Case A
Participant: Designer 2 (P)
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Date: 20120224

R: #00:00:09-4# ok, are you ready?

P: #00:00:10-5# yes

R: #00:00:13-3# So what's your job position in [the name of the company]?

P: #00:00:17-2# My current job position is design lead for [the name of the product], about user experience, design lead for user experience for [the name of the product]. And [the name of the product] is a product here that is sort of a Facebook form business, it's one short description of what it means..

R: #00:00:40-5# ok, so what's the routine of your job?

P: #00:00:42-5# My routine, so I could speak a little bit about of my routine up till about two months ago or a month and a half ago, because that's kind of what I have been doing since I started here. This new role is new of course. I have only been here for about a month and a half, and it's been a quite different from what I was doing previously, so I don't know whether you want to or like me to talk a little bit about my current role or what which isn't that old or my previous role which is been more of an inter-media designer.

R: #00:01:17-2# ok, the inter-media designer, the previous routine of your job.

P: #00:01:21-5# Yeah. I did that for about two and a half years. So I have a little...I can talk a little bit more about that. We do more routine, because things haven't been so much routine for me the last in a while. So as an inter-media designer, my routine would be get up in the morning, come to work and I would look at my day in terms of things that are need to get done, and I've been using a task manager software that helps me to keep things like tasks that I need to do in an order, and allows me to separate them into different kinds of categories and work that needs to get done. And I prioritize that through everyday and I also review what I did the day before, so that I'm not missing anything. So generally in the morning, I will do that. People start coming in and I work on specific pieces of work that I know will take a little bit more time, and then no one is around, so I can really focus on that work.

R: #00:02:27-6# But that work is related to the design?

P: #00:02:30-8# yeah, so generally what that is mockups, doing wireframing for a particular backlog. Backlog is pretty much a set of features that could be self contained. So that means if you just did that, it would all make sense, all the work flows around that feature are complete. So those are generally mid to high fidelity because the software is currently in place, like there is a software that exists, I can take screen captures from a design, or from the application. And then I will just alter those screen shots slightly and mix those in with other non-existing functionality, so I will create new screens that will be

more wireframe style.

R: #00:03:25-7# so most of your work is related to the wireframe that is interaction flow?

P: #00:03:32-7# it's make sure between interaction flow and mid-level fidelity mockups.

R: #00:03:43-7# Is all your work about making mockups and designing interaction flow? or you also do something relevant to visual design of the interface?

P: #00:03:55-1# I don't do much visual design anymore. There is a visual designer that takes care both of that. So I don't really focus too much on visual design, I focus a lot on what is the interaction there.

R: #00:04:10-1# Does your work include the information architecture?

P: #00:04:14-1# yeah, a little bit of information architecture, so its sort of a mash between just user interface design and information architecture, so I will draw button, but the button might look different from the final state, but it's a button. and I also think about you know what is, how these interact with something else in the system, so it's quite complex, so you need to drag diagrams, but also there is a sort of understanding that I have already of the system. It's in my mind that I don't need to reference a diagram to understand how its going to impact. It's mostly just through my memory and what through when I understanding about application. So that's what I will do in the morning, right? I will do that in the morning, and then we will have like a, get together as a team, and we will talk about what we did each day and then base on that, there are certain items that come up that need to be addressed, and then through that, it helps to orientate the day what things to get that done. In every day, I might have some meetings with people who are product owners, or product managers. Those are ones that are trying to explain what a feature will be and it's my job to sort of come from that meeting with the product owner and some developers to understand what to design, so they kinda create the design brief and generally that brief is not very well defined, some, when i worked in for design firms, you have to work with the clients and designing that brief, and you have to refined with what that is, so you are both communicating. That's sort happens in these meetings, except the product owners come with a very set defined description of what that is, but often it does not very helpful. So you need to elaborate that with the product manager and also some developers deep to understand scope. So it's not such a process where client might come into a design firm saying I need these kinds of things, it's actually much more technical oriented. So that happens throughout the day, and its difficult depending upon the time of the month that happens that, I will have more or less of those kinds of meetings. And then certain days we'll have design reviews with just our team, we go through and we criticize, or we do design critiques with each other to better understand you know whether the design is moving forward with, is that the right design or not. So that's I would say would be in a typical day in my formal role. Every down then depending upon the time of the month, I also do a data analysis and/or user research, so data analysis, I look at reports that we generate, so just like Facebook generates reports or generates data, mounts of mounts of data, there are somebody on the other end looking at who is use what features, right? So I will do that for our product, and Ill look at those features and I ll make design decisions based upon those features, and it helps to understand whether we are doing well in a particular area or not, and then we can make assumptions based on that data, similar to, in the same way, that we will use that kind of user research or usability testing to understand specific

problems. It's just a different scope, right? One is like, is anybody using this feature? and then you can look into why not, it raises those questions? And then you can do those usability testing with the why not, or you can do interviews or you can do questionnaires. So those are all things that I have worked on in the past, but they are not everyday things, my typical day is doing design work.

R: #00:08:21-8# ok. I have a question. Because you have launched several versions of the product. so for different version, you will develop and add new features into the new version, so for those features, do you designers develop these new features, or does the product owner or the product manager they provide the ideas about these new feature?

P: #00:08:52-7# Yeah, sometimes they write what we called user stories and those user stories start like this. As a user, I want to create a new X, you know? So as a user, I want to add somebody to a contact list, as an example. It's not the case, like say we will developing like an address book. That will be a use story.

R: #00:09:23-4# So these user stories are product owner, product manager providing to you. So it's not you create those stories.

P: #00:09:31-7# generally, not. But we help to understand what the real problems are. So they might come. There might be some problems that it exists. They hear from customers. The customers complain. They look at these complains, and then they generate a user story. Sometimes those user stories aren't the actual best solution to that complaint, so we help to understand the problem that it exists and then help to inform that user story. So, sometimes it's not even a user story, sometimes it's just a claim out feature. They might say, we need a contact list. And so those problems happen, we try to understand why they need that, and then look at approaches to solving the real problem that's there.

R: #00:10:18-4# ok, that makes sense. So what do you think about interaction design practice? I mean what's the difference between what you learned in school and what happened in industry?

P: #00:10:39-3# So first thing in industry that you realize is that there is no time to do the things you like to do, all the work that may go into researching around product happens for sure, but I think the time to analyze and make use of that is not as executable as you may think, so as a researcher, you know, doing my masters, of course you have all the time to do research, then you find out the problems, and then you do you actually execute all those problems, because you have a very deep understanding. But in a huge corporation, you don't actually execute on those things. So you might create a design, and that design goes into like a long list of things that you need to get fixed, and if they ever come around to fixing those things, getting to that, then some developers execute on that. So sometimes you might do a research study, and it won't be until another year till that gets implemented and by that time it's not even a problem anymore, because that product you are working on might have changed, so that's one of the things, so you need to actually look at doing research in this particular way, that's very fast and may be not as what you will call rigorous, so the research around something might be as rigorous as it would be let's say academia. so that's a little bit different. You make use of your time as much as possible, and intuition becomes a huge factor, now when I do my bachelor agree, there was a lot of it was based on intuition, so getting the craft down to understanding problem, thinking about a problem in many different ways, and creating

them, you know, 10 to 50 different versions of something, and then scoping down, right? So coming up with a lot of ideas quickly. So that's something that is more tuned with what I am doing now and what I probably was doing for my masters, but I have been able to use some of that knowledge as well. But generally just don't have a lot of time, unless you can really think quickly, you don't have the same amount of time you would in school, let's say in develop 50, you might probably have a time where you like you know 4, but I think the other thing that in school is that you always learning about new things, you always jumping into everything you are doing is new, right? whereas now, I am very familiar with the application that I work on, working on it two had a half years or more, and I am also familiar with patterns that exists, so I can say ok I know how to do 50 iterations of something, I can say ok I am gonna try something in 2 different ways and I have used the knowledge of me designing the thing to help me to design another part of it, sort of like skip it, right? you learn how to skip, right? and when somebody shows you a new skip move, you know, a new kind of way of skipping, it's not like oh, I have to learn the whole thing again, so you can get it quite quickly, right? So you are able to leverage the knowledge you are already have about something more, so I think, you know, as I progressing my design career, I am able to understand problems, I am now able to see problems in a particular design direction a lot of quicker than I could before. And I think that helped me a lot in this kind of fast pace environment where you just don't have that kind of time. And sometimes you also, so to go back to your question, so with regards to sort of education, I think that the only way to really learn is you quite in it. You can gather certain skills, and I think that those skills are more like fundamentals, like ways of approaching a problem, thinking about a problem, taking on different angles, not being too critical, and I think I have try to implement more things like design crits, so as a group as a team, before I came or when I first came we weren't really doing that, and I try to push to have those kinds of situations where you all sit in a room, and you look at something together, and you give feedback, now I think that's something I learned in school to do, and I am glad that we are able to do that, and I think that those things are very helpful, because it helps orient everybody, and I think my education has help me to understand that when somebody is saying something about the work that I done, it's not personal, it's actually about the product, right? And some people don't grass that, I think that's something that in a design education that you receive that, right? And you learn to not to take things too personally, so that's something that comes across. About the design industry in general, or interaction design practice in general, I think that a lot of people say the same thing.

R: #00:16:06-6# Yeah, because I have interviewed I think 7 people from different companies, Nokia, Microsoft and some designers they mentioned communication within a team is really important in the industry because we have developers, visual designers, interaction designers, and you also have the clients, product owners. So they mentioned the cost of time is a really big problem. You must be fast to generate some ideas and then get some feedback, but if you can reduce the communication cost, then you work will be productive. And some designers mentioned, sometimes you must pay attention to the whole picture of the system, don't just focus on one feature or one interface, because one designer from Mozilla said, if you spend more time or more attention on just 1 interface, then you will lose the overall user experience. So this answers the question from different angle. But I have some questions...

P: #00:17:44-9# you have other questions? ok. so just to kinda speak to those points, for sure, I mean there is a huge cost overhead in terms of communication. The larger the industry, the larger the team...the longer takes to communicate. I mean I worked on

teams that are small, and there is low cost in communication. But when that scales up, it just takes people to communicate. You know, that's the role that I am in right now, where now I am having a communicate more than I ever did. You know because that is my role, and my previous role there was less communication, and I can focus on a specific area, right? And to your second point, in terms of you know, yeah, I think as an interaction designer, it's different than a print designer, for example, that's something that I have done in the past where you can focus on, ok, well, this in terms of print design. you are looking at, ok, well, I am gonna design this, it's not going to change, I have to look at the context in which this, somebody is going to see this, right? And you know, that shapes the size and maybe the message on it whereas from an interaction design perspective, you are needing to kinda zoom in and zoom out, you know, all the time, in order to look at, does this screen make sense in reference to everything else the user is gonna be doing, you know, does it help them move along that process that you are hoping to moving along., right? so, for sure. I mean I agree with those points. What I was initially saying was that like I think people are talking about the same thing is that, A lot of designers come up with all these different frameworks and different theories on things and really in the end I think it's all the same thing, they try to qualify something that is in my opinion in a large sentence is intuition. I am not saying that the data is something that is, sorry, the usability you know, theories around that stuff are not helpful, I am saying that they help to bring somebody the new lenses, but in the end, you know, there are ways about thinking about a problem, but they are not going to solve the problem, and you know, if you gave this to a machine for example, the machine wouldn't be able to create the same design as the designer, I think they are there is a lot of that isn't taught about in terms of interaction design that is about intuition. it's about making decisions, you know, and seeing those decisions along the course,right? I think one of the lucking things of school is that you are designing something, and you never test it, or you test something, but you never redesign it, so you never have that full cycle of, you know, from starting it to designing it, to testing it, to redesign it, you know, so that you can learn, right? And i think that's something that happens, you know, when you are working administraive designer, I would say also, in this context, then let's say design firm where you designing website, and you know, if that website is successful, you are gonna get more business, but you gonna be working on something else, not the same website, whereas, you know, if you fail, obviously not gonna get the business, you are not gonna be able to really you know, learn from the user mistakes, right? Whereas in our industry, in Microsoft or in the similar software industry, you actually have the opportunity to revise what you are doing and I think that's a huge learning opportunity.

R: #00:21:13-2# Yeah, yeah,so I have some questions about what you have said. The first one is you have said you use some fast research methods to identify user problems, so what are the fast research methods you used?

P: #00:21:31-6# Sure, sure, so you know, have you heard Jakob Nielsen? So Jakob Nielsen is a researcher, and he says basically you can find the problems that 80% of the people are going to encounter by using 5 to 8 people, for usability test. So that's what I kind of look at, ok well, those 80% of the problems are pretty good, it's like a lot, the other 20% are going to be very detailed questions, and those you can do a longer term studies, right? And so I kind of take that into account, so what I do is I built the prototype quite quickly, you know, using software like in powerpoint to doing just like mockups, I generally try to get away from paper mockups, and trying to do more interactive ones, there is software now you can use like Axure, is one piece of software, anyways the software isn't matter, it's a matter of how quick can you generate a prototype, so that it's

like does the work flow that you are looking for, so you desired to thinking about, rather than thinking about a whole set of features, you are thinking about maybe two workflows, right? and you do a section that maybe it's like half an hour or to 45 minutes, and then maybe 15 minutes questions afterwards, right? and you through those studies in like one day, so you do about 8 studies in one day, or you can do 2 days, but essentially if you take into account, if you get up very early in the morning, let's say at 7am or 6am in the morning, and you do a study at 7 am, and you use the time difference, right? so you say ok well, [the name of the company] is an international company, there is people that are working like in [the name of the company] on a different time zone in like let's say Montreal or Toronto. Those people are gonna be 3 hours ahead of you. So when you get up at 7am, that's 10am for them, so you actually do like a session at 6am, 7am, 8am, and you done 3, and it's only 9am, right? So you use like those ways of looking at time, as not just something in neural sense but elsewhere so you can fit in where sessions in one day, and the other aspect of that, and that's just kind of like a logistic thing, and a lot of those kind is logistic. it's not about like oh this is a new technique, it's more logistic, and so other things you have good systems in place to capture the data, you can have like an interview, or sort of formative usability test, and then you can write down what somebody is doing, but that's really inefficient, because if you wanna analyze that data, you wanna be able to use a system in which they can enter in you know, how hard was that test, so like a sascore, and you can get that into like a Google chart for example, or a Google spreadsheet and that just goes into a Google spreadsheet that when you are done, it just gives you the score in the end. So there is not like data analysis phase, it's pretty much does it for you, and then you take video and audio, but you never really reference it, so you can use that if there something very interesting but in this kinds of sections, that's almost you never had time to use it, you only do it for the record, but so rarely do you ever go back and analyze that, what you analyze is really just a quantitative data and also what somebody's saying and what's your perceiving on the screen as you are going through that. So and then you have sheets to help you along to say, ok, well, there is only 3 workflows, 2 to 3 workflows that you are looking at, and you will look at what they do, and through 8 people, you can do that in like one day, have that analyzed by the end of the day, and so midway to the next day, you just looking at, ok, how can I fix this and that, so that gives you about, if it takes you maybe like half a week or a week to develop the prototype, you can basically be from starting point of mockups of what the design direction is to data analysis by the end of the week with fixes in a concrete. So that's a typical like agile way of doing it and you are less concerned about, oh, are these users, you know the right users or not, it's less about trying to get the perfect user, or if you try to write a paper on this, it will not work. People will reject it and they will find out these problems with the right, so it's not like rigorous as academia, but the point here is really to find the 80% of stuff that people are most likely to encountered,right? and you get feedback and that helps to inform the design direction that you are going in, or to confirm whether actually it's appropriate or not. So that would be like would I would call like a gorilla usability testing. And you do that, yeah, I found my experience quite helpful, because it helps you to understand, reframe and humble you to understand that the way that you are thinking about a problem, because you are looking at the screen for, you know, you designing something, you might expand like a week designing something, ,a work flow, and you think oh, this is the right way,and you convince yourself that this is the right way. often when people look at it, they don't get it the right away, and so it's a matter of when you see that, you understand ok, I need to address this problem, that's something that I find really really helpful.

R: #00:27:20-1# You have mentioned many times about the word "intuition", so when

and in what context you will use your intuition?

P: #00:28:10-9# So intuition for me is, if I was to put it into a different context, so let's say you are a baseball player, so people who play baseball have great intuition, right? they play that when some people throws a baseball, they pitch towards the baseball to the mount, there is no reaction time, the batter just knows as soon as the ball leaves the pitcher's hand, the way the ball looks, whether to swing or not, right? and of course, you know, there is people strike out all the time, but the fact that they can hit that ball at all is to me that intuition. The way you see that ball, it's a fraction of the seconds, it's a subconscious thing. In the same way that you know where you know somebody catching a ball who is plays on third base, they don't have very much time to react to that, but sometimes you know you see these really great all-star players, they can jump and grab that ball in mid-air, I mean to me, that's what intuition is. It's knowing that having this understanding, this feeling that something is going to happen, right? And to me, that's something in my job that it's not when do I use it, it's more of that, it is always on. And it's every time when I am making a decision it's thinking through using the knowledge that I have and using the skills I have, but also sometimes you don't know and you just say, well, this is the right direction. And of course you make a mistake and you hold in your intuition, right? it's similar to you, what's a good example here, it's like you have experiences in life on certain things, and you can make a call on whether that's the right decision, and sometimes you just feel it, it's not a matter of all the data in the world, you just feel it, you know, it's something that for me like it's through experience I have seen things, I know how things are going to be, so and that's on everything, but something I learn and I fail, I was like oh, it was a bad decision, and so it's not something that I just rely on alone, I take into account data analysis, like I said before, from user studies, so understanding users, I also realize that I am in a position where I am thinking as a designer, sorry, when I design things, I am an expert user, every time I look at the screen I look that as an expert user, every time I open up the Facebook, or I open up an iPhone, I am looking at all the details with you know, 100%, you know, visibility, it's like I can see all the pixels, right? all that details, but when my wife, or somebody is an non-expert, or I even say like you know non-range if I am talking about my parents, you are not looking that like that, you know, so my role as a designer, our role that I had is actually to abstract myself from my expert role to see things in that light, right? and to ask myself the questions that they would ask, right? and to assume that role to have empathy I think empathy is an important aspect as a designer, right? You need to have that to understand, to able design something that's gonna be valuable or useful to somebody else, right? and so it's that intuition as well, it's taking on that role of saying, am I being empathetic? Am I thinking about this person? How would this person approach this problem? And those are all, That's all intuition. Even if you ask somebody, you are gonna get the wrong answer because they are gonna tell you something that's not the case, right? or sometimes they were not. And if you can go and do some long term studies and observe people, but we don't have that time, right? So yeah, I mean intuition…

R: #00:32:19-3# yeah, because I am interested in intuition because I think intuition is really similar with what I am talking about that is designer's personal life experience.

P: #00:32:32-6# I think intuition along is not gonna make you a good designer, I think that, in my mind I think it takes experience, so that you understand patterns, right? so you can see patterns.

R: #00:32:42-6# Yeah, patterns, what do you mean by patterns? Is this the design pattern?

P: #00:32:49-4# I think, that there is like, well there are all patterns in nature, right? And we as humans, we design things in certain ways and that's based upon like probably a cultural approach, right? But what I mean patterns I mean things that I see over and over again.

R: #00:33:07-0# Can you give an example?

P: #00:33:10-5# An example? A form, we fill out forms all the time, right? There is patterns and best practices around developing forms, right? So generally, a form will have a label, and that label would be either on top of the field, beside to the left of the field, right? and that could be left justified or right justified, what have you, generally don't see a field on the right side, sorry, you don't see a label on the right side of the field, because that's not how forms work and i think that if you did that, people would be very confused, right? So one example is that, well, when I am designing a form, I never put the label on the right, right? And that's my intuition, but it's also my commonsense, right? Because it's a pattern I see over and over again. So that's an example of a pattern.

R: #00:34:01-6# The pattern you said is user's behavior, people's commonsense?

P: #00:34:10-4# So I think for example it's kind of like commonsense, but commonsense is only make sense for people who are within a specific structure. So you know, I wouldn't expect that if i gave that form that has label on the right to somebody who have never seen a form before, they would probably be, first they probably be confused, what is this thing? but then they actually figure out what that thing was, they wouldn't feel it was weird that I don't think in my opinion, I don't think they will be like oh, like, because it's on the right, I didn't get it, they would understand that's the thing what's for. So to me, we have just conditioned each other, you know, people in this culture that labels go either on top or on the right, because they have seen it so often. So it's their previous experiences that you are trying to leverage. It's not that it's objectively better. So I mean i hope that's an example of a pattern, what I mean by pattern, so it's a…..

R: #00:35:13-3# So the pattern is related to how people see things or how people do things, I am not sure.

P: #00:35:36-7# ok, so as another example, a different non-interaction design example, because I think it helps, it can advocate what I mean a little bit better, so when you go to a restaurant, generally, if it is a nice restaurant, there will be a host, you understand what that host is going to do, they are going to come, and sit you down on a table, right? and then shortly after somebody will, the waitress will come and show, so say hello, she will give you a menu, she will give you some water maybe, and then she will come back, maybe ask you if you want something else drink then take your order, right? and then she will come back with the food, and then you eat the food, she might come back again, saying how was the food, right? and then you finish eating, she takes your plate away, and then she will come back, and maybe ask you if you want some coffee or desert, after that if you say no, she will come back with the check, right? and you know, you pay and you leave, right? so that's what I mean by a pattern.

R: #00:36:48-1# is that mean how people do something? There are several steps.

P: #00:36:54-8# Exactly, right, so it's like a sequence of events that are well understood by the people that do them, right? So you don't going to a restaurant and they just give desert, right away before you ask, right? so that's kind of what I mean, so that pattern, right, that restaurant employee helps you as a customer understand, meet expectations, right? So and I think when expectations that when your expectations are met, then that creates good experience, right? But it's not always just like I shouldn't say like that, I mean sometimes your expectations, you might be expecting one thing, but something else happens and it makes you happy. it's kinda like you know you get flowers all the sudden. that's not.you are not expecting flowers, but it's nice, right? so kinds like, you know, there is those kinds of things too, right?

R: #00:37:56-4# So do you think designers' personal life experience is one kind of potential factors that can help or influence designers in their design practice?

P: #00:38:08-2# Yeah, I think so. I mean it's so hard, because it's hard to separate your personal life from yourself, right? These are two different entities in my mind. They are like one of the same. So for sure, I approach things with a mind towards like you know, who my parents are for example, I think about my patents as users. It's hard for me to separate in another way, because when I look at devices, I don't look just use them, because they are just pleasurable on my own. I use them through this expert lens, so when I look at something, I am also investigating how it works often times, right? So now it's kind of hard for me to separate myself from I guess technology I use as just an plain user, because I am not a normal user, so I think that it's hard for me to say like, I mean I fully think that my personal life, things that happen to me, you know, have an impact upon everything that I do, but I don't know how. I think that that's very much subconscious. So I might be for example, more risk averse, so I will be more afraid to take risks for answering things for example, because that's just my personality, because things that happen in my life, I mean I don't know. I have to thinking about specific things that I can reference there, but in my mind I just feel like those are just part of my personality.

R: #00:40:03-5# DId you leverage what happened in your past life or daily routines in your design work?

P: #00:41:24-0# Yeah, I am sure I probably do that. You know, how did I do this in the past, when I am designing something, for example, I worked in York University.

R: #00:41:38-9# You have talked a lot about patterns, so if some of the patterns came from your life experience?

P: #00:41:49-3# Maybe. I mean but again I don't feel that those are, of course, I reference my life and things that I have done as a starting point, but I think it takes much much further when I, because I take much further than that by looking at investigating in trying to be empathetic about other people's experiences, right? Because my experience is only inform what I am designing. If the person I am designing is for, if the demographic, are people like me, if I was designing a tool for other designers, for sure I can reference my own life, but often I find that is not as useful when I designing things for other people, and so often you create a bad design because you are designing for the wrong, you are designing for yourself, right? So if I say, oh well, I wouldn't like this if I used it, I mean is that only make sense if you are designing something for yourself, or people like…

R: #00:42:46-5# yeah, I think, so this question that does, I know because I think design that is a really professional job, so a designer can not see, ok, I have, this is my personal life experience. I do something like this, so I will design software like this. I think that is not design, but why I propose this research topic that means, sometimes in some contexts, just like you, just like at the beginning of the design process, designer's personal life experience and their intuition can give designer some opportunity to explore more ideas or help them to generate more ideas to solve the design problem. So I just..so I don't to see, ok, designer's personal life experience is a really important factor that can affect the whole design. I just think this is one thing that happened in the design process.

P: #00:43:52-3# Yeah, I think that like on the interaction that I have my wife for example that helps me to better communicate on those kinds of things. But I really feel that as an designer, as a practitioner, I feel that I am always on as an designer. So it's difficult for me to separate my work life from my personal life, so that's why it's hard, I think that I am always looking at things and trying to understand you know, so for example, I am sitting here and I earlier look at oh, this tea bag label is quite nice. oh, it even has the batch number on it.

R: #00:44:40-0# So I think, so my definition of designer's personal life experience that's. I think that is designer interact with some design artifact, so I don't think that is, I just separate so when you use iPhone or Facebook, and designers use their particular design perspective to use this product and also categorize this experience belong to the designer's personal life experience, so you can talk a lot ....I think maybe I should clarify my definition of designers' personal life experience. It refers to the accumulation of a designers' past experiences that emerged from his interaction with designed artifacts, like iPhone and Facebook, or other non-digital artifacts, and their interaction with other people and surroundings.

P: #00:45:09-8# Ok, ok, so that helps me a little bit. So like when I use things when I am not at work, what are something that I do that you know influence my design, ok. So yeah, for sure, Mobile phone, you know you have an iPad as well, and that forms in terms of specific kinds of patterns that other people are using, right? which then all incorporate to a design when I am doing, because I see that ok, well, if this application has, you know, 100,000 people are using it, or you know half an million people using this, ok, well, that's a pattern that those 500,000 people are gonna be using, right? so I say, ok, well, then I start seeing another application that is using the same kind of pattern, I would say ok, actually, I am going to use it as well, because I think that it will be able to leveraged that.

R: #00:46:04-2# Because you identified some patterns from people using iPad so can you talk about what are the patterns and how you use that patterns in your design?

P: #00:46:14-8# Ok, I can give you an example. So before the iPad came out, before the iPhone came out, there was very little these things I called popovers, right? so that's like when you click on the object and there is like black thing that appears with a little kind of arrow pointing to what you just press on, and then there is content in that. On the iPhone and iPad it's black generally. There is content in there sometimes it's a list, and you can scroll that list, right? So those things are like everywhere, you know, iPad apps, right? and they are helpful, you know, but before those iPad, iPhone have those, you didn't see

those anywhere, right? It was very rare to see those kind of stuff, now you see them everywhere. And actually, you see them in youtube, and they might be very small, but they are there. And you know that's even influenced ourselves in how we or what we do in terms of the [the name of the product], developing you know, I guess when I am also talking stuff, I am assuming you are not gonna reference the name of the product as well, like in the interview. Yeah, because it's for the interview. Anyway, so that influences, you know, how we think about that. And generally I think all team members use a lot of apple products, and a lot of ideas when I am looking at, you know, I really feel there are very influenced by apple. Now I am not saying there's a good or bad thing, but i feel that sometimes we lean a little bit to much on apple, designs or foot forward, you know, how they approach things and I think sometimes you become the lazy and because oh apple does it, so I am gonna do it in this way too, and I don't know if that's the best approach or if there is other room for innovation, but you know, that's an example of personal life or details of an example of things that I am interacting with.

R: #00:48:27-3# Is there something that you interaction with is non-digital, but inform your design?

P: #00:48:36-8# I like print, things like magazine, sometimes, they give me ideas and inspiration, books, again like a lot of these stuff, I feel is very like subconscious that it happens and I interact with something, oh, yeah, it's kinda nice...

R: #00:49:00-4# so can you give some examples about how magazine inspires you.

P: #00:49:06-2# Sure, you know, when I look at magazine, oh, I really like that the way they did the typography on that, oh, I really like the colors they used here. A lot of times, in magazine, it's less of about interaction, in more about the layout, the visual design, sometimes I will look at magazines for idea of style, what's coming up fashions very good for that, colors and so on. I mean but that's when I was doing more visual design, I don't really do that much anymore because my role here isn't visual design, so I spend less time doing that these days.

R: #00:49:53-2# So is there sometime influence your interaction design?

P: #00:50:02-5# Actually, so like three or four years ago now, I was in Paris, and I was at a museum and I saw the way this architect was creating, use pins and string to make this kind of like a composition for, that was actually a building. And I looked at that, and it inspired me in terms of the ways that you could make diagrams that are more organic, and so that is an example of something that I have tried. A lot of stuff is experimental. These days I feel you know, a little bit less, I just don't notice these things, and a lot of time it's designing, I can not pin point any particular thing, you know, that doesn't come to me, I am sure that maybe some other things will come to me as I think through them. I think that when I am in a subway, transit systems are really intriguing to me, I feel that i look at way finding and how the designers laid things out in the subway or you know where you are standing, you can only see certain things, I think that that's really interesting and that impacts me, because I am in travel, you know, everyday back and forth to work, and i experience does something to me, sometimes good, sometimes bad, i feel that often that is design poorly that there could be more work done to help people to learn from Vancouver to travel. And I mean I think about that, but that's not really work orientate. It's kind of like a whole different design space to me that I feel that of course like my experience here helps me with that. But I am not sure, I never try to apply that

thinking here. One thing that I have been thinking about though recently is about the balance between intent and serendipity, so, and this is sort of more abstract layer, but it's sort of like, you go to a bar, and actually this is kind of guest real life scenario in a way. You go to a bar, right? I don't go a bar very much anymore, but when I wasn't married, you know, and I was out there, I will go to a bar, and have specific intents right, so I would go to maybe a bar where i knew I would meet some people there, right? and I would go to meet people there. But you know, sometimes, you don't know what's gonna happen, right? And in the way it's like, ok, well, I am going out to go meet some people, but I am going to this bar and I have been there before and crazy things happen, that's kinda cool because I like that unknown, right? And it's that in a sense like that serendipity stuff that happens that makes you keep going back there. And I guess by definition, it wouldn't really be serendipities, it will be because you are going there, like people know, you already know something is going to happen, so you just didn't arrive there by chance, you know. which is really, maybe is not serendipities. Serendipities might not be the best word there, but the idea is that you, by looking at the design space and creating things that are purposeful that people want to do something, you can then have some balance that with unexpectedness, so that makes things sticky or make people come back and want to do that again, right, so the news is like that too, oh, I want information, but when you open up your news apple, open up a new paper, you find something you didn't expect to find, woo, that's a surprise, right, like that principle it's interesting, I have been play a little bit around with that how to apply that in the design that I do, so that people keep coming back, right? And it's pretty simple principle there, right? the news is been doing it you know since the printing press, well probably after the printing press. Because the first thing that were printable probably not base on that. But they learn that somewhere right? How to get people to come back and read the same paper again, right? You always read it, it was always the same thing, you know, it would be boring, so maybe that's another principle.

R: #00:54:57-6# So the principle is designers should design for the un-expectation. Does this principle come from you own life?

P: #00:55:13-3# yeah, I mean I think it kinda came through like as a design process. You know, on Facebook, you have the things let people to follow, and you see that, and it's kind of like gets coming back, because you say oh, I don't know these people, well, you say I will follow that person, or I wanna be a friend of that person, and then that one disappears, and then there is like that split second before those other person shows up, you will be like, I don't know who that's gonna be, you know, I will click on that guy, you know, and so I mean, it's kind of like that principle where that's where that originally came from, the thinking around that is that why is that people continue to use Facebook, I mean there is an intent, they didn't just go up there to like click to see who is gonna show up next on their followers list, right? or their friends list. They don't do that, but that's something that as a process, is part of that, that keeps it coming back even though it's not the main reason for it. So I guess in that sense, it kinda came from my life, my experiences of doing that, but and then I was thinking about how to apply that. then through applying that notion, I was thinking about it as a principle, then I started to abstract that and look at different you know, how that relates to other things in life.

R: #00:56:38-4# So have you used this principle in design of [the name of the product]?

P: #00:56:50-2# That's what I am starting to do right now, I am starting to see like how does that apply, how does this you know, these things are applied to it. how can I do that.

R: #00:57:01-3# So when you design the interaction flow for one feature of the [the name of the product], where your idea come from?

P: #00:57:13-5# a lot of it is like what are other people doing in the same area? so is user feature similar to this these other features in you know, application X, Y, Z, and I analyze those, I interact with them, I get a sense of how they feel, I have a sense of like how would this work in our application, and I have been try to take the best things out of those applications, make them, you know, combine them and make them better and add something new.

R: #00:57:51-0# I think that is your personal life experience, but you see these things from the professional perspective. you think that is professional experience because you are a designer, but I see that is personal life experience because you have used...not many similar software, similar features, and you have some experience like user experience, so you can find which part is good, which is not good, and then you will add some new ideas, so I think this is personal experience because this didn't come from the user study.

P: #00:58:54-9# right, right, yeah, I mean that could be the case that, you know, looking at those, making those judgments based on my own experience, I am also thinking about it from I try to at least approach it from like, ok, well, I find my mother, how would she end up designing something for like that demographic for example. So here is an good example, so the majority of people that are information workers in the world, who work in businesses, don't use apple.

R: #00:59:33-3# Why?

P: #00:59:35-8# if you look around and if walk through all this building, you will see no apple desktop computers, and you will find very little laptops, I will say two person of the people that work here 8 or less have apple, ok. I don't know how many people work here. Let's say you know, 1000 people work here. I would bet you wouldn't be able to find 100 people with apple, here, who work with apple computers, they might have apple at home, but they don't have one in their work with here.

R: #01:00:14-6# So what's your experience? what do you learn from this?

P: #01:00:15-8# well, one is that as a designer, I shouldn't try to always make things look like they are apple, right? and so when I analyzing something I should be cautious and be mindful that ok, actually this is a better design, because people who use Windows machines are going to understand this better, you know, the symbol here is not gonna make sense, or placing this over here, is not going to be the best approach because even through I am familiar with it, people who work on Windows or who work on other applications, like Microsoft word, so i finding a lot that I have to look at solutions that I will say, well, how does it work in Microsoft word. not how does it work in you know, apple application, so even though i look at applications that you know, other applications, I say, ok, well, what are the...who are the people that are gonna be using this thing and how can the majority that are gonna be using windows , so how can I make decisions base on that. And so, it's not just based on my own personal experiences, it's also based on, I mean you can abstract and say, ok, well, it's my personal experience of windows.

R: #01:01:32-2# I think that is your personal experience of your observation of the majority people around you, I think this is not your personal experience uses the windows application, the Microsoft application. That is your experience to see how the people around you use something, so I think that is personal experience, but experience is not how do this thing, but is the observation. So this is also your....ok, so that means, when you design the [the name of the product], you have design some feature or interaction that really match the people who uses windows? is that what you mean?

P: #01:02:26-9# Well, I mean they are different, right? I think people who use windows machine all day for the work, they are familiar with the pattern. There is certain pattern that go along with that, right? And so understanding those patterns helps me as a designer better design fro those kinds of users. And it will make easier for them because they can leverage their previous experience.

R: #01:02:49-5# so can you give an example that is what patterns you find that is the patterns when people use windows machine that is different from the apple.

P: #01:03:08-8# sure, let me give you an example here. I can think of any of...so it's kind of like, oh, here is an example, you have a table?right? a table works in certain ways, now a Microsoft word for mac, what you might type certain key combinations when you going to one tab, or one cell to another in a table. But that's different in windows, because the key commands and keyboard, right? so you need to say, ok, well, if I am gonna be designing for this thing for the web, what key combination am I going to use? the mac one or the PC one? well, probably the PC one, because more people who use business software are familiar with Microsoft word, excel on windows. So the design decision there is not based upon like what I personally would like, it's based on what I think or what I know, the majority of the users are using and be familiar with, right? So that's an example, it's quite precise, you know, but when it comes down to these things, it like keyboard commands are a little bit different. And if you have ever use a PC, you know, as soon as you start using Photoshop or any application you wanna use in your mac here, you are gonna be messes up. And it's confusing, and you are like, where, how come I can't zoom out? And I know it's these buttons down here. And if you play around for a while, trying to do like, you know, the commands E. So, again, from a usability perspective, you know, we are looking at this table object that doesn't know what kind of computer is going to be looking at it if it's online, right? So you have to make decisions base upon, well, what is the, where are the majority users is going to be? who are going to see this and wanna use? What are they gonna try first?

R: #01:05:33-5# so, this is [the name of the company], most people use windows machine, so you also know other business people, they also use windows machine than apple.

P: #01:05:51-4# and you can look at data, you can look at like the data of people logging in, and you can say oh, those are all PC users, so you know what browser versions they have, you can say, it's IE9 on windows. I know that data, it's like a huge percentage of the data.

R: #01:06:09-6# that's interesting, do you know why most business people use windows machines?

P: #01:06:18-1# because that's what they use when you know, 20 years ago. And they

bought applications that are all use on windows, and it cost too much to change.

R: #01:06:31-4# it's interesting, it's really a good example. I think it really fits my research. I think that is your experience or your observation of what happened in our life.

P: #01:06:49-5# yeah, maybe, I don't know, you are the researcher

R: #01:06:54-1# so that means when you designed [the name of the product], it will fit more with the windows machines than apple?

P: #01:07:01-0# well, you know, that's a lens that I look at, right? I don't base everything, oh, works on a windows, but I do look at a lot of windows applications and I hate windows. I really really don't like using windows because it's confusing to me, right? So which makes a little bit harder, but when I look at problems and I say, ok, how can this be designed? how was somebody from a windows world would understand this? you know, that's what I do, so then I will do usability testing in all these people that are windows users. So I mean that makes it easier to understand the problems, right? I mean that's not all the problems, that's not the..how can I say it. Windows users or mac users, that's not like a major problem, you know, generally, it's the metaphor, so those kinda things that you can leverage in applications that are helpful.

R: #01:08:01-7# ok, because I have some questions, but this question that is focus on one clear project, but I think, I think our conversation is helpful for my research because it provides another..give me another perspective to see this research because your example that is...I can not see that is general, but your example is very different from other designer's. So I can compare, because you are interaction designer and [the name of Designer 1] is a design lead, so you have different position. So you use personal life experience in different ways. So it's really helpful.

P: #01:09:01-4# oh, good, I am glad, ok, yeah, I wish I was like other examples, I mean I just feel that my role as a designer, like even though I go home, I still perceive the world through that perspective, right?

R: #01:09:24-7# Yeah, I know, I have the same feeling, because when you study design in the school, and then you have some knowledge about design. So when you see artifact, you will see them in the design perspective than other common people.

P: #01:09:46-1# right, right, I think that everybody, everybody can make things, and everybody you know design things by the nature of combining things in ways that are new. But I don't think everybody thinks as a designer. I think it's a difference you know that somebody who has a profession, they always thinking about problems that are happen to something, right? like you know, yeah, I think that that's, as an interaction designer, as this field of mature, and as technology or interactive technology becomes more common places, I think that it's you know, it forwards a lot more opportunity to think about those kinds of things, right? For an architect for example, an architect probably thinking a lot about space you know, and thinking about building structure, and thinking about all these interesting things like that or now what they think about, but that's my guess. And I don't think about those things. Are not in the same level of...like not very deeply, I thinking about you know, what happens when I click on this thing, why that isn't feel right?

R: #01:11:08-0# and also I think when you use Facebook or iPhone, you purpose is not, ok, maybe I can see something from Facebook, and use it for [the name of the product]. That just happened because you are also the user of Facebook.

P: #01:11:27-8# yeah, I mean, there is a lot of things that I used to use, right? but while I am using them, I am analyzing them. That's different than just being like, oh, why isn't this thing work? you know, or...

R: #01:11:41-9# I think that is, when you use the Facebook, you will analyze it, that is not conscious, because when you are use things, you will have some judgment about, oh if this design is good or bad. So I think that is the intuition you will see, ok, here is really good, this color or this layout. So I think is that can describe when you use Facebook? or you consciously use Facebook to see what is good or bad?

P: #01:12:11-8# I do that, I do that, Facebook is a bad example because I don't really use it other than for that purpose. I bet if I didn't have this job, if I wasn't an interaction designer, I will not have a Facebook account, I would have got rid of it like a year and a half ago. The only reason why I keep it is because I don't wanna have to create another profile and get fake people to go on to it. That's difficult. There is something when I look at Facebook, I look for it, for examples. And real life examples on Facebook help me to understand certain interaction problems, right? you know, like I have you know, what, 200 or so people on my Facebook, and I can go through the list, ok, what happens, is there a page? is it 2 pages? you know, those kinds of problems. So Facebook is a bad example, because I don't really using it ever other than for that purpose. But I do use, let's say, I have an apple TV at home, ok, so I use that for leisure, right? And I do analyze what I am doing while I am doing it, but sometimes, they are just like, ok, clicking through the pages of doing, you know, I am looking for something and I enjoy, you know, I consume it and I probably doing things unconsciously. Yeah, but it's hard to separate that stuff because even when something goes wrong, I start to thinking about, ok, well, why is it like this?, or problematic. you know, there is this one in the area where I jail broke the apple TV, and I go to it. And it's like, it's the button that you do to do an update, to see if there is any update, but there is no feedback whatsoever, and the button it says maintenance, and you suppose to press the button, and then that suppose to refresh it, but there is no way that I would ever find that in less like, I had just tried every other button. And I notice that and I was like, so I am talking about this now because I am a designer. I think that if my dad wouldn't even have thought about that, so you know, that's just you know, yeah.

R: #01:14:33-9# a designer's experience

P: #01:14:34-4# well, I think that you know, it's just like the level of detail, right? And I think that normal people don't think about that kinda stuff, right? like non-interaction designers, right? yeah.

R: #01:14:47-4# but I think that is also from the experience you used apple TV and this problem of their interaction may help you for your future design. We can not say it helps the design for [the name of the product], but sometimes.

P: #01:15:07-4# yeah, I mean for sure, I mean all the interactions, you know, they build up a pretavoir of your experience that you apply you know, your real life. I just, I mean that goes without saying, and I think that your experience in this world helps you to make

new sort of new schema, right? And then your experience other things that, and that either you adds to the schema, or breaks it apart, right? And as you get older, I think less of less that self breaks you, breaks, right? But you know, every down then, something happens where it's like completely bothers you and gets you to rethink a whole new thing, you thought it's reality, right? You see that, some science for example, right? you know, what 's gonna happen when all this, when they disprove stream theory, like all this physicists who have their PHD in stream theory are gonna be like, oh, no, what I am gonna do now? right? And I think that that's you know, that's an example of it, I think that you experience the world, you then changes the way that you think about the world. That is kind of a cycle. any other questions or? that's it?