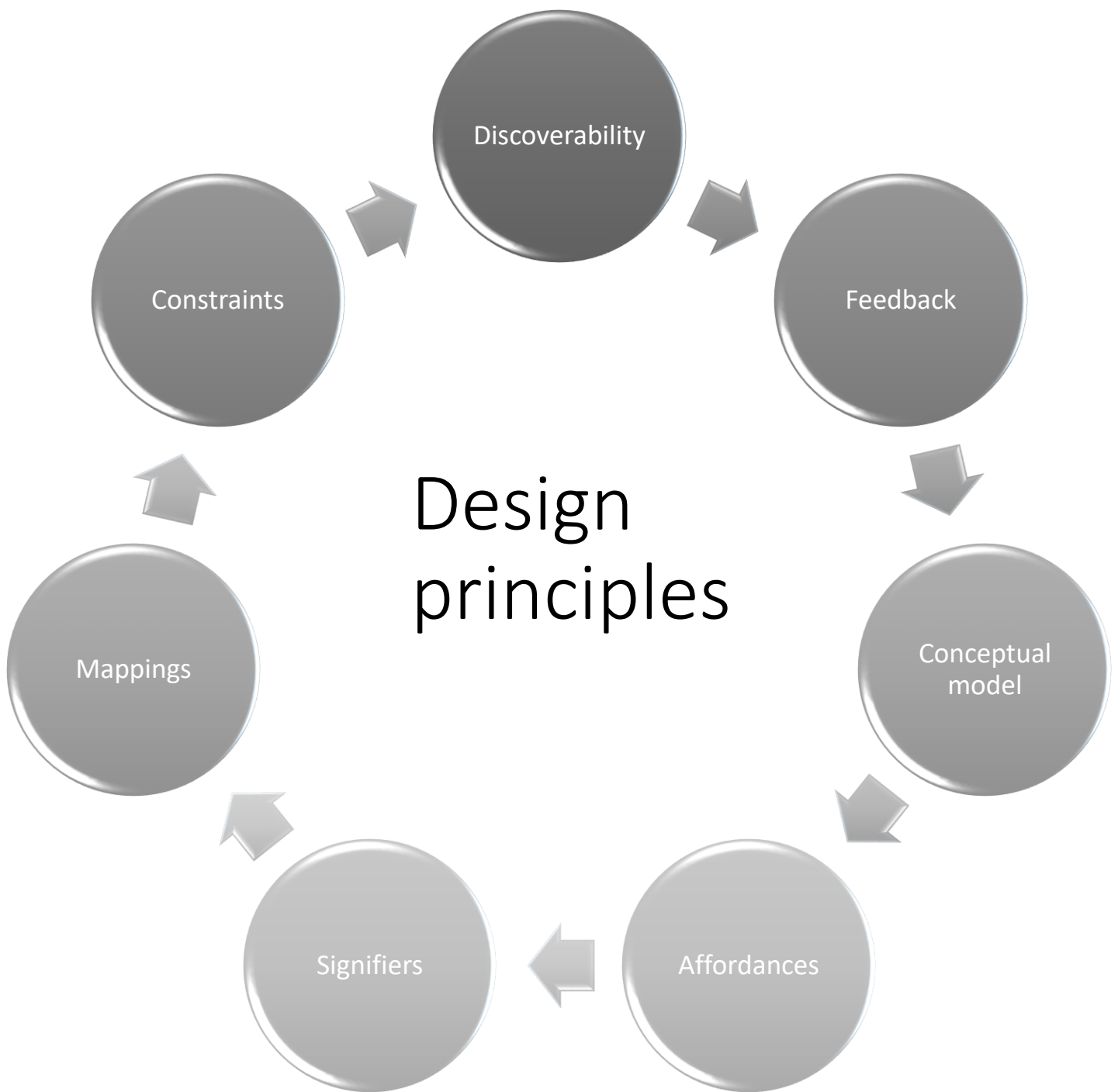
# Human Centered Design

- Focus on human needs, desires, capabilities
- Ensure that people's needs are met
- Usable and understandable products
- Accomplishes desired tasks
- Experience is positive & enjoyable



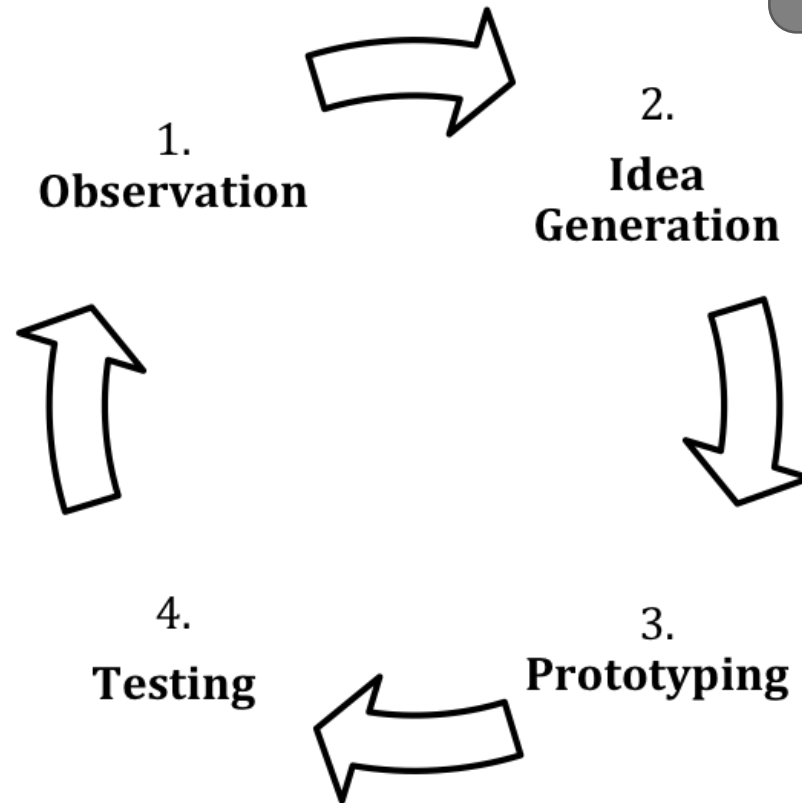
# The world according to Norman





# Norman's Human Centered Design

Why is this even a thing?  
Isn't it obvious?

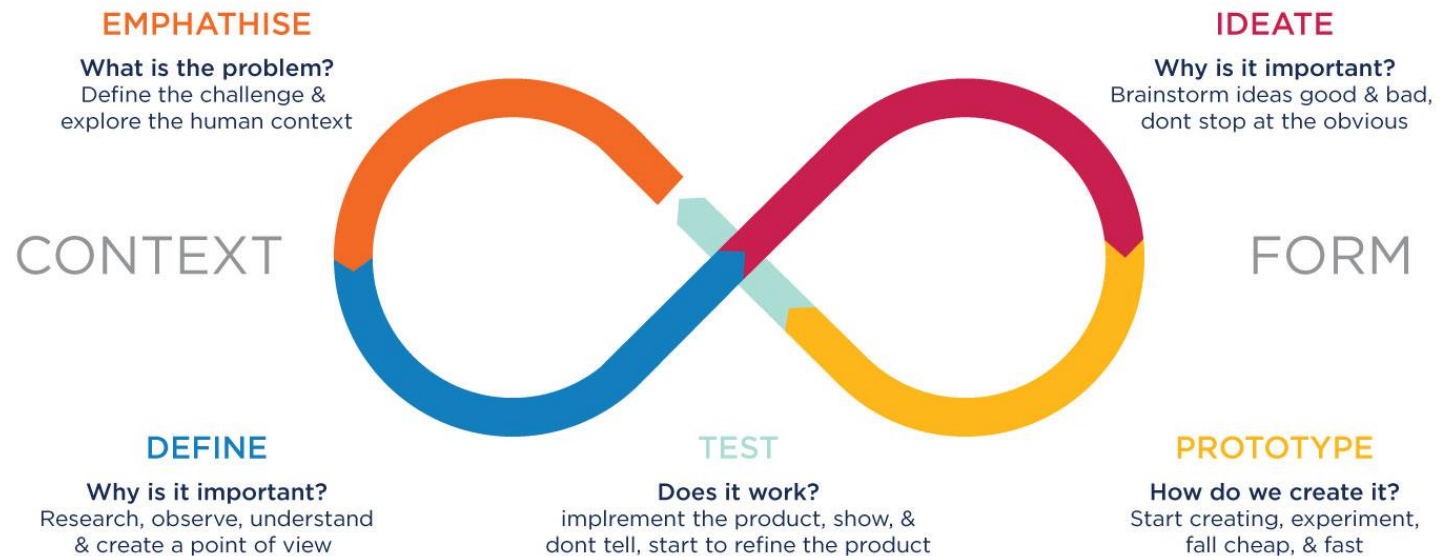


Is this applicable in today's APP centric 'lets make the users do the work' world?

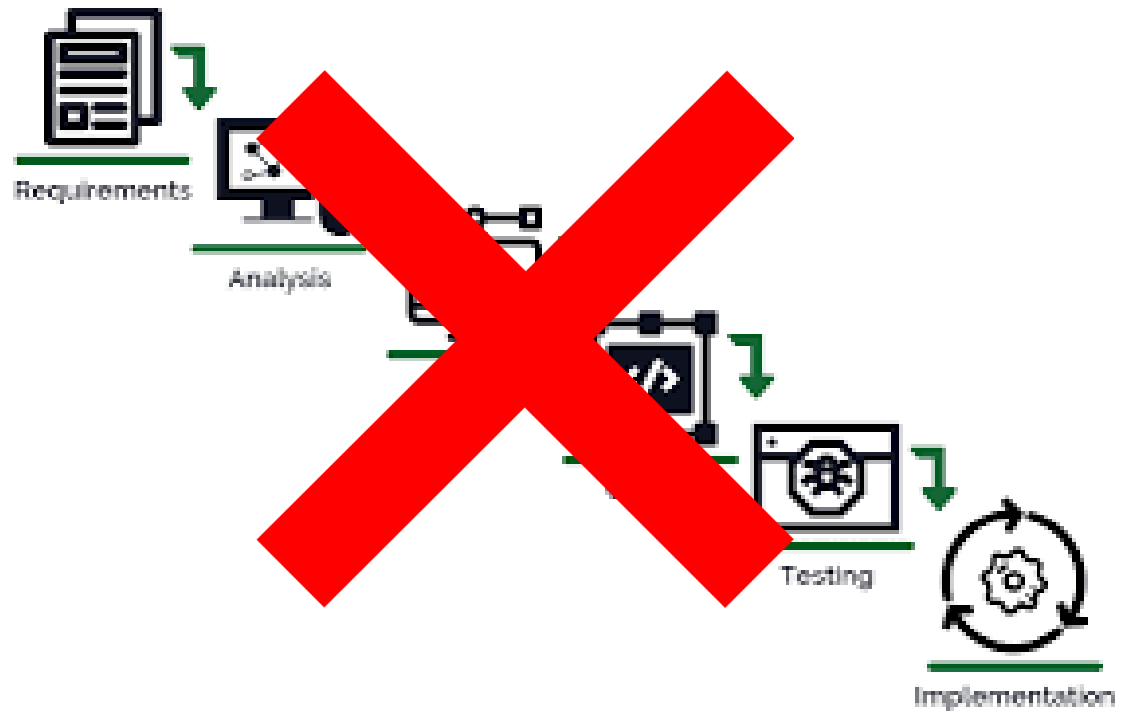


# DESIGN THINKING

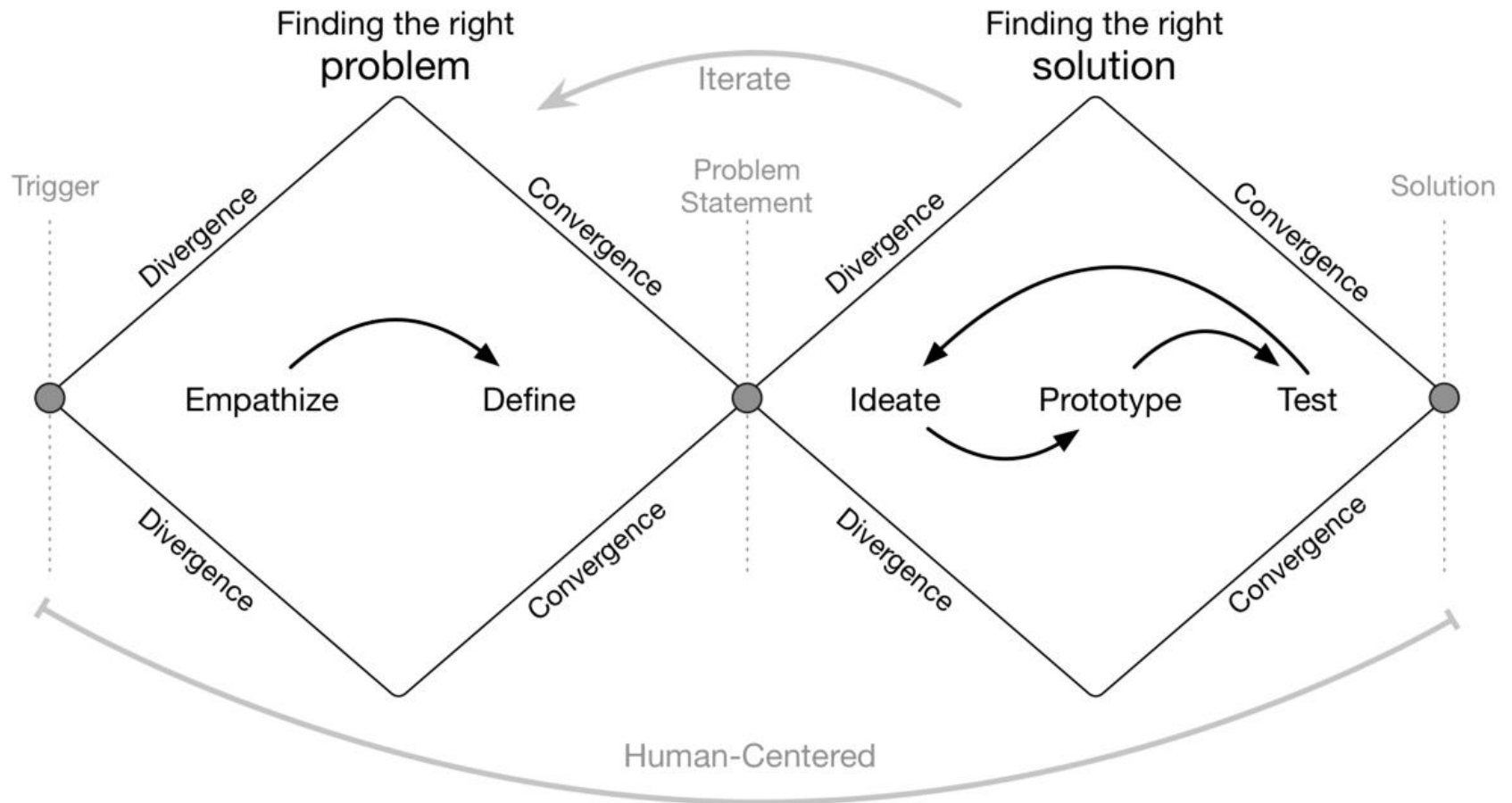
## A FRAMEWORK FOR INNOVATION



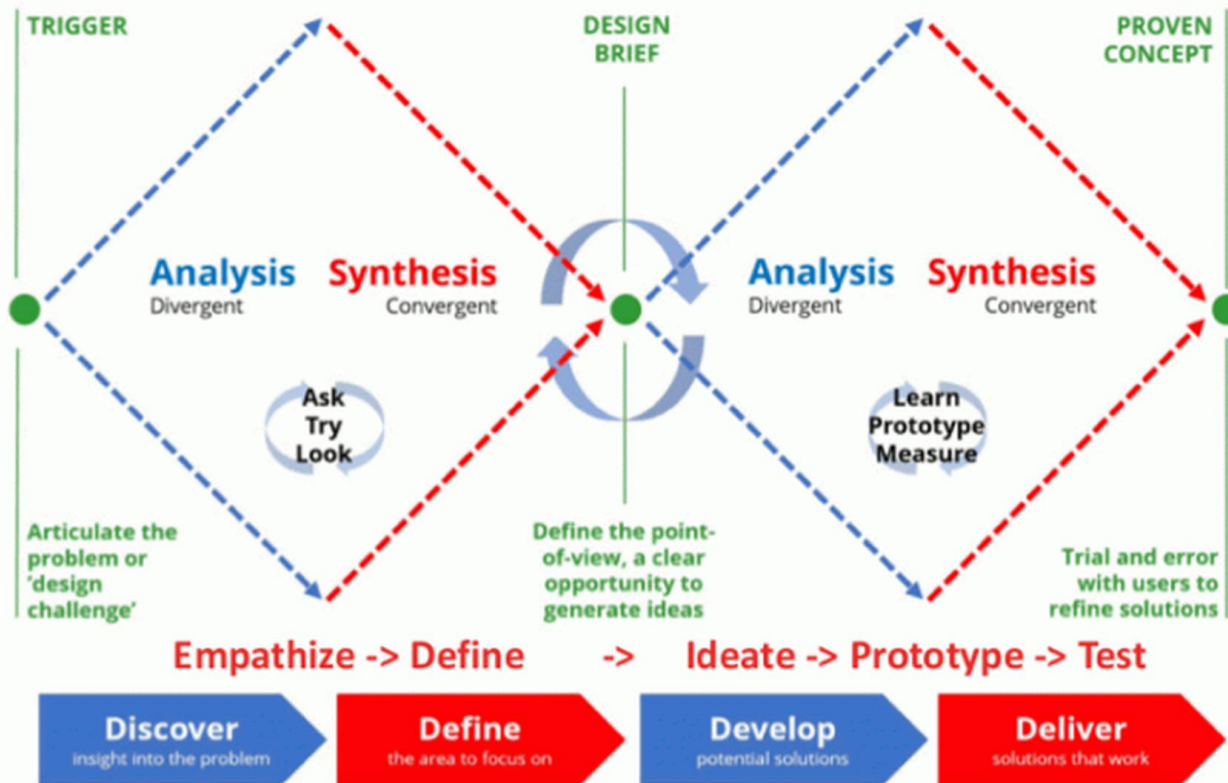
Waterfall



# The New Double Diamond Model of Design Thinking



# Double Diamond



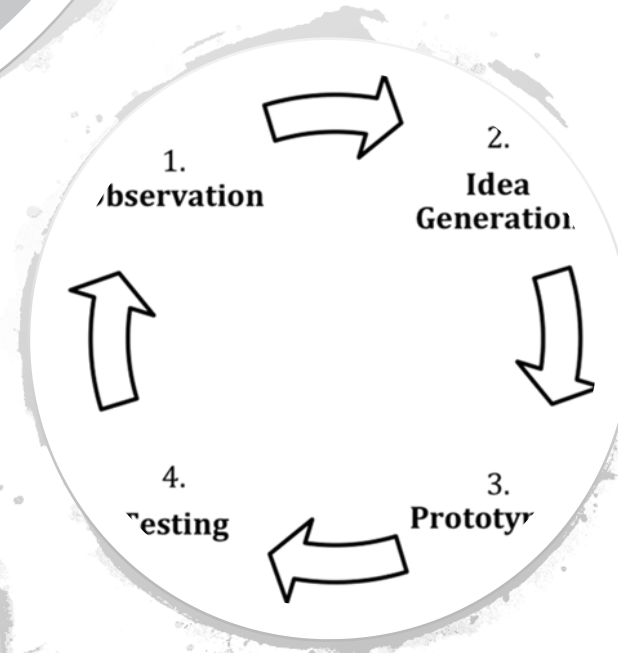
# Effective design satisfies

- Shape and form
- Cost and efficiency
- Reliability
- Effectiveness
- Understandability & usability
- Pleasure of appearance
- Joy of Actual Use
- Pride of Ownership

# Observation



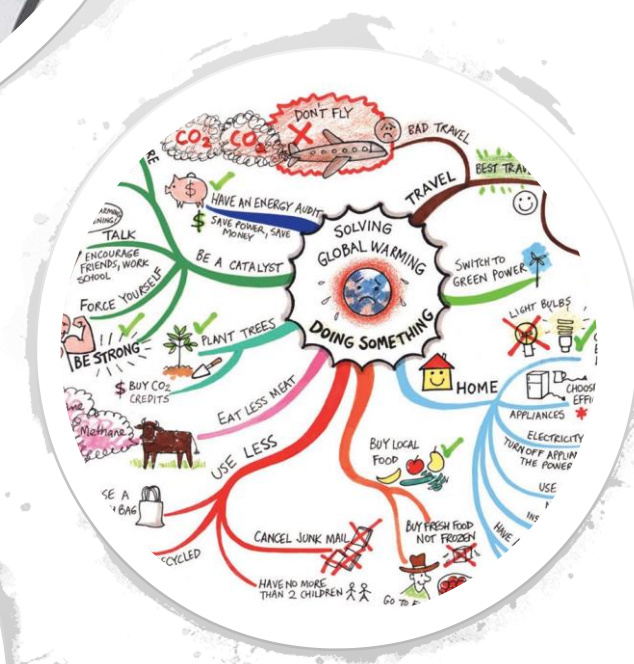
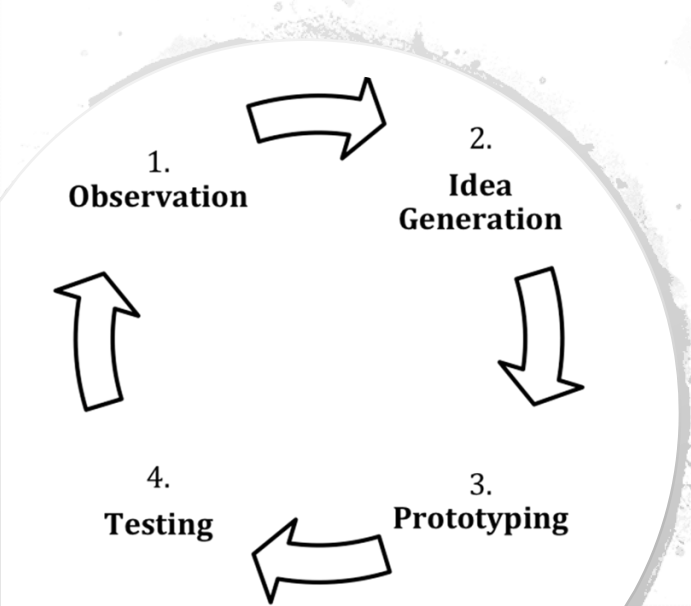
- Research the people and how they use the system
- Understand interests, true needs, motivations
- Natural environment

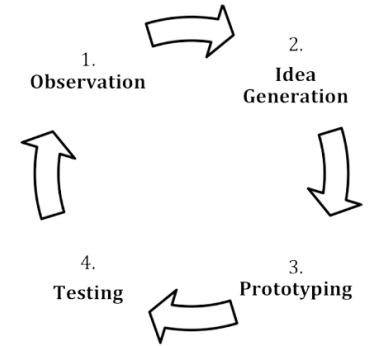
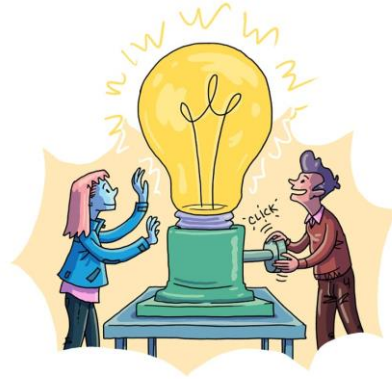
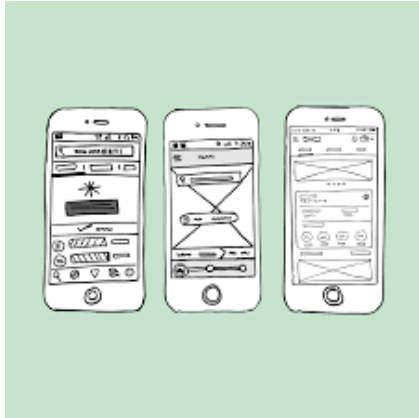






# Ideation/Idea Generation

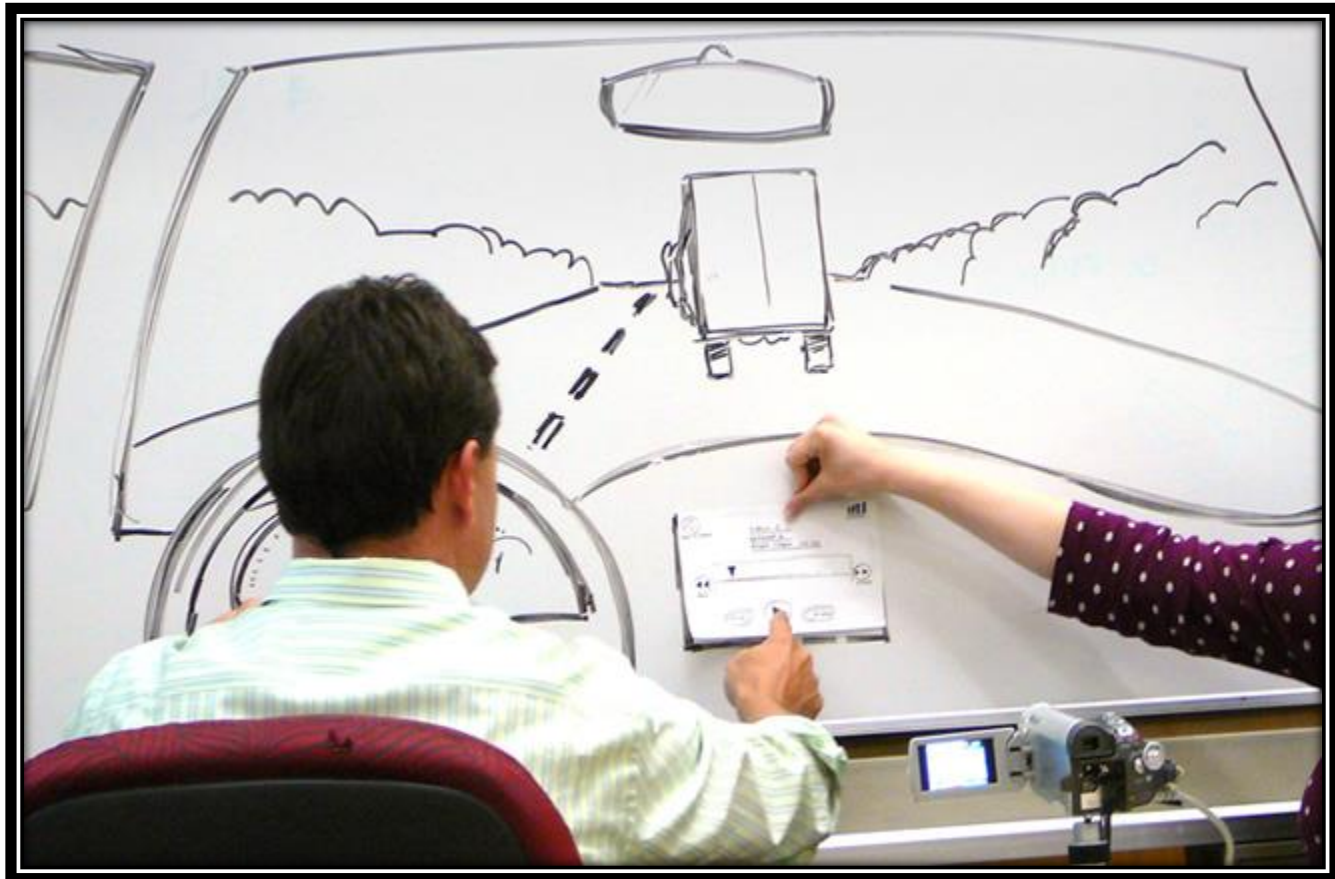
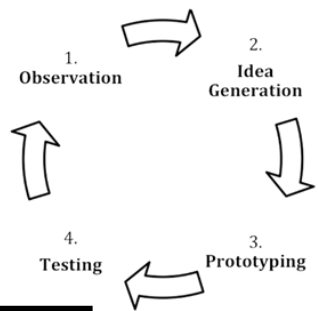




# Prototyping



# Testing



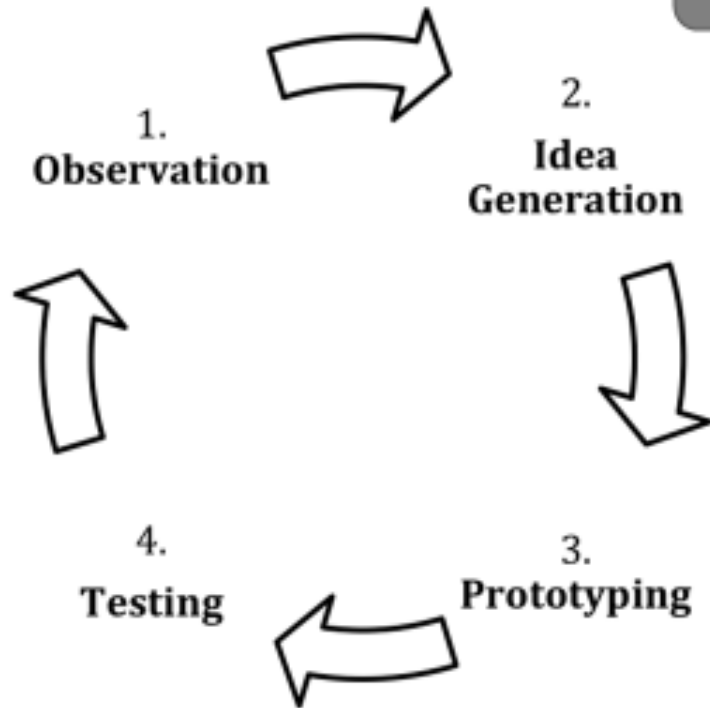
# Iteration

- Requirements are determined by watching people in their natural environments
  - People can't always voice their needs
  - Repeated study and testing!
  - Each cycle removes the fog, gain more clarity
- When does it end? It depends!



# Norman's Human Centered Design

Why is this even a thing?  
Isn't it obvious?



Is this applicable in today's APP centric 'lets make the users do the work' world?

# ACD & Tasks vs. Activities

- Design for the Activity – the task is the support!
- Focusing on specific tasks is too limiting – what do you want





## Design research

- Need
- Use

## Market research

- Want
- Buy

A very old saw to grind – design  
vs. marketing

According to Spock





Need vs. want



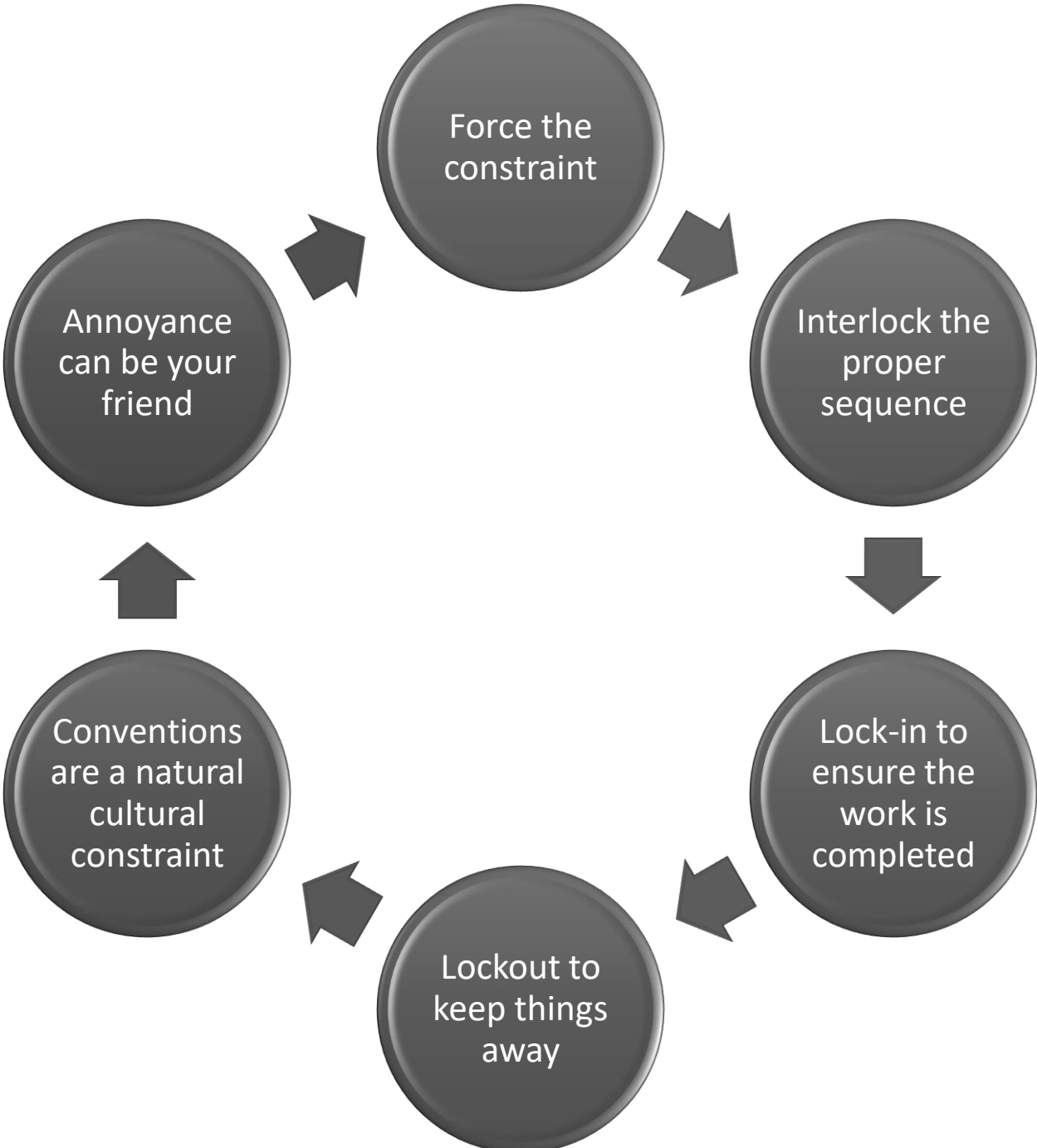
PHEW!!!



Why make things hard?



# Tools





Do you love or hate standards?

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# “Human Interface Guidelines”

## Modal Sheets

A custom modal sheet is a full-screen view that slides over your app’s current screen. Use this type of sheet when you want to present a custom interface modally. The top-left corner of the modal sheet is reserved for the Close button, which dismisses the interface. The Close button is always white.



**Retitle the Close button if doing so makes sense.** Apple Watch supplies a default title for the Close button, but you can change it to convey a different meaning. The most common alternate titles for this button are Done and Dismiss.



**Don't use "Back" or "<" in the Close button title.** You don't want your custom Close button title to mislead users into thinking that the sheet is part of a hierarchical navigation interface.



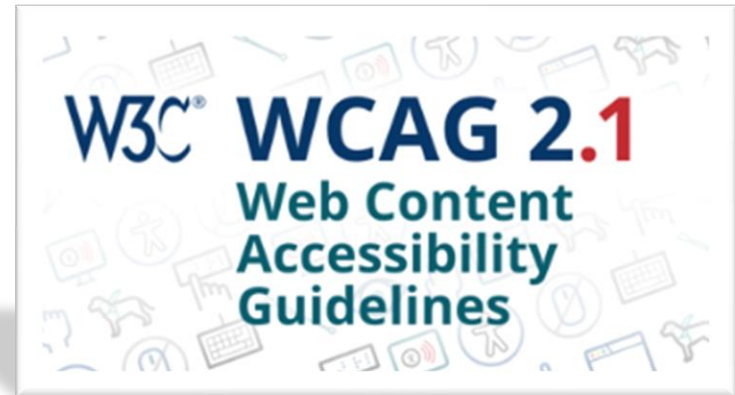
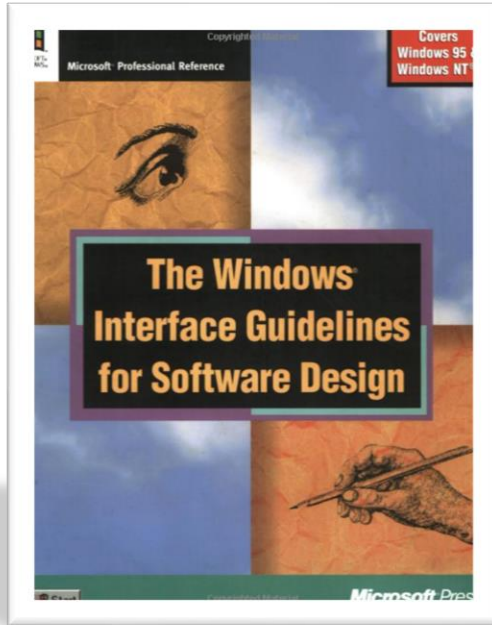
**Don't use the Close button to title the page.** If the Close button looks like a page or an app title, or if its title is empty, users won't know how to dismiss the modal sheet.



[Play](#)

**Avoid displaying a second modal sheet from an existing modal sheet.** When users close a modal sheet, they expect to return to the main app interface.

# And more...

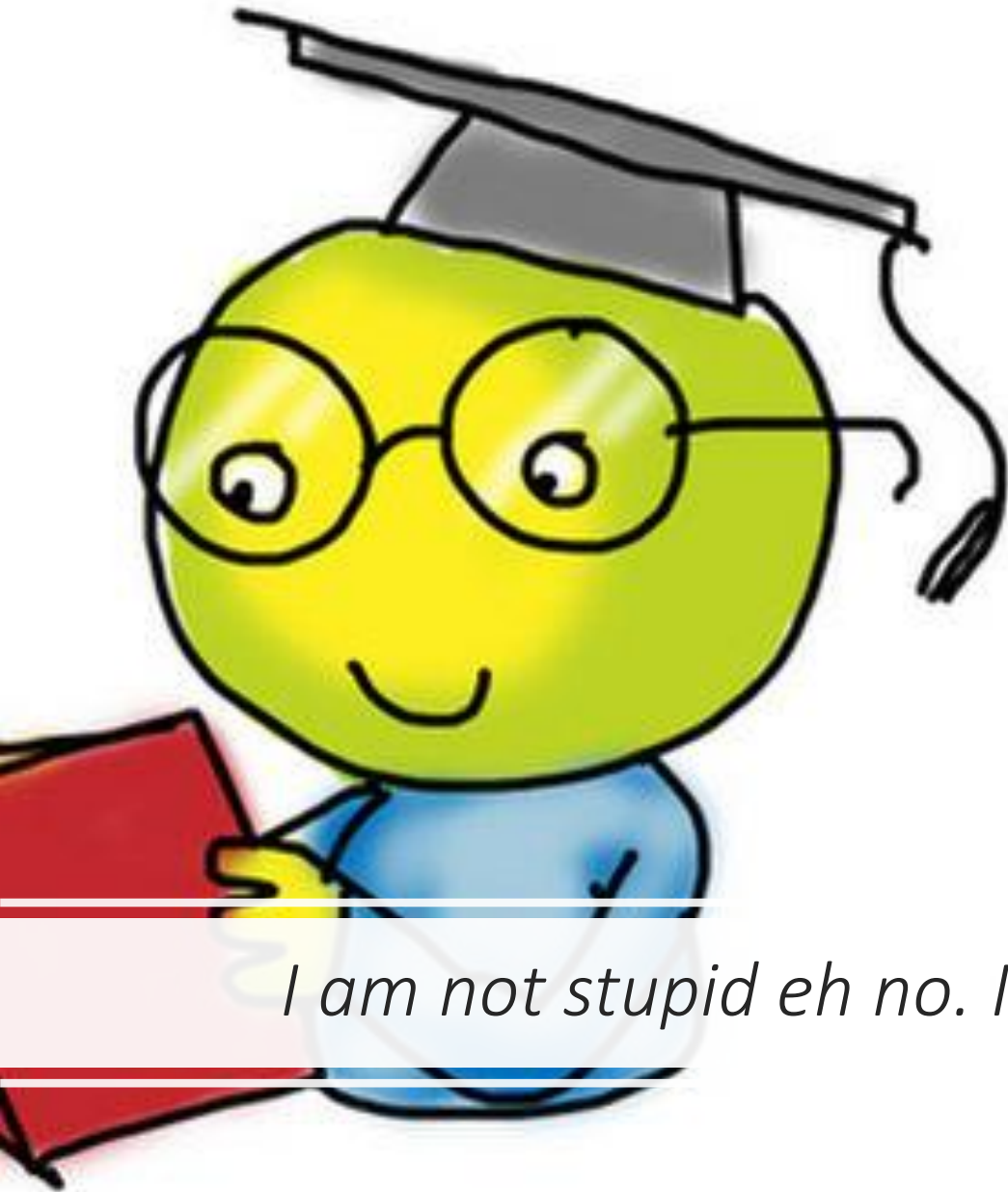


## SAP Fiori for iOS

The iOS platform is one of the most advanced mobile platforms with the best native experience. It is only natural to unify the familiar experience of iOS with the best enterprise user experience of SAP Fiori.

## SAP FIORI - UX Strategy and Advantages

NEW	RENEW	ENABLE		
UX Design Services				
<b>Role Based</b> Designed for you, your needs and how you work	<b>Responsive</b> Supports how and where you work at any time	<b>Simple</b> Focuses on what's important	<b>Coherent</b> Provides one fluid, intuitive experience	<b>Delightful</b> Makes an emotional connection



*I am not stupid eh no. I want to be stupid*