

Needs & Inspiration

COSC 480: User-Centered Design

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September 12, 2016

Plan for Today

- Housekeeping
- A2: Understanding Users
- Identifying Needs & Finding Inspiration
- Upcoming Deadlines
 - A3: Project Pitches

Housekeeping

Attendance

Students are expected to attend and participate in the entirety of each and every class and lab meeting. Students with unexplained absences will not earn participation points, resulting in lower grades. When an absence cannot be avoided, students are responsible for obtaining any class notes, handouts, assignments, etc. from a classmate.

Classroom Distractions

Except when clearly being used for purposes immediately related to class (and in a manner that is not distracting to others), **laptops, tablets, cell phones, and other devices should all be turned off or used in airplane mode during class.** You may not talk on the phone, text, IM, email, read, solve crosswords, take pictures, etc. during class. All of these activities are likely to distract you, your peers, and the instructor; which is not fair to others in the class.

Deadlines & Late Passes

Adequate time is given to complete all assignments. **Work turned in after the stated deadlines will generally not be accepted.** However, each student and team has one “late pass” that can be used to turn in a single assignment up to 24hrs late with a 10% grade reduction.

Email

Email should be used only for personal issues or questions specific to the student or team. When appropriate, please CC all team members on team-related emails. Make sure to **include "COSC 480" in the subject line** and that all questions are clear and specific. The instructor makes every effort to respond to emails **within 24 hours**, but may sometimes take as long as 72 hours to respond. Multiple or repeated emails will delay the response time.

A2: Understanding Users

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For this assignment you will be observing and interviewing a user in order to identify user needs. The task at hand is sending an email. This is something we all do everyday and probably don't think much about. But through this assignment you will see the task in a new light.

was due Friday at 9pm

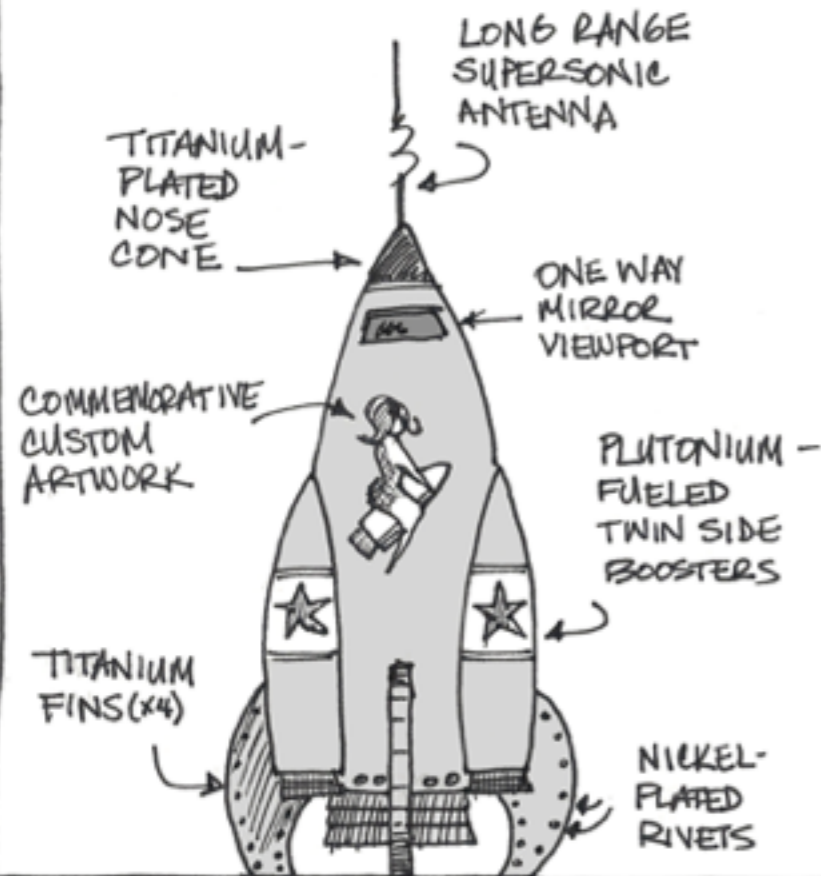
A2: Understanding Users

- With a partner:
 - Read your partner's transcript
 - Generate list of five user needs
 - Compare with your partner's list
- In groups
 - Look for themes/outliers across need lists
 - Brainstorm and sketch one design idea

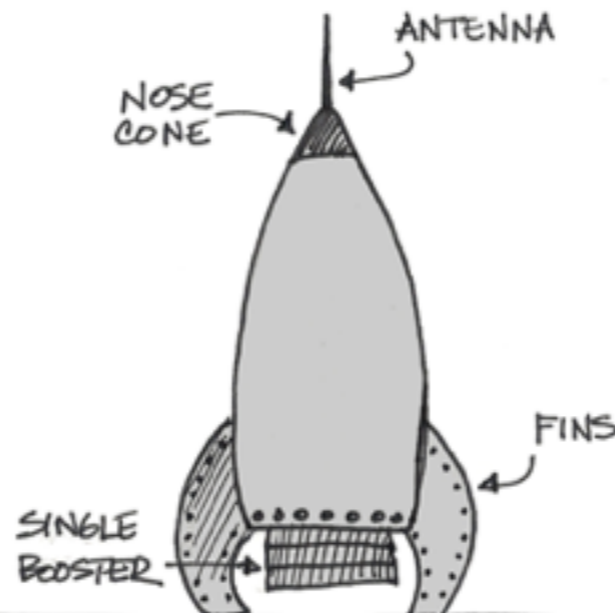
Identifying Needs & Finding Inspiration

THE UX DESIGNER PARADOX

WHAT WE DREAM UP AT KICKOFF



WHAT WE SETTLE FOR AT LAUNCH



WHAT THE USER NEEDS



BONUS 2015

User Needs

- What not how
- Be as specific as possible
- From user's perspective

Inspiration

- UX users love
- UX users hate
- Problems users encounter

Upcoming Deadlines

Upcoming Deadlines

- 09/13: Submit A3 (Project Pitch) on GitHub
- 09/14: Present A3 (Project Pitch) in morning class
- 09/14: Complete A4 (Preference Form) during lab
- 09/16: Submit T1 (Team Agreement) on GitHub
- 09/21: Submit T2 (Project Proposal) on GitHub
- 09/23: Complete PR2 (Peer Review Form) online

A3: Project Pitch

1. Brainstorm potential project ideas
2. Choose one idea and develop it
3. Craft a presentation to pitch the idea
4. Submit your slide deck (and brainstorm notes)

Due: Tuesday (tomorrow) at noon

5. Present your pitch in class

In Class: Wednesday at 9:20am