

Design Thinking and Electronic Prototyping

Week 10



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Project

Today (10.11.):

Final presentation requirements

Co-learning with Prototypes

In 3 weeks (1.12.):

Project Results with Prototype Demo

Final presentations & demo

Final presentation requirements

Required elements:

1. Design concept (max 2 pt)
2. Design process (max 2 pt)
3. Demo (max 1 pt)

Length:

- 15 minutes for presentation & demo
- 5 minutes for questions / comments

Final Presentation

/ Design Concept (0-2 points)

- **Name of the Design Concept**
- **Intended Users**
- **Design Problem**
 - What problem of the users does your concept solve
- **Design Solution**
 - What is your proposed way to solve the problem
- **Evaluation**
 - What are the plusses and minuses of the chosen way to solve the problem

Final Presentation

/ Design Process (0-2 points)

- **User studies**
 - How users were involved in informing your process
 - How users were involved in evaluating your design
- **Technical studies**
 - Which technical approaches/tools/components were considered in your process
- **Idea exploration**
 - What ideas did you consider

Design Judgment

- 1. Why do you think that your idea is a good one?**
 - If it solves a problem – is that problem really a meaningful one to be solved?
- 2. Why did you choose to prototype the specific functions and features?**
- 3. Why did do the project activities in the order that you did?**
- 4. Why did you discard certain ideas?**

Final Presentation

/ Demo (0-1000 millipoints!)

- **Show how your prototype works**
 - To get full points
 - Your prototype does what you explain it to do
 - You need to mention the scope and limitations of the prototype

Design Thinking and Electronic Prototyping!

Co-learning with Prototypes aka “User Tests”

Contacting Users

/ Things to keep in mind

- 1. The aim is to learning to improve your product**
 - NOT to evaluate the skills/knowledge of the user
- 2. Users' time is precious**
 - Prepare and inform them well
 - Remember to thank (we cannot give other compensations from the the course budget)
- 3. Document the event**
 - Inform users and ask their permission, if you take photos/video recordings
 - Anonymize your data – and do NOT show the recordings to outsiders (i.e. anyone outside this course/your project)

Traditional usability test

- **Users perform given tasks with your design**
- **The aim is to discover usability problems**
 - Do a quick search..
- **This is meaningful with products that have complex interactions**
 - What is a complex interaction? Well.. It depends

Heuristic Evaluation

- **A form of ‘expert’ evaluation against a given set of heuristics**
 - Do a quick search..

Co-learning with Prototypes

- You are learning about your Design Concept together with other people (i.e. the users)
- So, focus on what you think matters!
- To learn from users' interactions with your prototype – avoid giving too much help
 - If you want to learn, e.g. how well your design explains itself to users, do NOT explain this yourself
 - Use open questions: “What do you think that does?” “How would you...?”

No lecture next week!

- Focus on finalising your prototype and conducting user tests
- Next and final lecture session on the 24th of Nov

This and the next week's tasks

1. **Diary – Deadline on Monday 16.11. & 23.11. at 10 AM**
2. **Reading: Chapter 6 / Design Thinking**
 - You will have 2 weeks – so, please, consider dividing the chapter reflection into two diaries
3. **Project**
 - Weekly assistant meeting
 - Continue building your prototype
 - Schedule user tests!