Week 1 Studio

2020/01/10

Introduction of myself

Amanda Song

PhD student in Cognitive Science Department

Research Area:

First impression of faces:

computational models and cultural comparison

Internship experience:

Tesla, Qualcomm, TuSimple, Asian Infrastructure Investment Bank

Future job: Consulting firm – consultant + data scientist

Office hours: Wednesday 8-9am, CSB 114

Today's agenda

1. REVIEW ASSIGNMENT 1: NEEDFINDING (40 MIN)

2. DEBRIEF A1 (5 MIN)

3. REVIEW ASSIGNMENT 2: EXPERIENCE PROTOTYPES

4. SELF-ASSESSMENT

Review assignment 1

Everyone will have 2 min (will be enforced) to present:

(1) Introduce your name, major and year.

(2) recap who you observed,

(3) what your major insights are,

(4) one user need or one source of inspiration.

Have your cellphone setup to time yourself.

Review assignment 1 - audience

After each presentation, I'll invite two students to give a 2-sentence (15 seconds) feedback on the previous speaker, while the next speaker gets ready to speak.

Everyone needs to give some different feedback: e.g. I like that you interviewed a diverse group cannot be repeated twice.

Things to note about A1

Have thoughtful reasons for why you choose to pursue a particular topic

Make photos informative (e.g. include several users, demonstrate real and varying interactions, problem points, emotions, context, and so on.)

Explain how to make insights more useful (not only how "they liked it", but how did they respond? What emotions? What about observation, not just feedback? Constructive criticism – how can you improve it?)
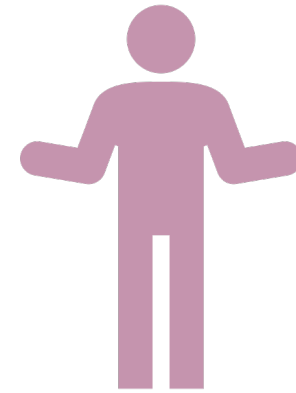
Generate insights that allow for iteration.

Continue to explore with needfinding

After hearing everyone's talk, which ideas stood out?

Did any of the talk inspire you to look at the problem differently?

Preview A2: Experience prototypes

Step 1: Iterate your Point of View

Step 2: Experience Prototypes

Step 3: Make an Inspiration board

Step 4: Find the Open Areas

Experience prototypes

Helpful for you to understand what features are necessary for the mobile web app

Make an inspirational board

What it is?

Why is it important?

An example of a good inspiration board.

https://drive.google.com/file/d/0B83mQAPNBiV3VEVzY2JwM1dmRFU/view

Final presentation examples

Example 1

Example 2

Example 3