What do Product / UX Designers do?

Derrick Ho
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WHAT DO DESIGNERS DO?

What is Design?

Derrick Ho

School of Hotel Administration • Class of 2017

Experience:

• Incoming Buzzfeed Product Design Intern
• Candidate for MHCI+D program at University of Washington
• Previous Cisco Product Designer Intern
• Instructor for Intro to Digital Product Design (INFO 1998)
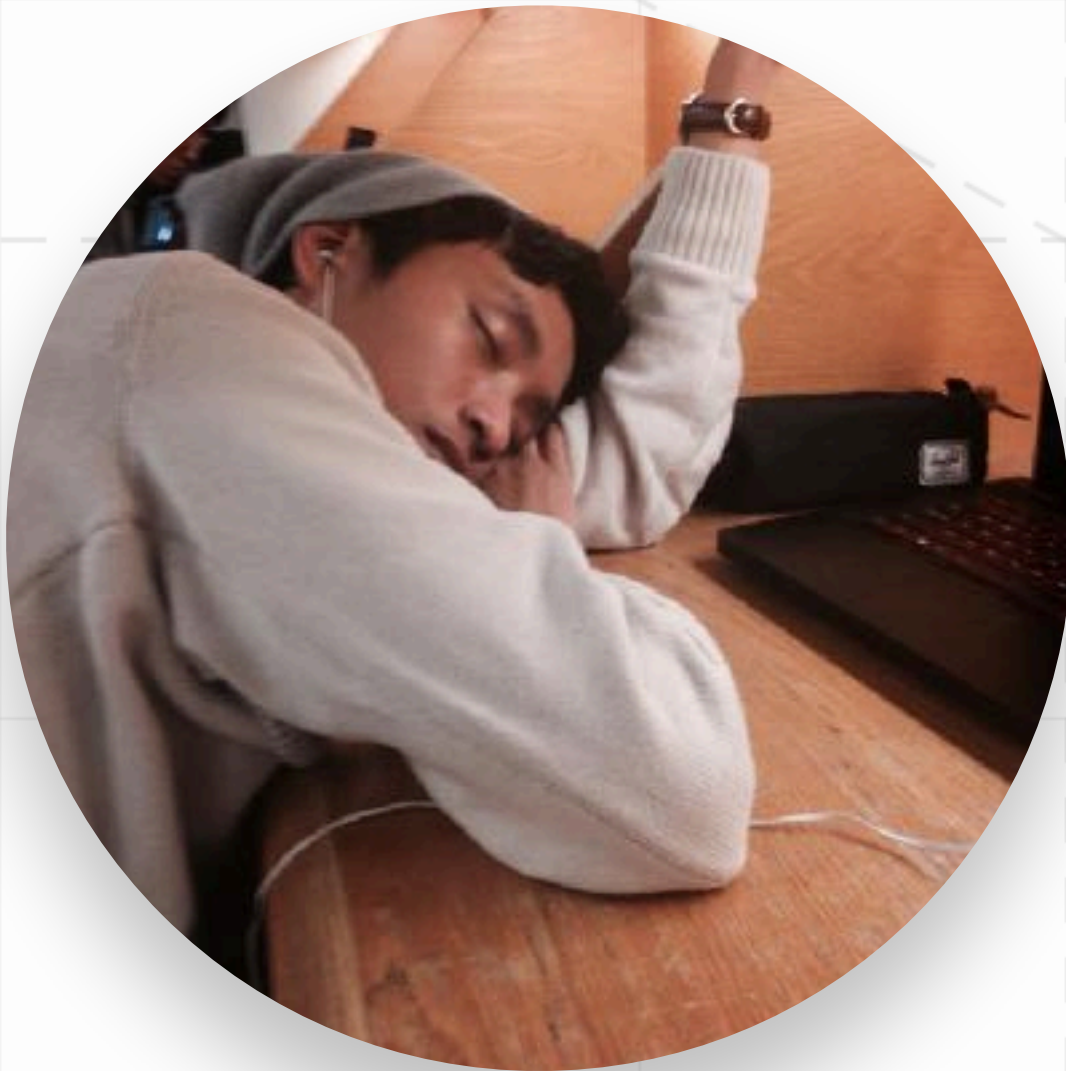• Senior Designer on CUAppDev

Sahil Khoja

Information Science • Class of 2019

Experience:

• Incoming Facebook Product Design Intern
• Former Intuit Product Design Intern
• Instructor for Intro to Digital Product Design (INFO 1998)
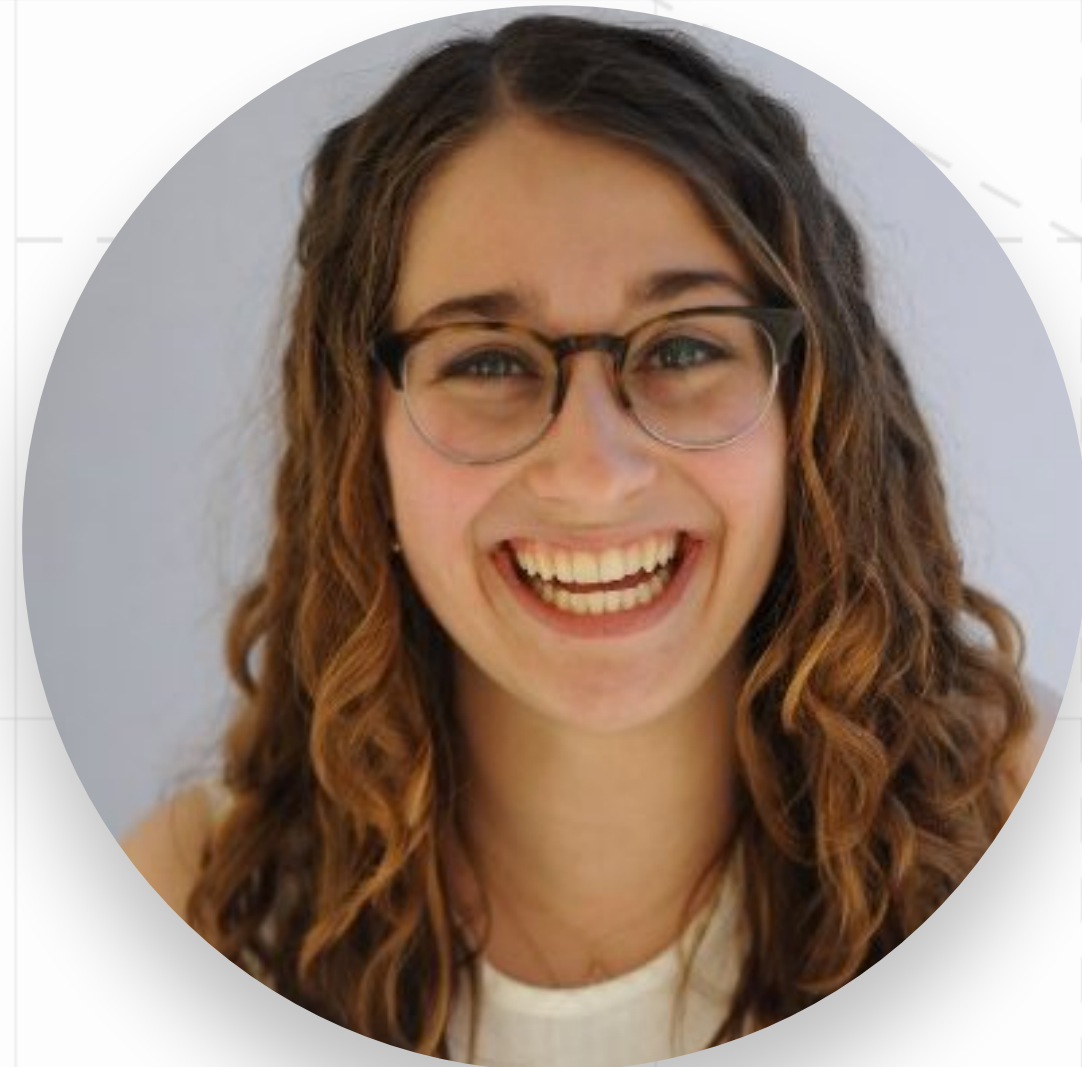• Senior Designer on CUAppDev

Andrew Aquino

Computer Science • Class of 2017

Experience:

• Incoming Product Designer at Facebook

• Previous Facebook Product Design Intern

• Previous Buzzfeed Product Design Intern

• Lead for Intro to Digital Product Design (INFO 1998)

• Design Manager on CUAppDev

Sofie Cornelis

Information Science • Class of 2019

Experience:

- Incoming Software Engineer Intern at Google
- Previous Software Engineer Intern at Google
- Vice President of WICC

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Aasta Gandhi

Electrical & Computer Engineering• Class of 2019

Experience:

• Incoming Engineer at Intel
• Previous Software Engineer at Verition Fund Management
• Co-Career Development Director of WICC

Jerica Huang

Computer Science • Class of 2018

Experience:

• Incoming Software Engineer Intern at Google

• Previous Engineering Intern at Microsoft

• Co-Career Development Director of WICC

Design Challenge

Presentation

Design Challenge Review

How to Better Approach Design

1. Overview

What is design thinking and how is it any different than anything else?

2. Structure

How is design thinking structured and what goes into the process of executing on an idea.

3. Execution

How do we go about designing a solution and what should it look like?

How to Better Approach Design

2. Structure

How is design thinking structured and what goes into the process of executing on an idea.

3. Execution

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How to Better Approach Design

3. Execution

How do we go about designing a solution and what should it look like?

Overview

Every company has their own definition of design thinking but the core of each method centers of the **people problem**.

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Overview

As a college student, I want to be able wake up on time for my classes, but I am unable to do so because I don't want to disturb my roommate and I sleep too late.
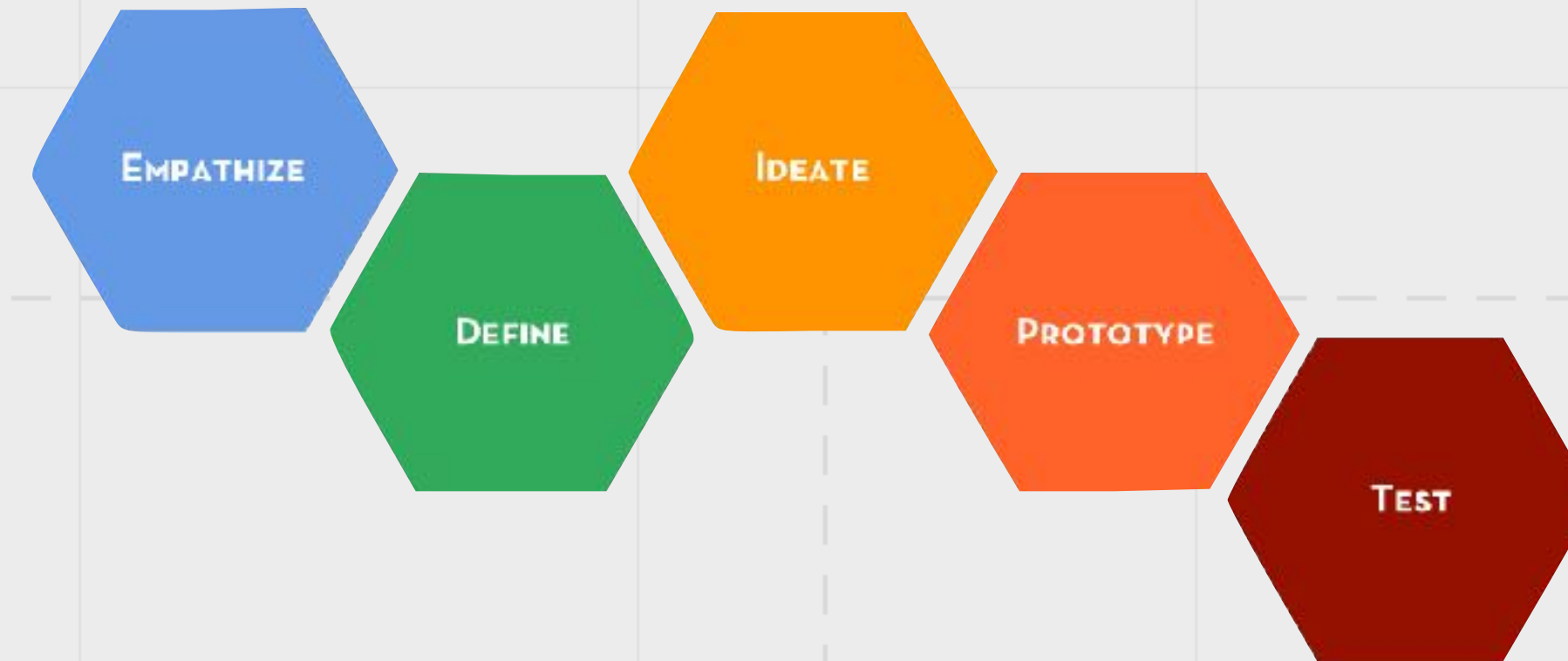
Difference in Design Thinking

IBM

The Loop - Observe, Reflect, Make: Understand the present and envision the future in a continuous cycle of observing, reflecting, and making.

IDEO

IDEO

Difference in Design Thinking

5 Phases of Design Thinking: A creative approach to problem solving that starts with people and ends with innovative solutions that are tailor made to to suit their needs.
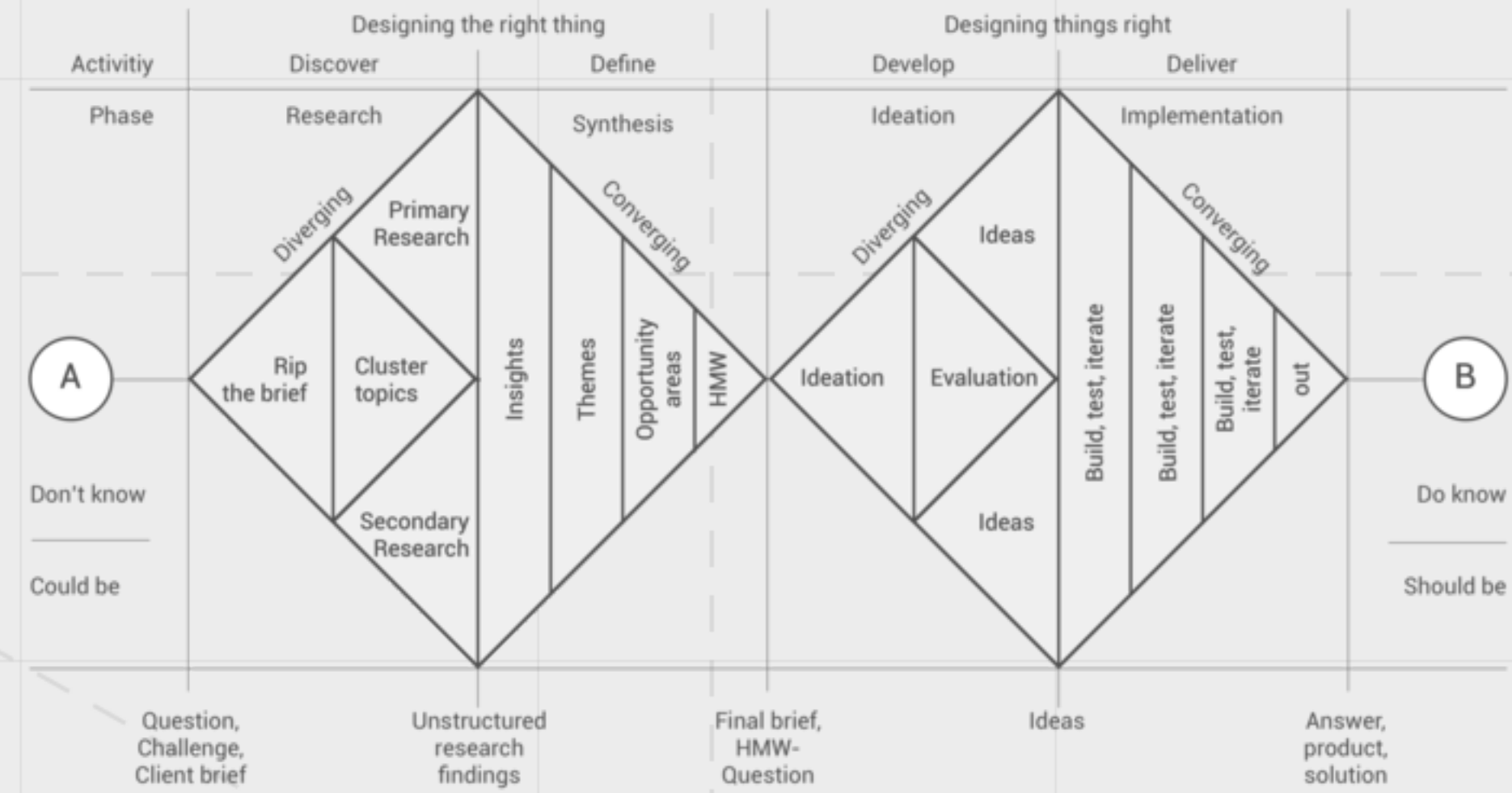
Intro DPD

EMPATHIZE DEFINE IDEATE PROTOTYPE TEST

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

Intro DPD

Difference in Design Thinking

Double Diamond: Approach the problem without getting too deep into the specifics and allow your core people problem to drive your decisions

KNOW YOUR USERS

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" Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success"

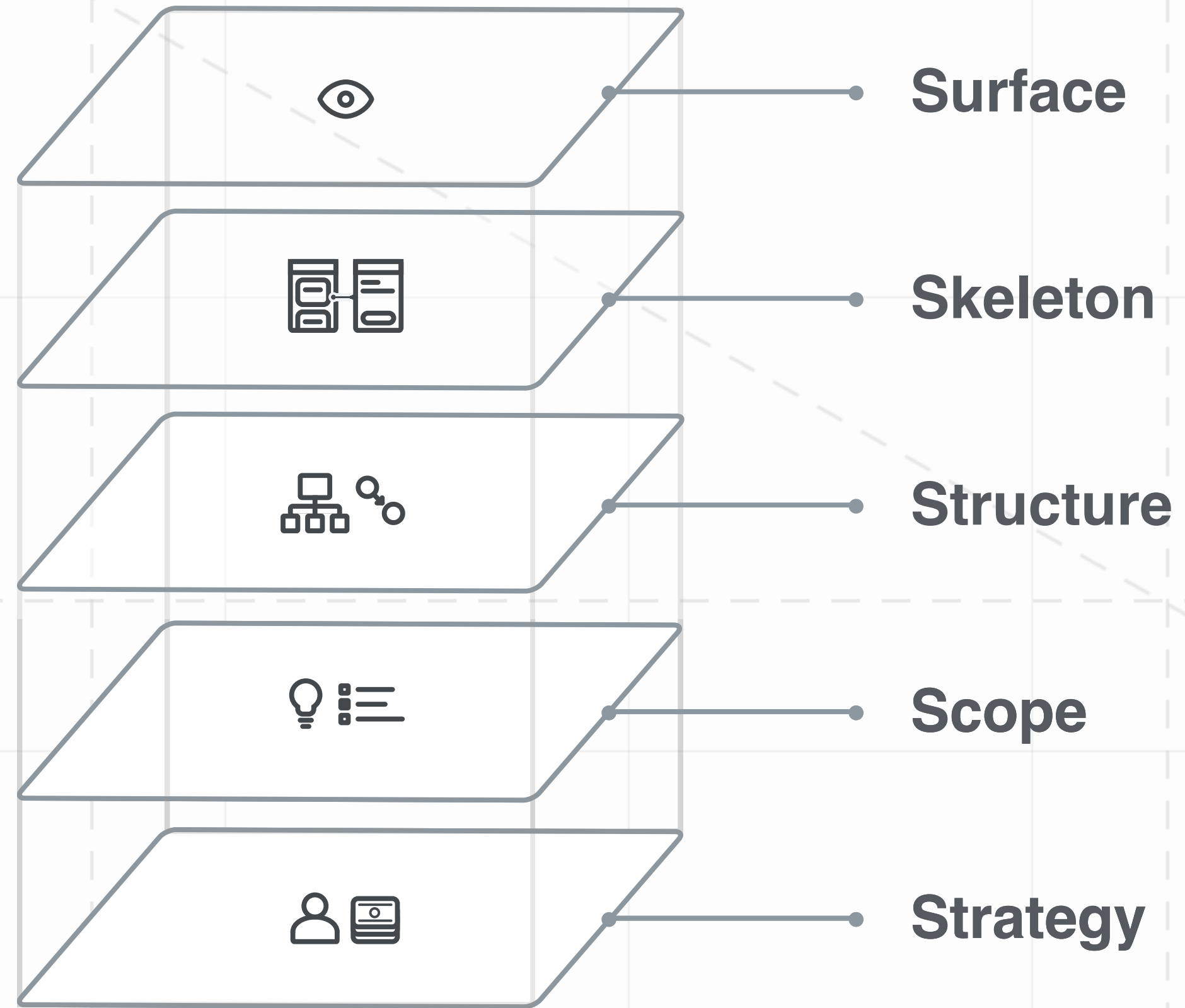**Tim Brown**
President and CEO of IDEO

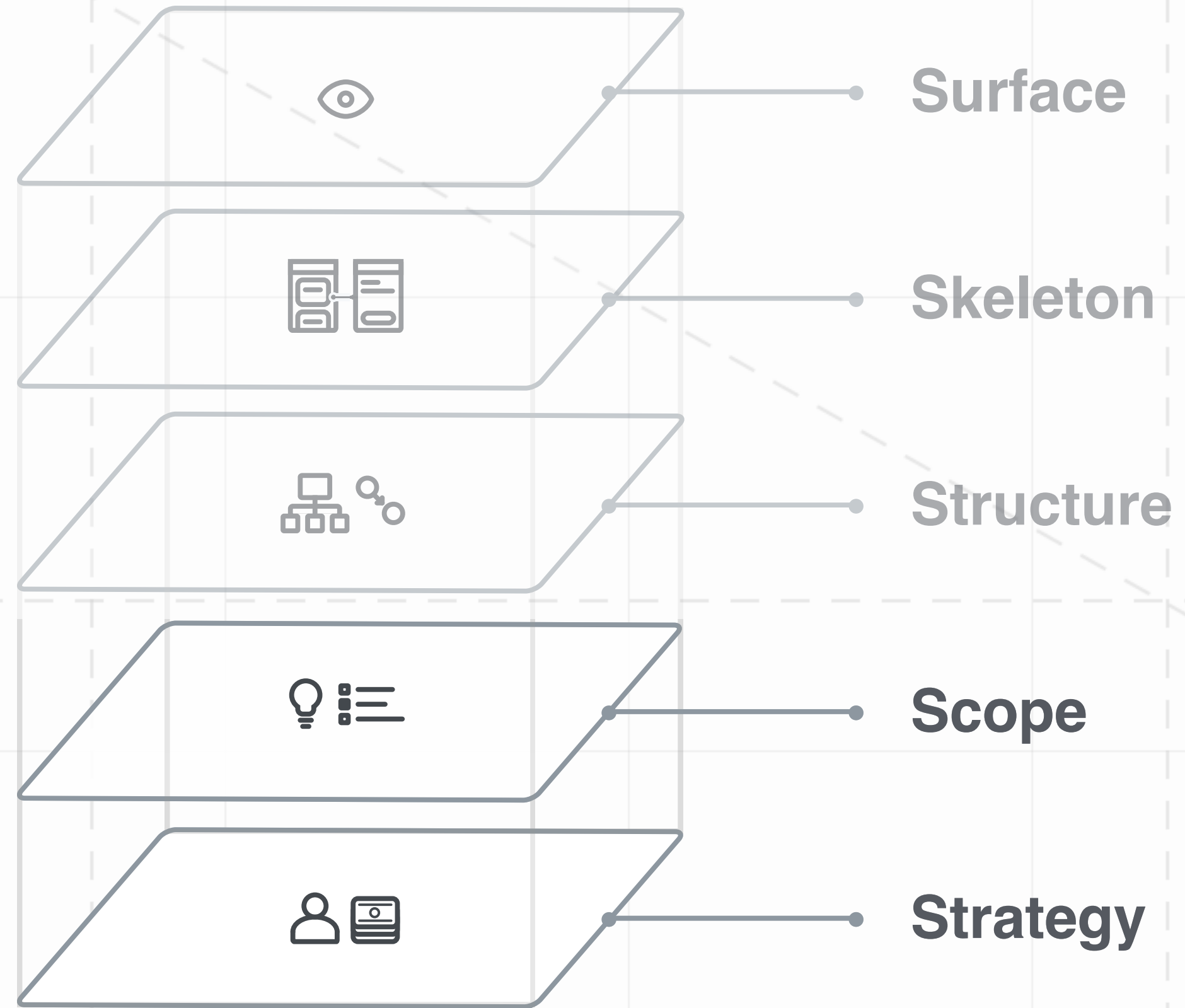WiCC x CUAppDev

Structure

How do you break down a problem and what should you focus on?

Structure

Surface

Skeleton

Structure

Scope

Strategy

Structure

Surface

Skeleton

Structure

Scope

Strategy

Who is your User Exactly?

Who is your target audience and what makes them so special?

COLLEGE STUDENTS

Who is your User Exactly?

Roommate Awareness

Napping

Inconsistent Class Times

Abnormal Energy Levels

Lazy

Social

Late Night

Forgetfulness

Understanding the Solution

What is the solution you're creating and what are the components of that solution?

HOW DO PEOPLE WAKE UP

NT

HOW DO PEOPLE WAKE UP

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HOW DO PEOPLE WAKE UP

Components of the Solution

Robot Hand Slapping   Vibrations

Sunlight   Activity

Surprise   Smell

Noise   Social Activity

Execution

Always refer back to the **people problem.**

How to Approach a Design Challenge

1. Ask questions to specify the challenge

2. Ask about the users and their context

3. Think about what the solution is comprised of

4. Figure out the people problem

5. Summarize the story, talk about alternatives, improvements or other use cases

BAD IDEAS ARE GREAT

Stupid idea! Who's idea was that?

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Bad Ideas are Great

Problem:

How do we design an alarm clock for college students?

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I would have every day be
slope day so I feel excited to
wake up and hang out with
my friends

Problem:
How do we design an alarm clock for college students?

I would have every day be **slope day** so I feel **excited** to wake up and **hang out** with my **friends**

Slope day → Build excitement, Physical activity
Friends → Social, Face to Face Interaction

Organizing Out your Ideas

Group your ideas together and start finding themes/trends

Problem: Improve quality of comments

How might we:
Facilitate discussion

How might we:
Censor comments

How might we:
Make comments more private

How might we:
Validate people's opinions

How might we:
Make the conversation easier to follow

How might we:
Better articulate emotion behind comments

How might we:
Allow users to articulate their thoughts better

How might we:
Mitigate confrontation

How might we:
Remove spam (@ tags)

Better organize content

How might we:
Make the conversation easier to follow

How might we:
Allow users to articulate their thoughts better

How might we:
Facilitate discussion

Cater to user emotions

How might we:
Validate people's opinions

How might we:
Mitigate confrontation

How might we:
Better articulate emotion behind comments

Filtering

How might we:
Make comments more private

How might we:
Censor comments

How might we:
Remove spam (@ tags)

Design Challenge (pt. 2)

Design Challenge

Design a keyboard for the elderly.

Remember: Think about who your user is, what a 'keyboard' is, and figure out the people problem

Presentation

Debunking Product Design

Debunking Product Design

1. Day in the life of a product designer

2. Industry tools you should know

3. Collaboration in the industry

Day in the Life of a Product Designer

Day to day activities for any product designer includes meetings, meetings, meetings, design, and meetings.

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What is Product Design

Day in the Life of a Product Designer

A designers role is to balance the needs of the user and the opinions of those involved in the creation of the product.

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Day in the Life of a Product Designer

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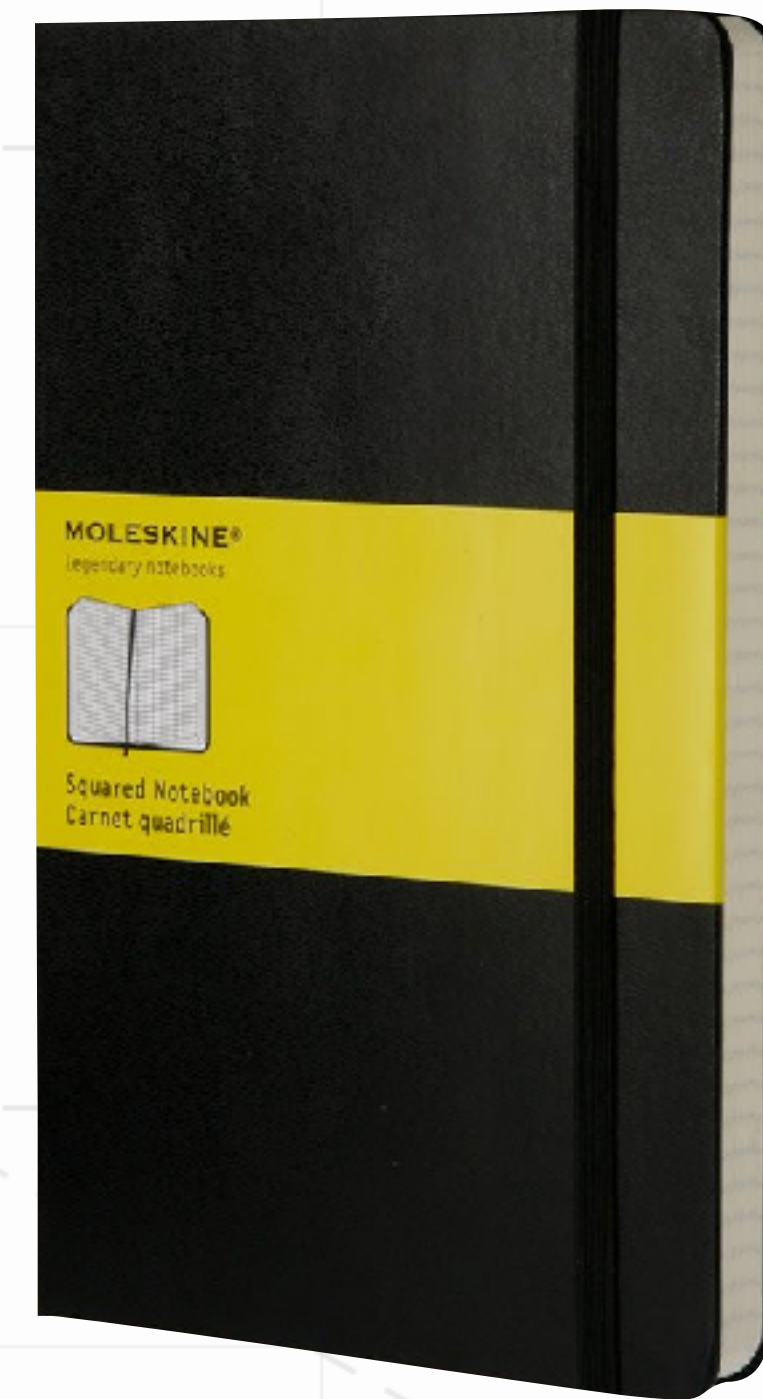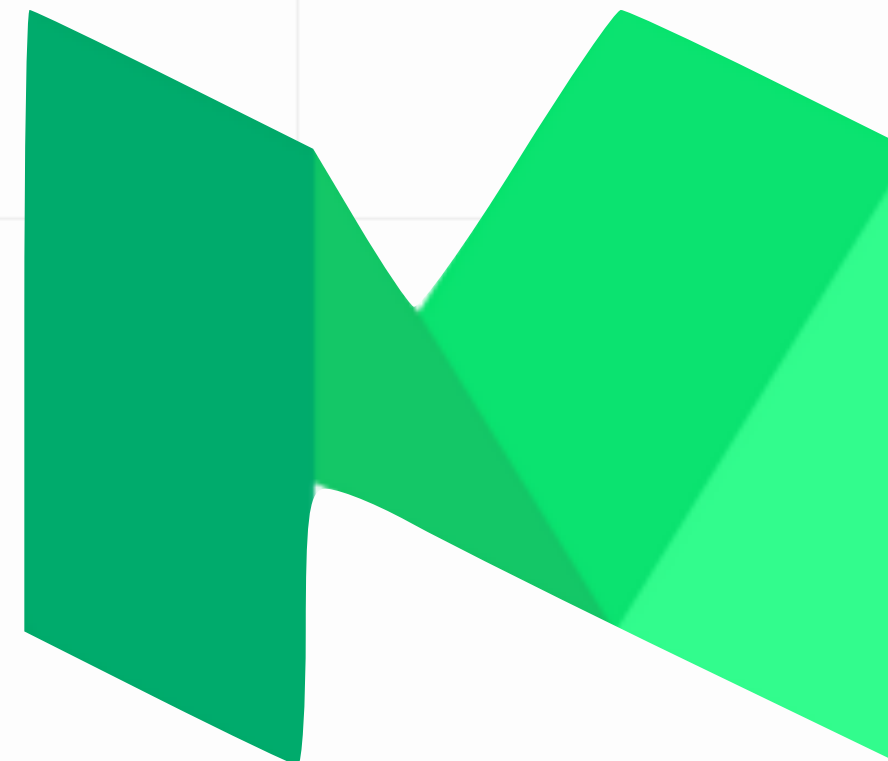
Owners   Marketing   Product Management   Developers   Front End E

Day in the Life of a Product Designer

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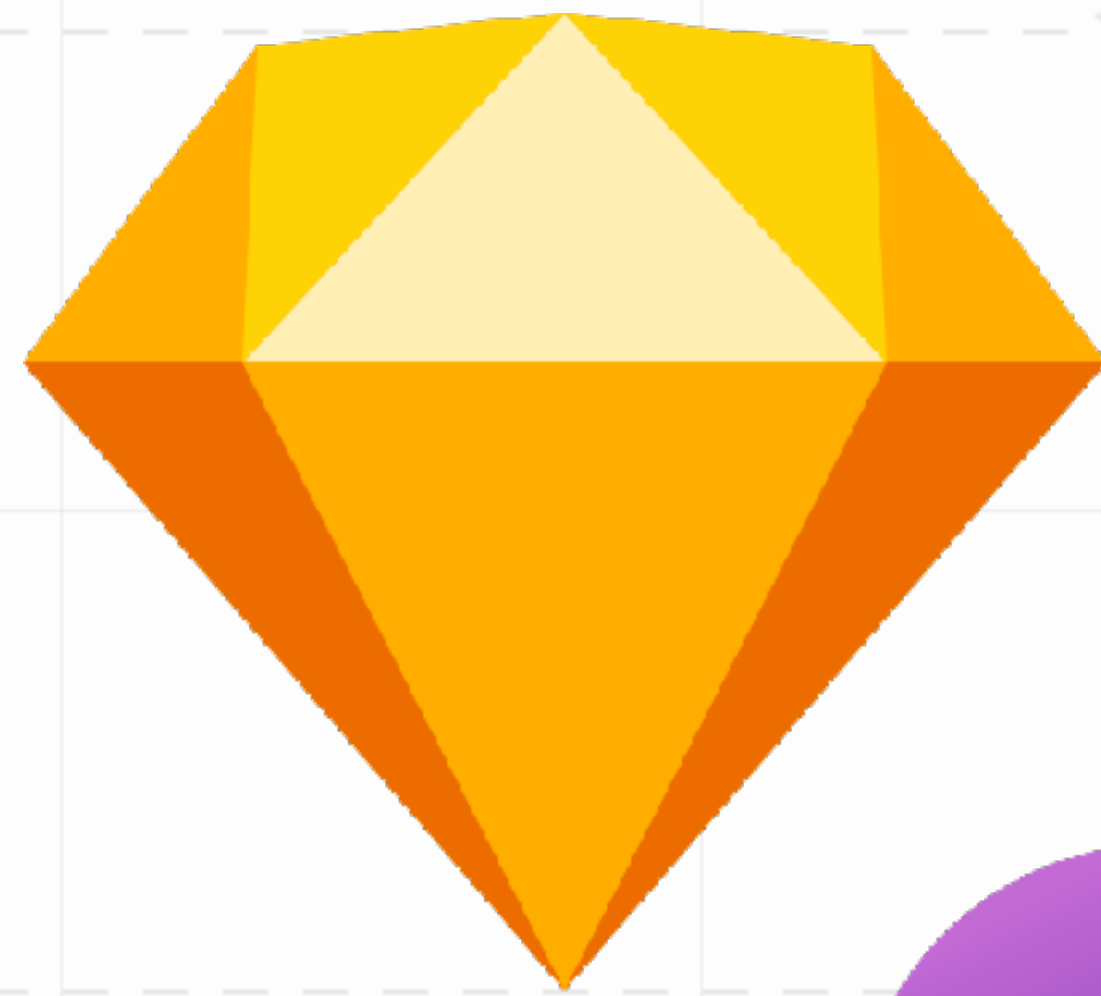
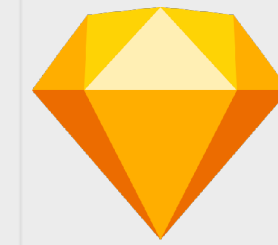ners   Users   Edge Case Users

Industry Toolkit

What tools are used throughout the industry?

Design 101 Starter Pack

Tools

Mocking

Sketch Hand-drawn Adobe

Prototyping

Framer.JS Principle Origami InVision

Branding

Medium Personal Site

Tools

Sketch

- Most widely used tool
- Mac only
- Easy to learn

Invision

Tools

- Widely used prototyping tools
- Webapp
- Easy to learn

Origami

Tools

- More in depth
- Mac only
- UI Based

Framer.JS

Tools

- Mac only
- Code based

Principle

Tools

- Most widely used tool
- Mac only
- Easy to learn

Collaboration

Where do product designers fit in with the rest of the team and how does collaboration work in the industry?

Q&A