

Case C

Participant: Designer 5 (P)

Facilitator: Xiao Zhang (R)

Date: 20120402

R: #00:00:02-0# So for the [the name of the product] project, what's the dominant design approach your design team adopted, like user-centered design, or any design principle that guided this project?

P: #00:00:23-4# Yeah, I guess it was user centered design maybe. We try to focus on something very simple and straightforward to improve or change user behavior. And then lots of kinda user testing and checkpoints, so that I guess mix with, I don't know, because use the agile system people talk a lot about, like the agile system of like management with grounds and lots of like testing, stuff like that. I think that forms our combination because we did that as well.

R: #00:01:03-3# Yeah, how did you make the design decision that prototyping would be really useful for designers in this project?

P: #00:01:52-7# How did we make the decision? I mean I think that just came from how easy it is to get kind of developers and other people outside of the design, the 2 designers there interested in the work and understanding like what the real problems, not real problems, but what kinda problems we wanna to solve I guess. Like when you work with developers, they always wanna solve like a developer problem which is often different than a user problem. And by having/doing a quick prototype and trying it out immediately, the developers didn't feel like we are doing anything very valuable because they all thought that the problem was not very significant. But by having that prototype and to get user testing right away, Then that we could show that even with what we built, quick prototype, still didn't solve all these user problems, and there are still awkward things that people are dealing with.

R: #00:03:13-0# Because you have learnt a lot from your experience with your grandfather, a lot of prototyping. So did you share your experience or your understanding of the advantages of prototyping with other team members, designers or developers to explain why you encourage the whole team to do the prototyping?

P: #00:03:39-8# No, I don't think so, I don't think I talk about my experience with my grandfather much with most people, and I think, Yeah, for the prototyping, I talked with the designer that I work with about to kinda of, the motive of doing the prototypes and getting user testing, and then kinda really looping on this like prototyping, interaction, and I mean, he saw like how fast it worked in order to get the changes because sometimes when we were disagree on certain things, like how things should work and things like that, and as soon as we had one way of working things and we try it the other way as well as long as it was a quick study of a problem, then we felt like we could kinda move forward because when you have multiple designers on there, you know you can hit something viable disagree in like things it should go one way or I think it should go different way. Yeah, by just moving the prototyping, we both found out that it was much easier to just try it and see if.

R: #00:04:47-8# but I think, also you didn't share the experience with prototyping, but you keep that in your mind that prototyping is a useful tool for this project, and I think you also translate your experience into something that other designers and developers interested in, just like use prototyping to implement ideas and then test the ideas to find a right way to move forward. So around the prototyping, your design team didn't have a discussion about your experience, you just think that this is a normal way to do the design.

P: #00:05:57-9# Yeah, I mean I think that's because they were looking for that direction from me, but they probably not questioning. Is like why we are taking this approach or why we use this design method.

R: #00:06:13-9# Regarding the different kinds of prototypes you used in this project, how did you make the decisions that, like, ok in this stage we should use paper prototypes, at another stage we should use OmniGraffles.

P: #00:07:04-5# Yeah, I think that's just in the speed of prototyping for one, the paper prototypes and OmniGraffles are really easy to kinda of change things very quickly. It's really easy to look at them and see things that make sense in the layout. If it doesn't make sense, we try to rearrange everything, and then but once you get to the html where it takes some developers to help or it just takes much more kinda abstract things like you are writing up code and like swipe something else. Everything takes a lot of more time, but with those you get the interactive bits, like the prototype can be more interactive or we can get some other user to test it. So yeah, with each of those, we did them for various reasons. If we wanted to try an entirely new design even though we already built the add-on, we would start from paper again in order to get those interactions kinda built up into the method.

R: #00:08:13-6# Ok, So that means you have several iterations, but every time you started from paper prototypes, to OmniGraffles, then HTML, and then the add-on?

P: #00:08:23-6# Right, yeah, depending on the size or scope of the change. If it was a simple change that we could just get done on the add-on, we just describe it or like do a quick OmniGraffle mockup or schedule of what it would look like, and then just write it. But if it was a much larger change, I think it's all on how easy this is to describe or something like that, if it's really simple to describe the change and people will like, Oh, that makes a lot of sense, they will just you know, change that way, then we wouldn't go through that whole kinda change of tools. But if it was you know, something that was harder to describe in words to developers or someone else, then we would start from paper prototypes.

R: #00:09:07-4# Use the paper prototype to show your ideas about how to change the system.

P: #00:09:11-3# Right, yeah, because that starts to simplify the idea down, you know, that visual artifact.

R: #00:09:18-9# And because you said that after the OmniGraffle, you created several screen shots and presented them to random people, so what do mean by random people? Who are the random people? people in [the name of the company] or people who walk in the street?

P: #00:09:40-1# So yeah, we would go to different people in [the name of the company] with like paper prototypes. I don't know if we did any like taking out to people in the street.

R: #00:09:53-2# No here, you said you show the screen shut drawings to random people, so what did you want to gain from these people?

P: #00:10:20-9# Just from the like phase in that if you can just kinda like talk people through it kinda thing. If you say like, ok, this is like you could click here and this screen would appear, and you get kinda people's impressions or expectations I guess like sometimes, we thought it would be obvious that like some interaction happen you click here, and this window pop out in this way, but we had people say like, so what do you think of that, you know, they would like, I don't understand why this is doing this. And so you can get some really quick kind of questions about what we are doing because we are already fairly deep into it that everything seems to make sense. But just getting someone who hasn't see any of it before to just to see a screenshot, and say, does this make sense after you click here and this appear and get those kinda reactions before we build anything.

R: #00:11:24-4# ok, where are this people come from?

P: #00:11:28-9# Yeah, like come in here and there is like other people who don't work for [the name of the company], where across the street, there were other groups as well, so you can just take a screen and would be like, hey, can I just bother you for a second during your lunch, because there are people there eating lunch in like a common area or something.

R: #00:11:46-6# ok, the people inside [the name of the company]?

P: #00:11:49-8# Yeah, well, most of them didn't work for [the name of the company], they work for different companies in the same building, we didn't leave the building but we talk to other people, and then show it off. And a lot of them were in tech or web or other things, so that makes easier to kinda get started like what am I doing.

R: #00:12:14-2# so this is different from user testing.

P: #00:12:51-6# Yeah.

R: #00:12:57-7# For this project, you talked about two experiences you used. The first one is you found there was a problem about sharing linking from your own experience and other people's experiences, but you cannot trust your own experience, so you did an informal survey to see if there was an issue about sharing links. The second one is your experience of prototyping, this is the main one.

P: #00:13:34-5# Right.

R: #00:13:34-5# So during the concept design stage, did you use some first person experience when you develop some ideas?

P: #00:14:12-6# Maybe, I mean some of that is just kinda you are working in that

context of [the name of the browser], like the only way to make certain things happen is to use this kinda pop out window and something like that, and trying to kinda I guess blend into that environment a little so we don't seem too far. I don't know if this is personal experiences.