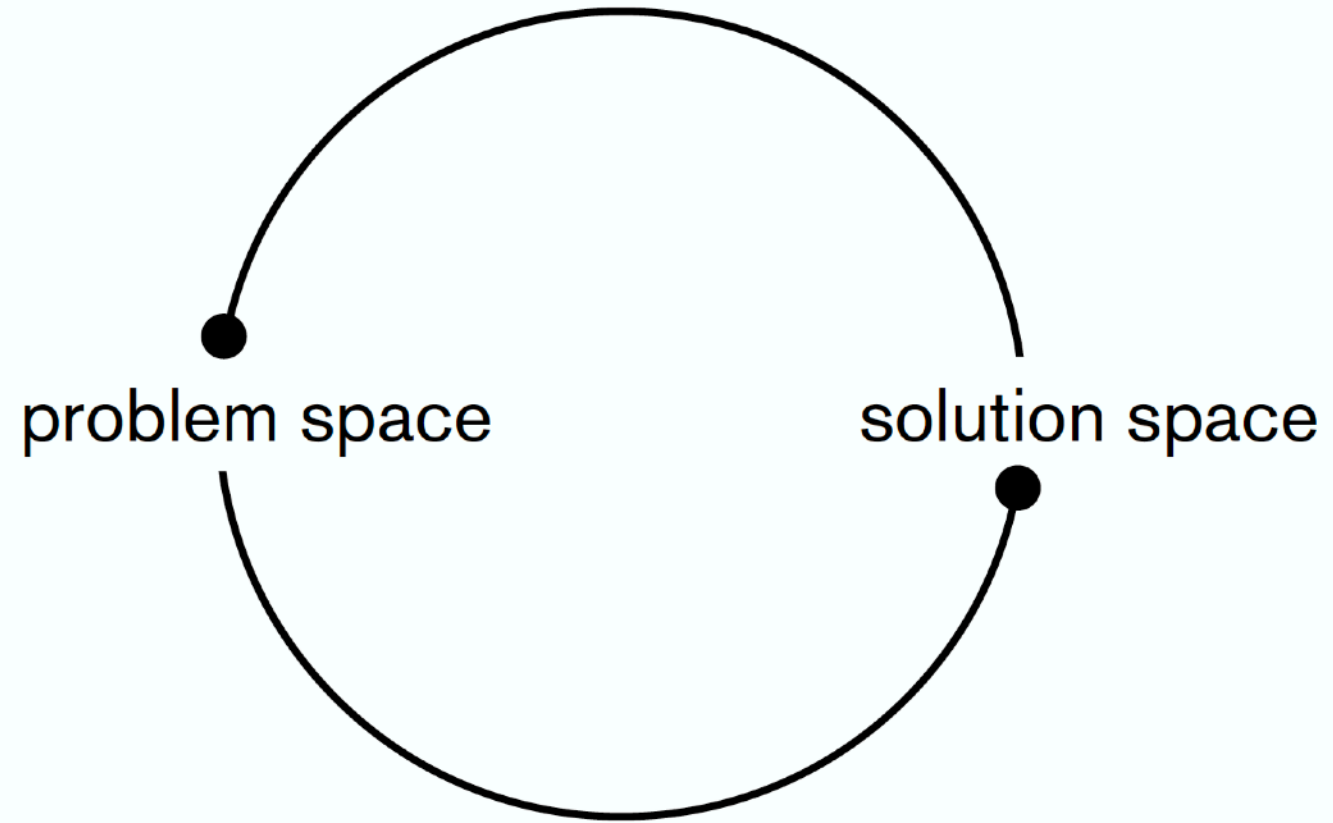DOM-C1062 Experience Process

About The Brief

09.01.2019

Markus Joutsela

"Everyone designs who devise courses of action aimed at changing existing situations into preferred ones."

Herbert A. Simon
The Sciences of the Artificial, 1969

problem space   solution space

–Boyer, Cook, Steinberg, 2011

"Design is about searching for problem-solution pair in co-evolution."

Cross & Dorst
Design Studies, 2001

"Give me the freedom of a tight brief."

–David Ogilvy

The Brief

- The brief is a tool that gives a scope and direction for your effort.
  It can work almost as a "blueprint" for your project but briefs can also be pushed.

- The brief is an agreement about intentions.

- The design objectives are outlined by the client in the brief, but the means to actually accomplish the objectives, to convey and communicate intended ideas, meanings and messages are usually left for the designer to choose.

- The briefs can come in various formats and according to Phillips (2004) there is no single best format for a design brief, i.e. a narrative, a template or a list-like structure can work. The preferred format depends on the company, case and the situation.

A design brief is

1. A creative contract

2. An iterative checklist

It is often created in partnership with client
and it sets the stage and conditions for the design work.

Peter L. Phillips (2004) Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage. DMI & Allworth Press, New York.
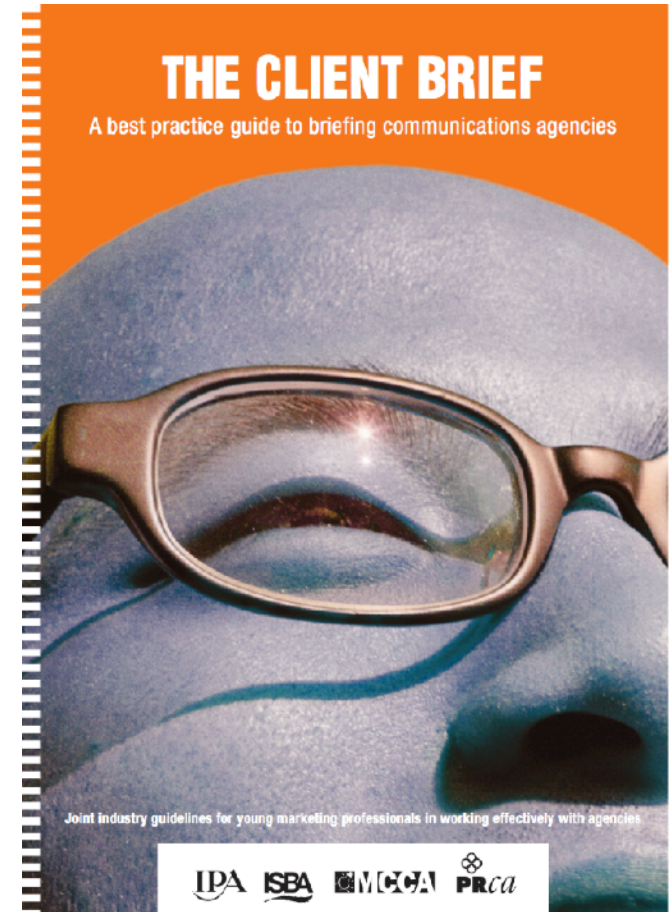
A brief may include

- Project Overview and Background
- Category Review
- Target Audience Review
- Company Portfolio
- Business Objectives and Design Strategy
- Project Scope, Time Line, and Budget
- Research Data
- Appendix
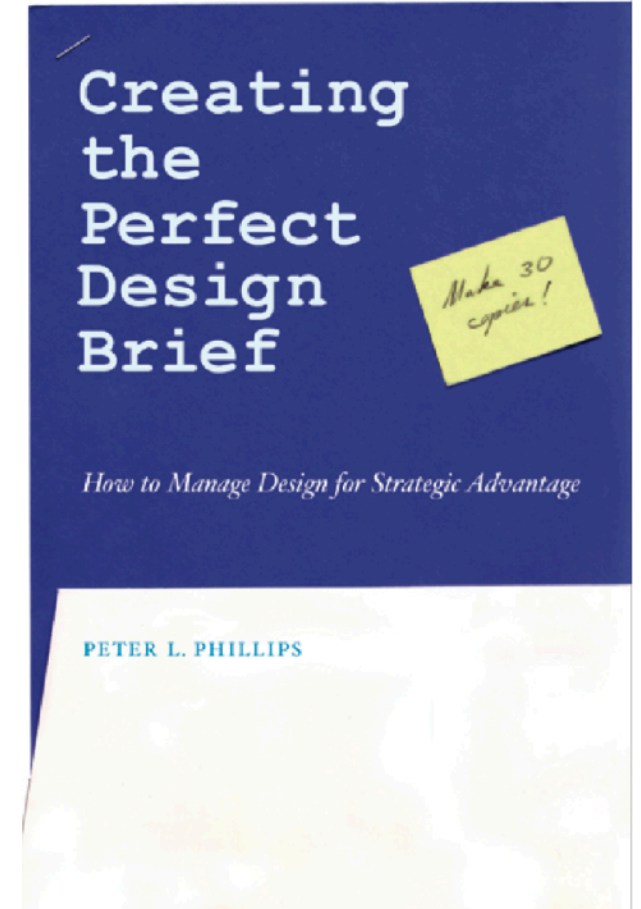
A brief may include

1. Project management
2. Where we are now
3. Where we want to be
4. What we do to get there
5. Who we need to talk to
6. How we know we've arrived
7. Practicalities
8. Approvals

THE CLIENT BRIEF
A best practice guide to briefing communications agencies

Joint industry guidelines for young marketing professionals in working effectively with agencies

IPA ISBA MCCA PRca

"If you fail to plan, you are planning to fail!"
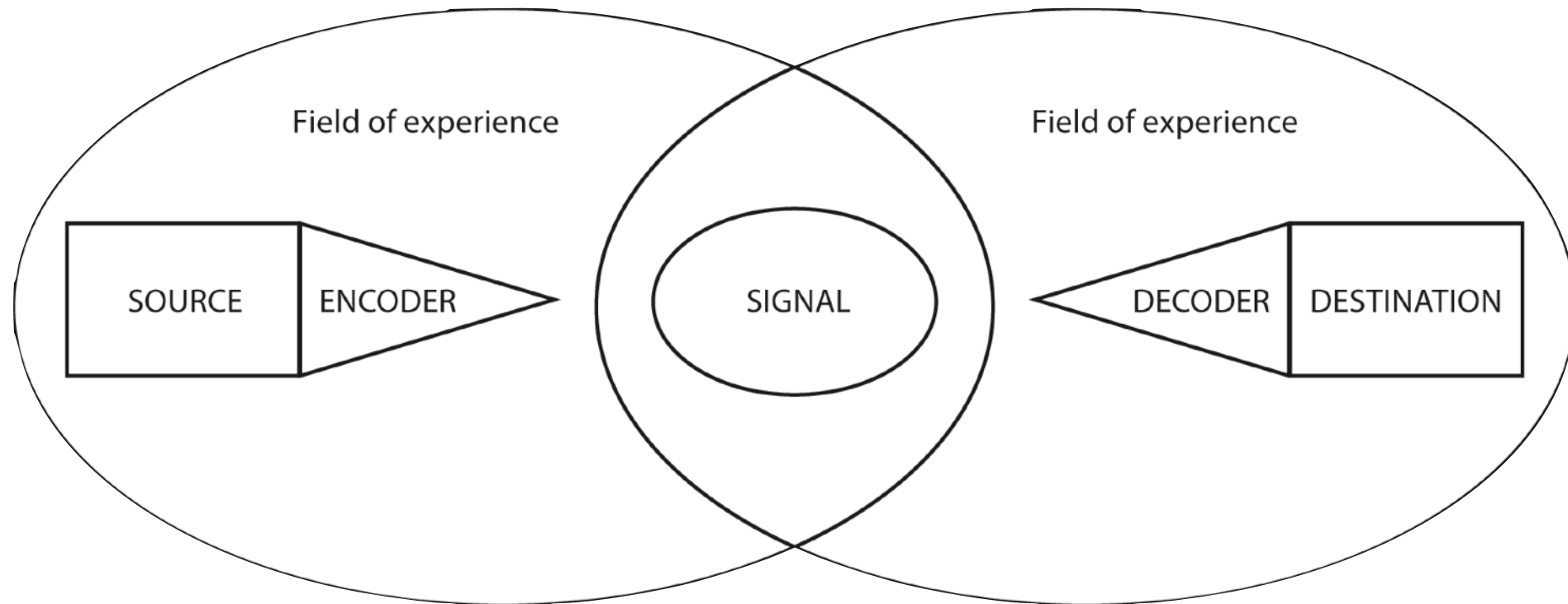
–Benjamin Franklin

Analyse

- What does the client want?
- What is the nature of the problem?
- What is the core of the problem?
- Who does it involve and how?
- What influences it?
- What are the possibilities and limitations?
- What other stakeholders are important?
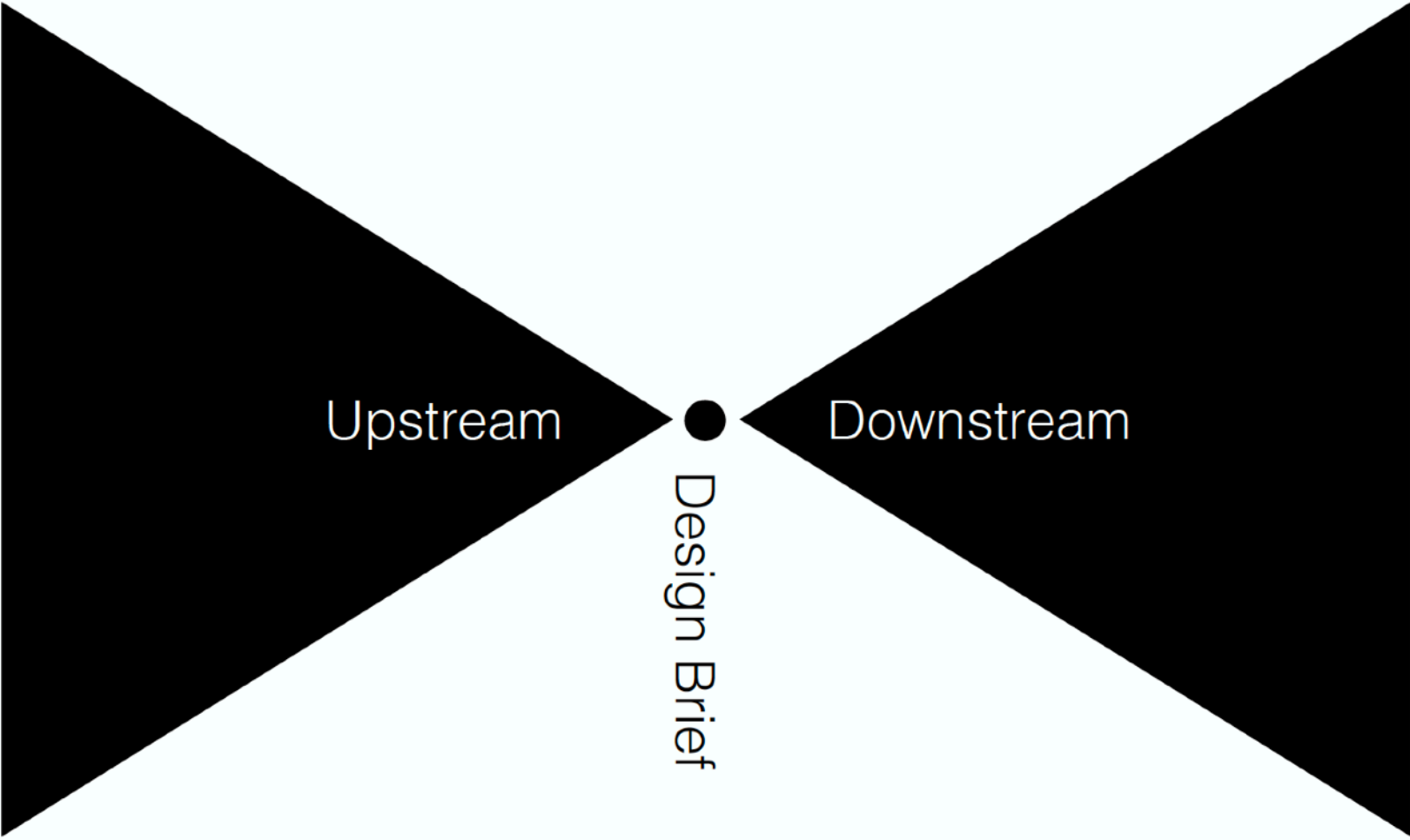- What is the company selling / in what business is it?

Who? What? Why? When? How?

"What clients want and need might be two different things."

Evelio Mattos 2015

Successful communication originates from shared understanding (Schram 1961)

Field of experience

Field of experience

SOURCE | ENCODER

SIGNAL

DECODER | DESTINATION

Upstream

Downstream

Design Brief

Alistair Fuad-Luke

"Briefly": a Documentary About Design's Least Significant Piece of Paper

https://vimeo.com/107567840

DOM-C1062 Experience Process

About The Process

09.01.2019

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Many models on how to design

http://www.dubberly.com/articles/how-do-you-design.html
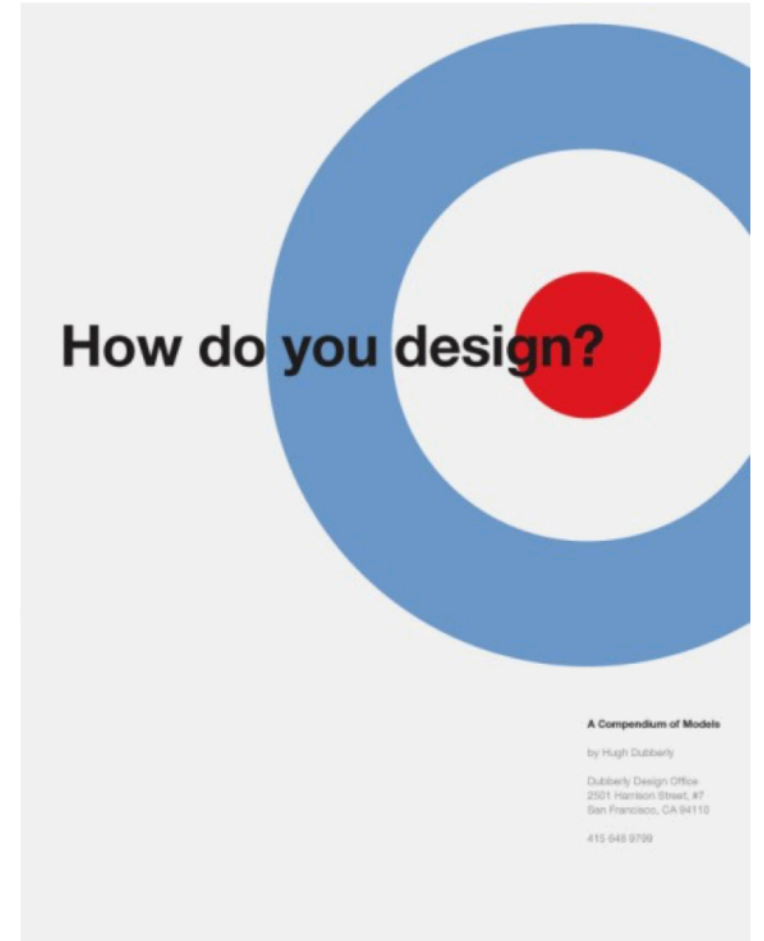
Alternatives also within same domain
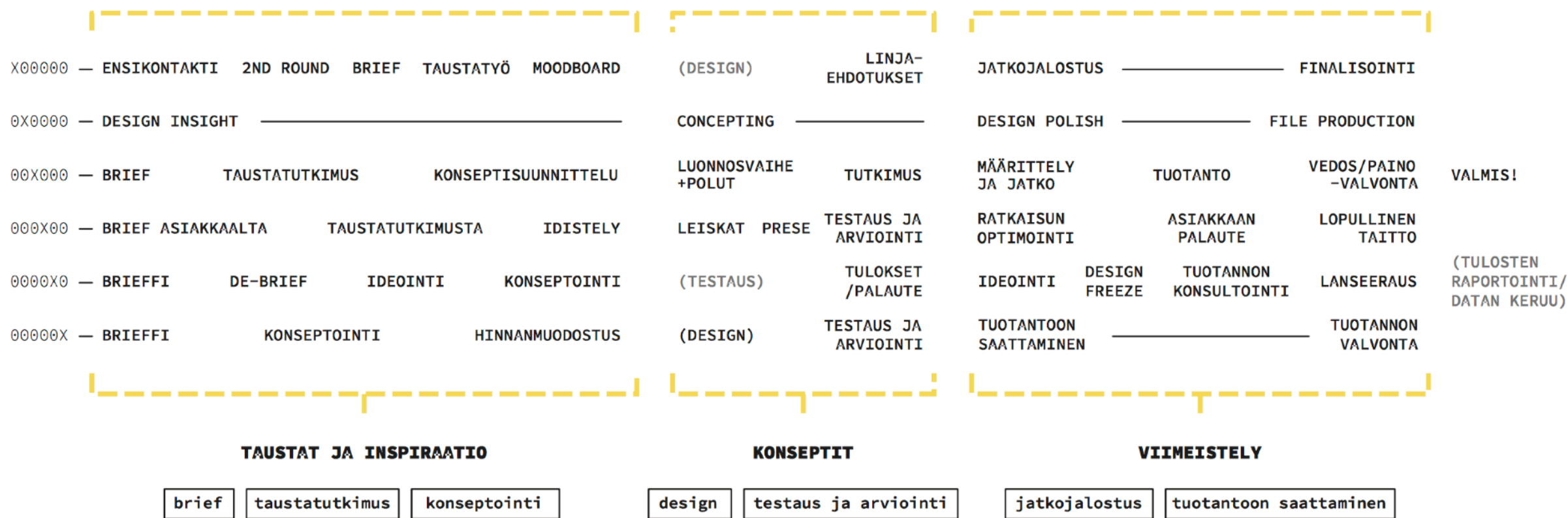
Jokinen 2018, PAKKAUSSUUNNITTELUPROSESSIN ANALYSOINTI SENSE N INSIGHTIN TUTKIMUSPALVELUN KEHITTÄMISESSÄ

Squiggle (Newman, D. 2010)

Double Diamond

Discover insight into the problem

Define the area to focus upon

Develop potential solutions

Deliver solutions that work

Problem

Problem Definition

Design Brief

Solution
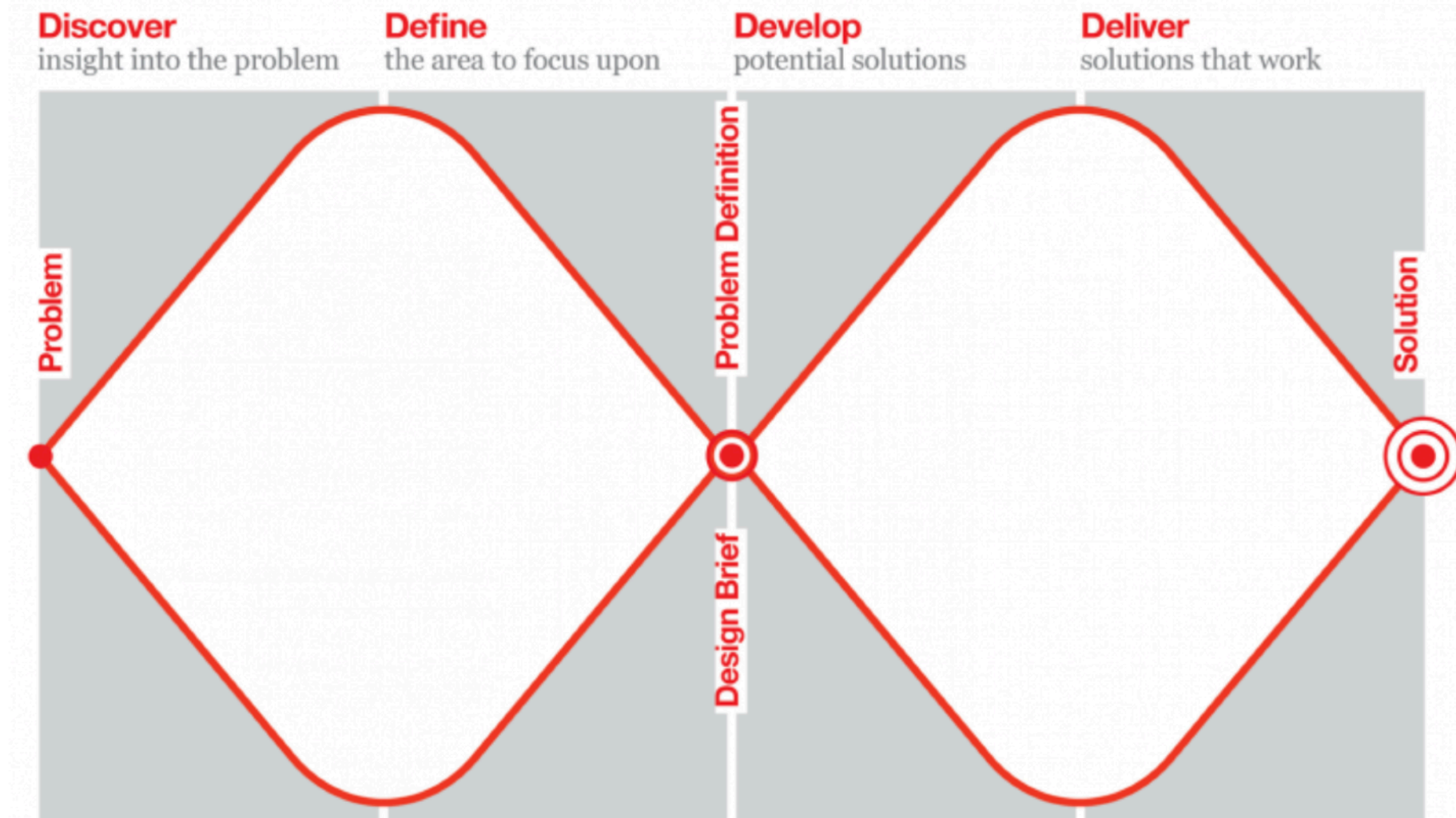
Divergence & Convergence

Analysis — Synthesis

Input → Breaking into parts — Reassembling in a new way → Output

Dubberly 2005

	Designing the right thing		Designing things right	
Activitiy	Discover	Define	Develop	Deliver
Phase	Research	Synthesis	Ideation	Implementation

Designing the right thing

Diverging — Primary Research — Converging

Rip the brief | Cluster topics | Insights | Themes | Opportunity areas | HMW

Secondary Research

Designing things right

Diverging — Ideas — Converging

Ideation | Evaluation | Build, test, iterate | Build, test, iterate | Build, test, iterate | out

Ideas

A

B

Don't know

Do know

Could be

Should be

Question, Challenge, Client brief

Unstructured research findings

Final brief, HMW-Question

Ideas

Answer, product, solution

"The only important thing about design is how it relates to people."

–Victor Papanek

USER CENTRED DESIGN

Find out what's below the surface of a cool design

> THE CENTRAL PREMISE OF USER CENTRED DESIGN IS THAT THE BEST DESIGNED PRODUCTS AND SERVICES RESULT FROM UNDERSTANDING THE NEEDS OF THE PEOPLE WHO WILL USE THEM. — Design Council

Good design is more than meets the eye. The visual part of a design – the look and feel – is only the tip of the iceberg. Beneath the surface lies the foundation of a successful design: a user centred design process. It is a development cycle which takes into consideration what users really need and makes adjustments by exploring, testing and tuning the design until these needs are satisfied. The result of this is a high level of usability: the design is effective, efficient, engaging and easy to learn. The process can be applied to all design

practices that have the aim to provide a good user experience. This includes web design, interface design, product design, editorial design, urban design, wayfinding, service design and architecture.

There are a variety of tools, techniques and methods at each stage of the process which are used to progress the design. Some of them are explained here. The product's probability of success is greatly increased by understanding and using these techniques.

COMPLETION
concrete

CONCEPTION
abstract

VISUAL DESIGN — The visual treatment of graphic elements, the look and feel of the product — typography, colour palette, alignment, texture, tactile quality of materials

INFORMATION DESIGN — Designing the presentation of information to facilitate understanding — navigation, table of contents, indices, visual hierarchy

STRUCTURE — Structural design of the information space to facilitate intuitive access to content — information architecture, interaction design, wireframe, progressive disclosure

REQUIREMENTS — Definition of scope, user needs, content and information requirements, functional specifications — personas, accessibility, feature set, ethnographic research, differentiation, purpose

STRATEGY — Planning out the objectives and goals of the project, specifying organisational requirements — project space, project schedule, selecting methods and techniques, briefing

ANALYSIS AND PLANNING

LAUNCH

METHODS AND TECHNIQUES

STICKY NOTES
Comparing notes is a useful tool to aid decision making. Ideas are written down on individual sticky notes, weighed against one another and organised according to priority or other criteria (speed, cost, quality, desirability etc). This technique can also be used with users to get them to put their considerations in order of importance.

PROJECT SPACE
A dedicated project area where research and visualisations can be organised spatially on walls provides a creative work environment where meetings can be held surrounded by stimuli. Constructing a story about the project in the space providing roughs and unpolished design invites others to comment and contribute.
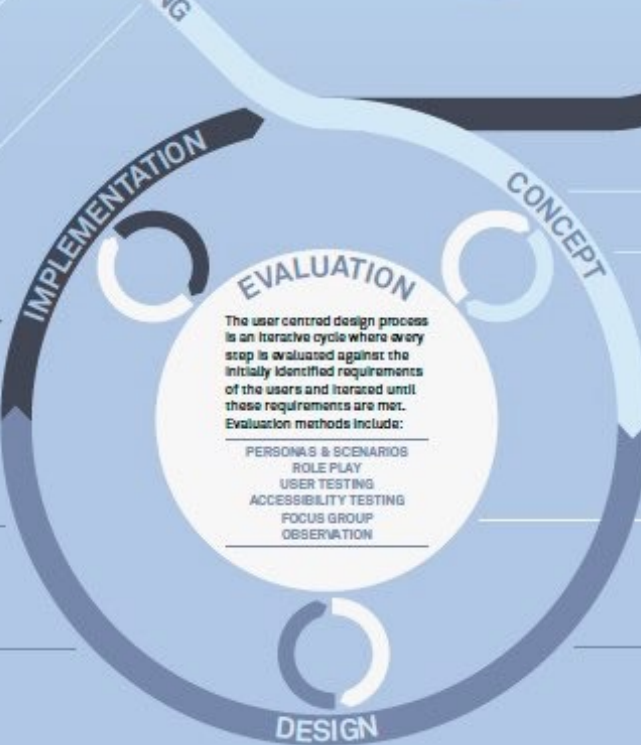
GOOD PRACTICE GUIDELINES
It is important to consider good practice guidelines relevant to the project in order to address broad user requirements and meet accessibility standards. For example RNIB legibility guidelines, W3C validation, ISO standards, British Standards or ergonomic principles.

AESTHETICS
Visual design impacts greatly on the usability of a product. Users prefer a beautiful look & feel over an ugly or dull one. Aesthetic designs are perceived as easier to use, whether they are or not. Good designers find a perfect combination of accessibility and aesthetics.

PROTOTYPING
Prototypes are simple, incomplete models that can be used to evaluate responses to form (looks-like prototype) or aspects of build and functionality (works-like prototype) of a product. They typically evolve from concept sketches or wireframes to low and high-fidelity models as they progress through the development cycle.

IMPLEMENTATION

CONCEPT

EVALUATION
The user centred design process is an iterative cycle where every step is evaluated against the initially identified requirements of the users and iterated until these requirements are met.
Evaluation methods include:

PERSONAS & SCENARIOS
ROLE PLAY
USER TESTING
ACCESSIBILITY TESTING
FOCUS GROUP
OBSERVATION

DESIGN

METHODS AND TECHNIQUES

USER REQUIREMENTS
It is vital to use all available resources to gather information about the users' requirements. Successful projects use an average of five different sources of information. These may be focus groups, contextual or individual interviews, observation, surveys, etc.

PERSONAS AND SCENARIOS
A persona is an archetype comprised of habits and characteristics of the target audience. Scenarios are little stories describing how typical user tasks are carried out. They help to anticipate and identify the decisions a user will have to make at each step in their experience and through each environment or system state they will encounter.

PROGRESSIVE DISCLOSURE
Managing the information complexity or cognitive load by displaying only relevant information at any given time prevents information overload. For example through effective signposting of destinations in a wayfinding system or using "read more" links on a website.

USABILITY TESTING
Evaluating a product by testing it with representative users helps to identify usability problems by collecting quantitative data on the users' performance (e.g. error rate) and establishing their satisfaction with the product.

RAPID VISUALISATION
Visualising ideas and concepts rapidly using pen and paper is helpful to communicate them to the team and to test ideas quickly without investing time and resources into polished design. Rough and unpolished looking sketches, wireframes and story boards encourage constructive feedback and stimulate discussion.

USER CAPABILITIES
Users have different requirements depending on their situation and capabilities. Catering for these needs and enabling access to the product or system for as many people as possible is the aim of inclusive design.

high stress levels
short of time, responsibility for children

varying abilities
eyesight, motor abilities, hearing impairment

ACCESSIBILITY
英

low confidence
unfamiliar with system, first time user

language barrier
English not first language, low literacy, dyslexia

low perception of safety
fear of discrimination, compromised data security, injury

USER GOALS
Users' needs depend on what they are trying to achieve when they use the product. These user goals inform the information requirements that need to be addressed in order to achieve a high level of usability.

tell me

show me

involve me

INSTRUCT AND DIRECT

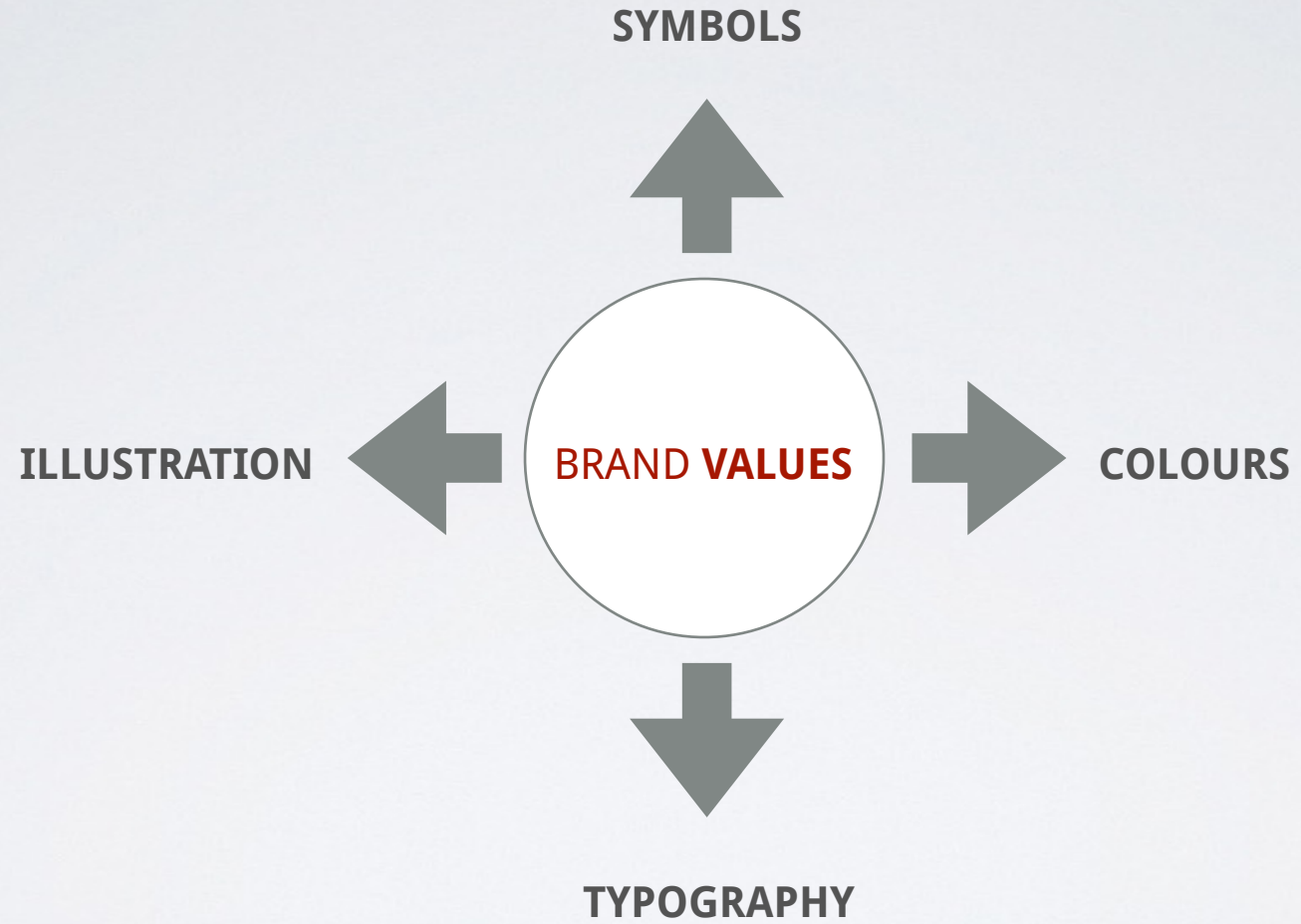INFORM AND GUIDE

REVEAL

time poor

time rich

USER INVOLVEMENT
The most successful results are achieved when the user is involved in every step of the design process either through direct feedback, user testing, observation or informed evaluation using previously gathered information.

prototype

DESIGNER

USER

feedback
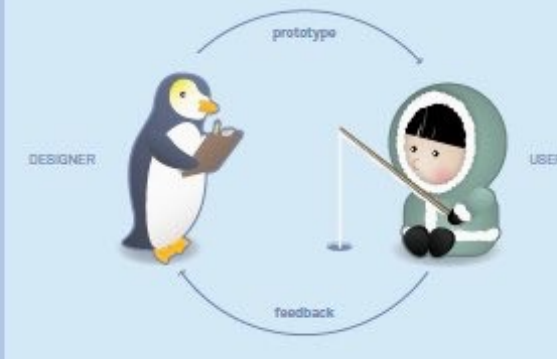
Some Tools for Analysis And Clarifying Goals

Influencing brand factors

EXISTING IMAGE	BRAND HERITAGE	CAPABILITIES	BRAND VALUES
Is it positive? Is it negative? Do you even have an image – does the business exist yet? How would you like to be perceived?	*What is the founder's story? Is there a history? A legacy? How long has the business been operating for and what are its roots?*	*Current strengths? Current advantages?*	*E.g. Honesty Democratising knowledge Always on time Placing people first*

Influencing societal and contextual factors

POLITICAL FACTORS	ECONOMICAL FACTORS	SOCIO-CULTURAL FACTORS	TECHNOLOGICAL FACTORS	ECOLOGICAL FACTORS	REGULATORY FACTORS
Government interventions? Political climate? Current ruling party? Corruption?	Infrastructure? GDP? Business landscape? Interest rates? Inflation? Economic growth?	Racial tensions? Culture? Health Consciousness? Population stats? Age distribution? Attitudes? Business ethics?	Research and development? Tech landscape? Food production industry? Internet availability? Mobile phone use?	State of the environment? Weather? Climate change? Soil erosion? Land use?	Laws? Legislations? Policies? Bans?

Why are you doing what you're doing
(other than for profit)?

PURPOSE & VISION

What change do you want to see
in the world?

Which 4 or 5 values are core to the
fabric of your company?

VALUES

STORY

What story do you want people to
tell about your company?

Focus on the top 3 problems
or opportunities.

PROBLEMS

SOLUTION

Outline a possible
solution for each opportunity.

Who'll be your
evangelists?

EARLY ADOPTERS

VALUE PROPOSITION

What have you
got to offer them?

THE HAPPY STARTUP CANVAS

Making a SWOT of current situation