EXPERIENCE DESIGN



In this lesson, you will learn the importance of understanding the who, what, where, when, how and why people work they way they do.

[on board: who, what, where, when, how, and why]

You'll learn how to understand their needs, goals, and values, sequences, and the system in which they occur and how to gain this understanding through different research methods. Based on these you can create a compelling, responsive designed experience.

Slides by Liz Gerber

All designed experiences involve

- 1. people
- 2. activities
- 3. context

Consider the following case study in which we were redesigning the gas refueling experience - an experience that many of us have experienced but few enjoy.



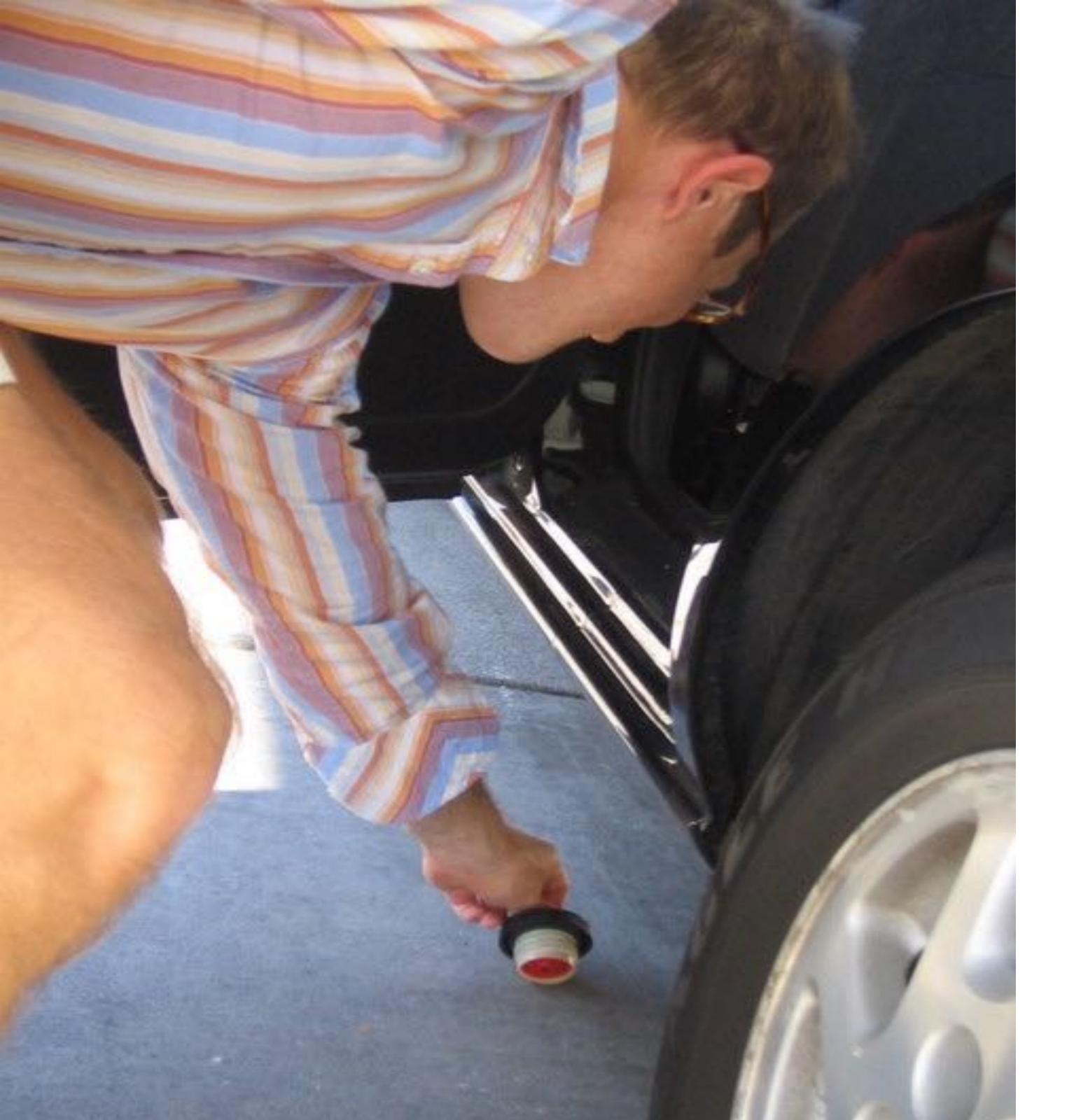




2. Activities







3. Context







From this example, you can see what you can learn by watching people do their every day work, the order in which they do things, and the other systems in which they act.

Refueling gas was not as simple as we had previously imagined.