

MY RIGID ADAPTIVE DESIGN PROCESS

3. SYNTHESIS

Consolidate and model insights from contextual interviews, observations, and research activities using a dialectical approach. Depict the current state, emphasize breakdowns and areas of opportunity, develop personas and scenarios to communicate experiential needs, combine client's operational and aspirational goals with observed problems and needs to create a complete picture. Identify emergent themes and define potential design implications.

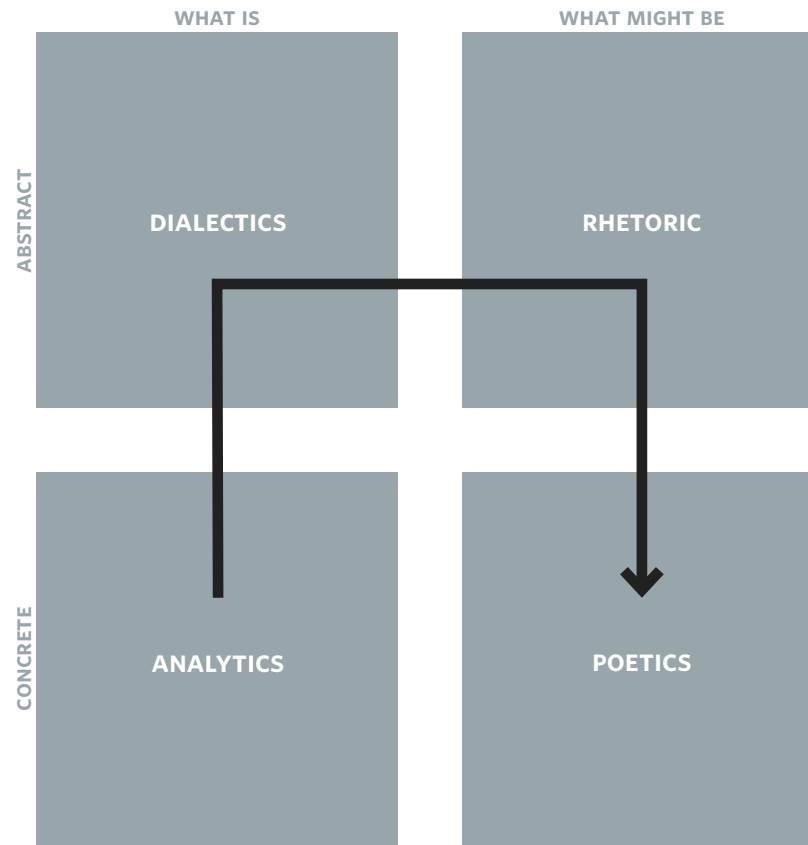
2. DISCOVERY

Plan, manage, and conduct human-centered, analytical & empirical design research in order to identify underserved or latent needs and desires of target audience, cultivate relationship with participants for support later in the design process, and improve understanding of the opportunity space. Benchmark the competitive landscape; note inspirations.

1. DEFINITION

Conduct interviews and workshops with client stakeholders in order to identify operational and aspirational goals of the project, create a collective understanding of the problem space amongst the team, and help guide initial research.

START HERE



4. IDEATION

Suspend judgement; sketch, enact, and imagine ideal future states. Engage stakeholders in participatory design activities to draw out inspiration; reflect. Embrace absurdity, reach creative exhaustion; repeat. Leverage synthesized themes, design implications, and heuristics to evaluate concepts. Form arguments for their value, validity, viability, and feasibility; discuss trade-offs and challenges. Drink lots of coffee, and try to have some fun.

5. REALIZATION

Refine concepts, elaborate on details, make it real. Iteratively prototype and test interfaces, interactions, environments, processes, roles, performances, etc with stakeholders to reinforce relationships and cultivate evangelism. Create emotional devices; use personas and scenarios to communicate value; and deliver pixel-perfect, usability-tested, interactive demonstrations.

6. PRESENTATION

Develop communication materials including presentations, documentation, and video assets that demonstrate value, validity, viability, and feasibility. Support client in crafting the most compelling argument for internal buy-in.

Developed by Selzer, Al-Yassini, Cheek, Clapper & Williams; inspired by Buchanan & Evenson