

INTRO TO DESIGN



with David Y.

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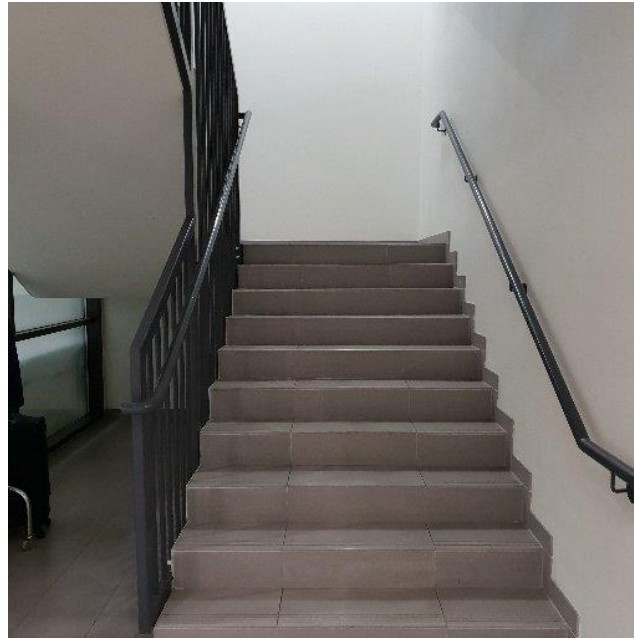
Why are we talking
about design?

What is Design?

“The process of planning for the construction of an object or system or for the implementation of an activity or process, and/or executing that plan in the form of a prototype, product, or process.”

– Anonymous Wikipedia contributor

Design is all around us.



What designs have you
interacted with today?

Good design is...

Functional



Things should work.

Good design is...

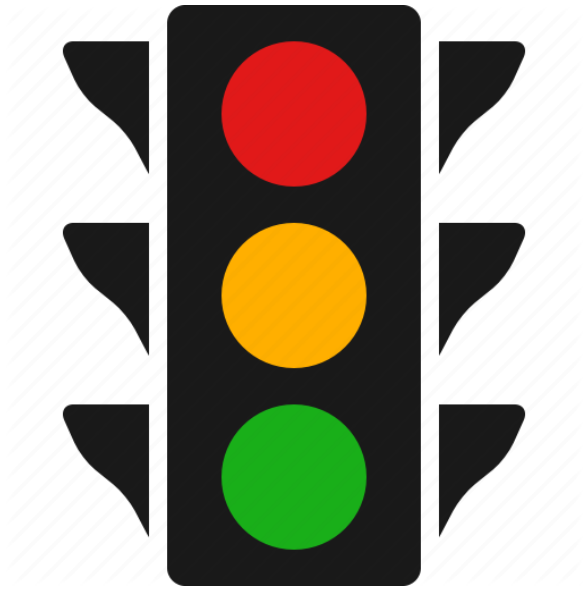
Intuitive



Recognize, not remember.

Good design is...

Accessible



Every user should be able to use it.

Good design is...

Necessary



The world has enough stuff as it is.

Activity Time

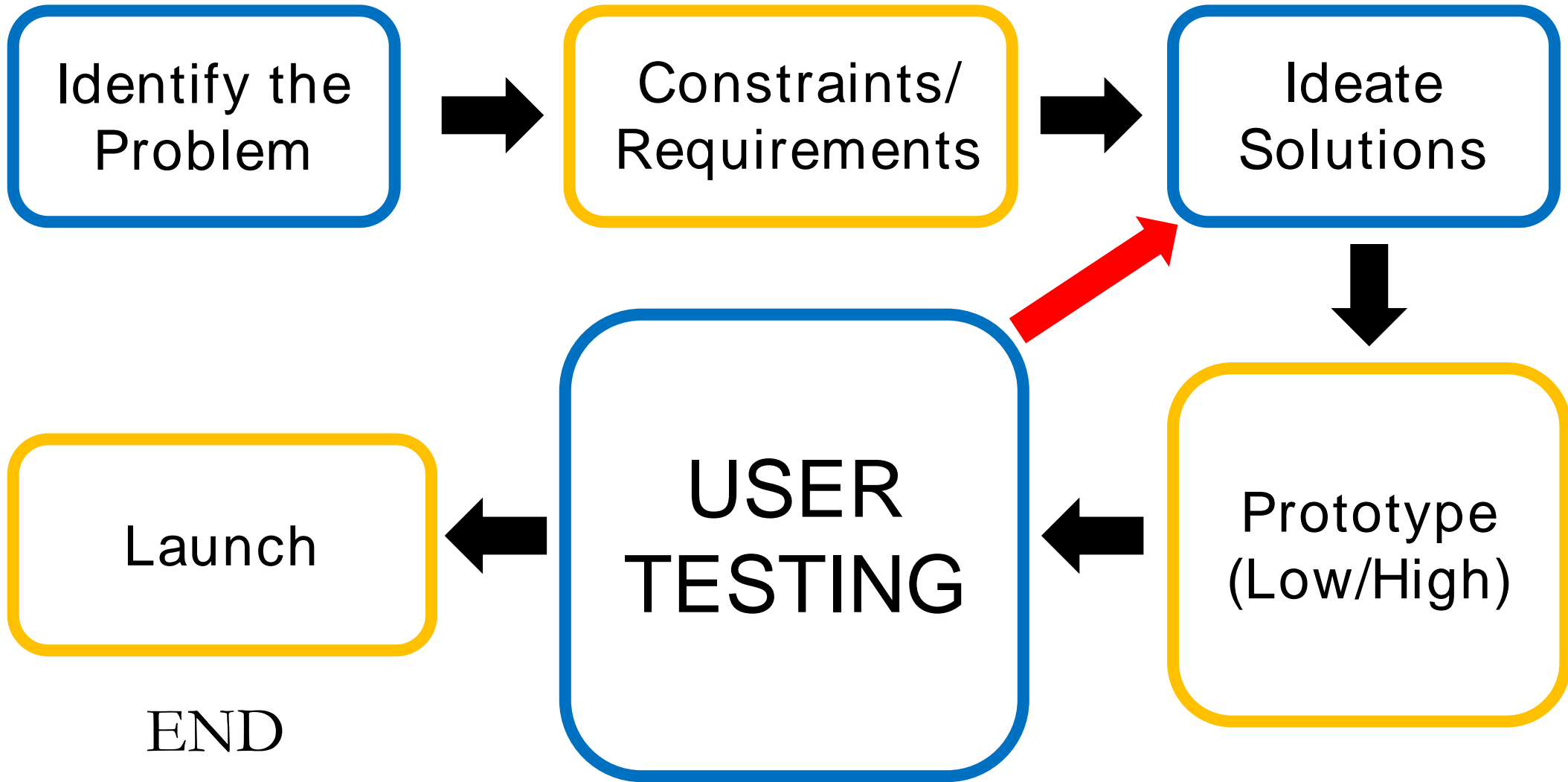
Design Scavenger Hunt

Instructions

- Explore the building looking for examples of good and bad design
- Upload your photos to this [Google folder](#)
- Come prepared to explain what makes it a good/bad design

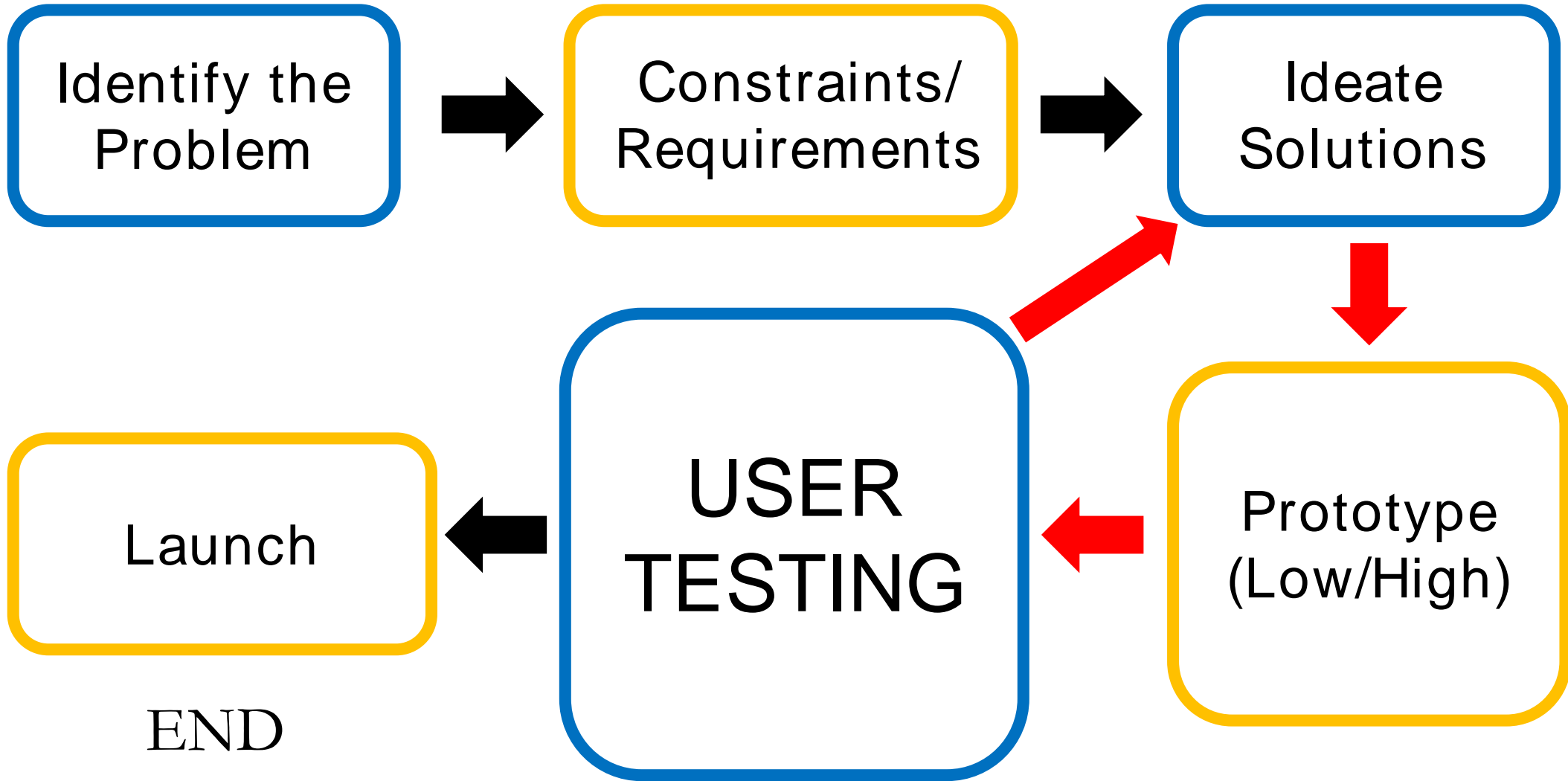
The Design Process

START



END

START



END

The Design Process in Action

Time to revisit the 2019 Shad Mount
Allison Great Garage Sale Garage
Band Challenge of 2019

Identify the problem.

What is the problem? Is something wrong? Could something be done better?

Who are the users?

Understand your users! Meet them and observe them.

Define the constraints and requirements.

What must the design be able to do?

What are the user's limitations?

What are *my* limitations?

Ideate solutions.

THIS IS NOT THE FIRST STEP!

What kind of object or system would meet the user's needs?

Is the problem being directly addressed?

Hold onto ideas lightly.

Prototype.

Low-fidelity: targets one or two aspects of the design, not everything

High-fidelity: closer to finished product

A finished lo-fi prototype is better than an incomplete hi-fi one.

User testing.

Almost every bad design fails in this crucial step.

Let users interact with the design.

Observe and ask questions. The user is **ALWAYS** right.

Iterate and improve.

Incorporate user feedback and return to ideation phase.

Celebrate successes and learn from mistakes.

Be open-minded.

Launch.

Manufacture the product or implement the system.

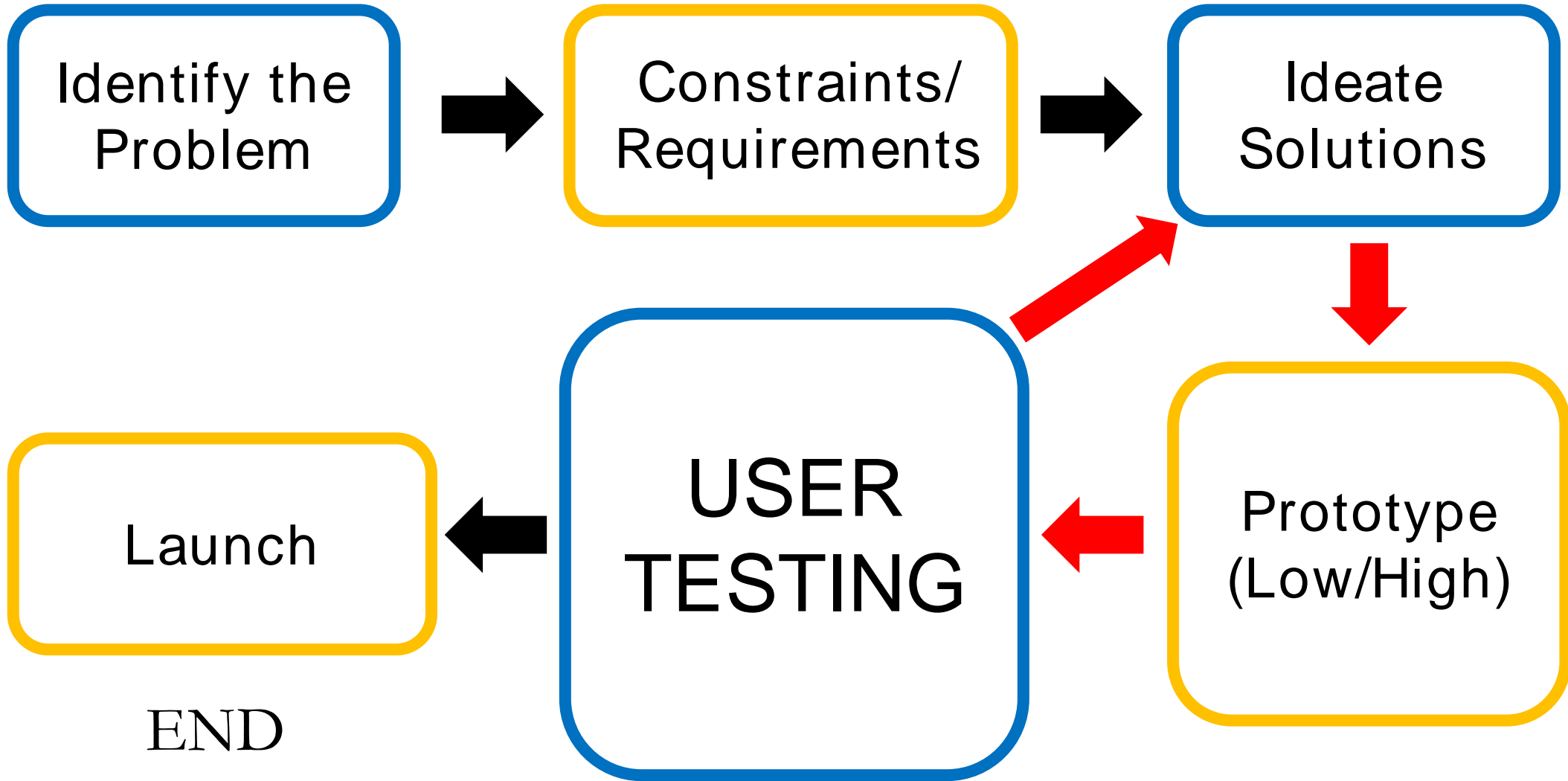
Most designs will not make it this far.

The Shad Design and Entrepreneurship Project

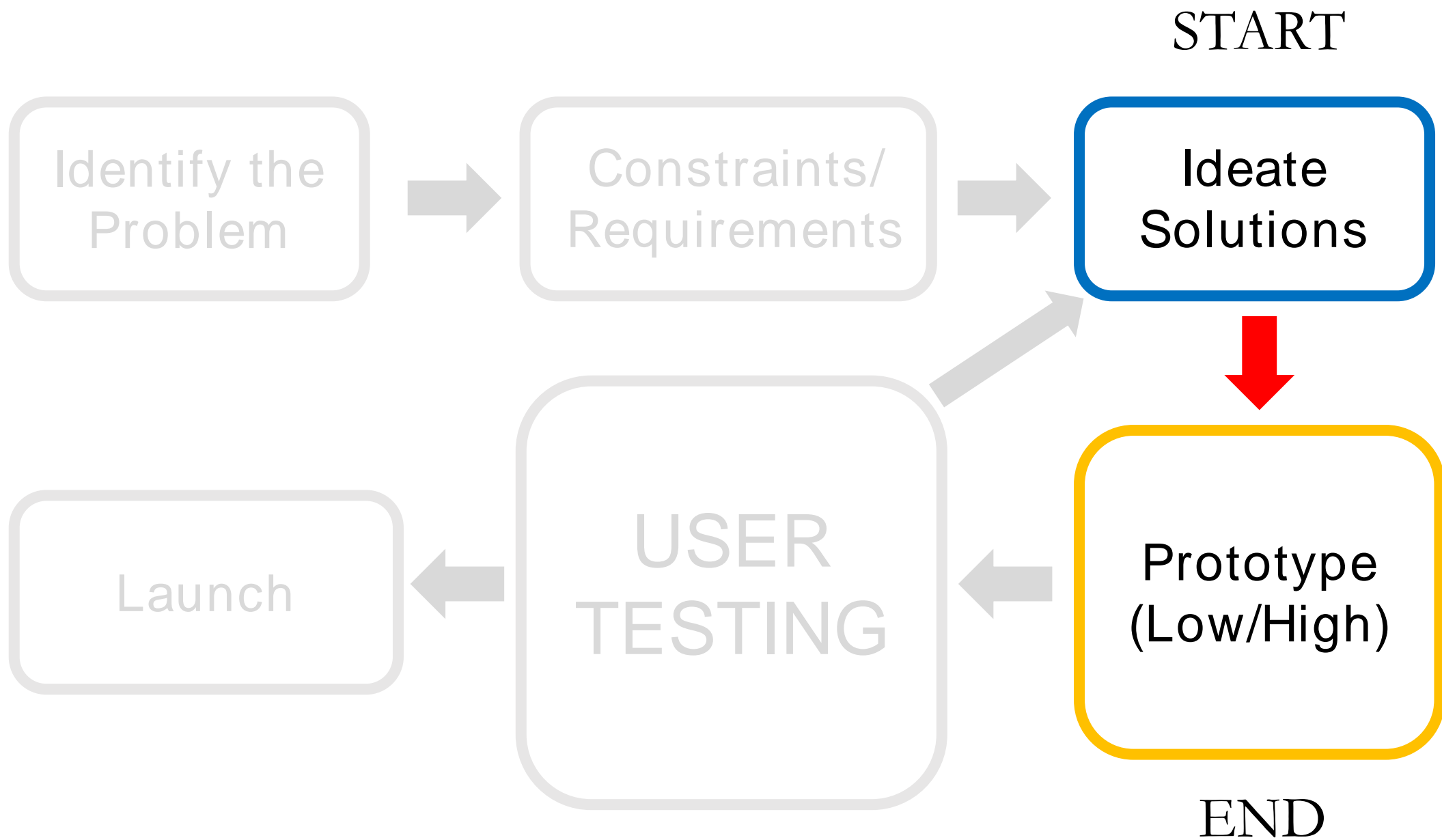
Last year's challenge

“How might we help Canadian communities be more resilient to natural disasters?”

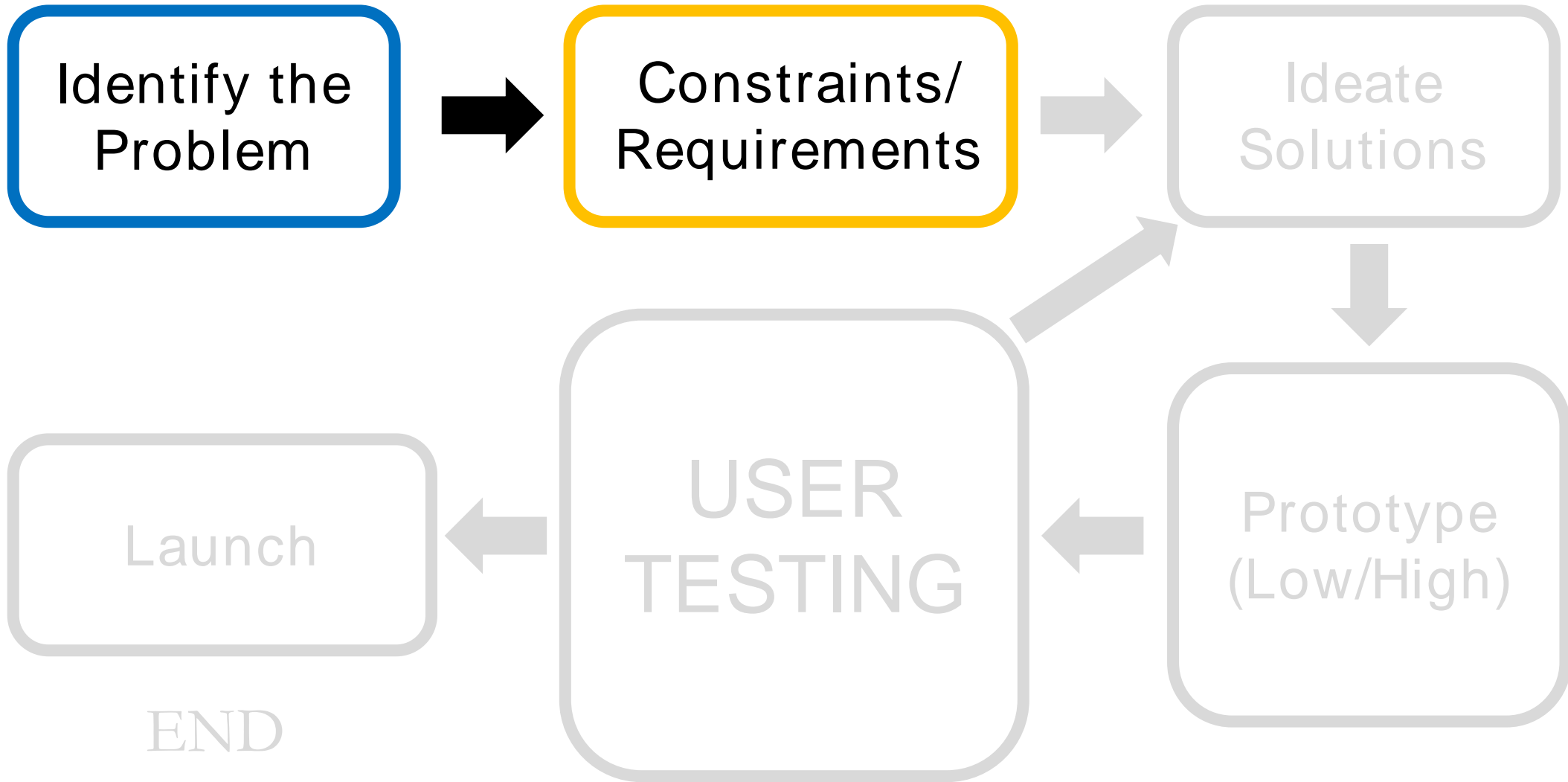
START



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START



END

Convert the ‘wicked’ problem into specific ones.

“How might we help Canadian
communities be more resilient to
natural disasters?”

Identify key phrases.

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“How might we help Canadian communities be more resilient to natural disasters?”

Activity Time

Wicked Problem Dissection

Instructions.

Dig deeper into your key phrase.

1. “Canadian communities”
2. “more resilient”
3. “natural disasters”

Create more specific 'How might we statements'.

Example:

“How might we help Canadian seniors evacuate their residences during a flood?”

Takeaways.

Ideate solutions for problems that exist.

Recognize your constraints (e.g. time, resources, expertise).

Finished is better than perfect (especially when perfect is impossible).

Intermission