

## Understanding People Understanding Design

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golden rule of design

## understand your materials

the materials include people

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who

- the user
- the designer
- the researcher – yourself

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## sources

- standard literature and data
  - psychology, sociology, ergonomics, etc.
- evolutionary psychology
- common sense
- uncommon sense



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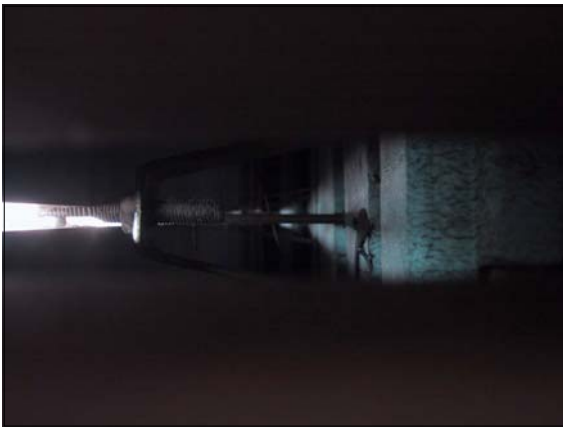
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user

designer  
you

- interaction
- context
- market
- plus ...

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## the user and use

- interaction
  - natural interaction
  - physicality
- context
  - where is it used
  - who else is around
- dynamics and market ...



work with Masitah Ghazali



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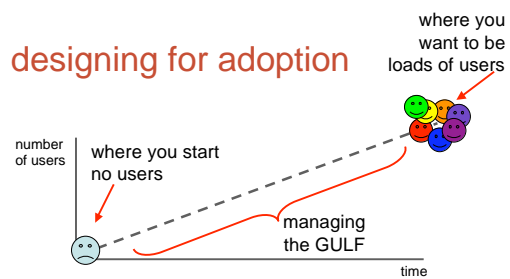
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## designing for adoption



- zero point value
- network effects, viral growth
- lattice of value, market ecology

(also see Grudin, Cockburn)

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## for one or all

Mars Bar vs.  
baked bean design



single person design: Fariza Abdul Razak

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user  
**designer**  
 you

- process
- environment
- imagination
- creativity




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**understand the designer**

multiple intelligences:  
 social, physical, etc.

... so use them  
 models, acting,  
 sketches, story boards,  
 personae, scenarios

imagination connects


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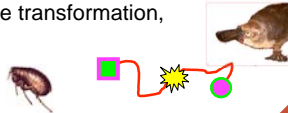

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**engineering creativity**

- not handle turning  
 but creating a place for creativity
- understanding creative processes
- developing techniques
  - bad ideas, example transformation,  
 critical transitions

work with Palexa Silva,  
 Corina Sas and others


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user  
designer  
you

- a researcher is a person too

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a researcher is ...

- Interested
- Active
- Confused
- Geek
- Optimist
- organised
- diligent
- insightful
- fluent

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imagine ...

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## selling cars ...

- make pink cars
- make people like pink



thnx 2 flickr: zwierz, foxp2, texassadie, lightpainter

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## eShopping

- require plan a week's food in advance
- make people organised

DAY	TIME	FOOD	QTY
Mon	7:45	grapefruit	1/2 tin
Mon	7:45	tea	cup
Mon	10:30	choc. bsct	3
Mon	10:30	coffee	2 cups



thnx: <http://www.carolyn.topmum.net/tutbury/church/church.htm>

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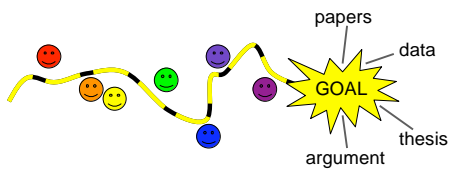
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## why do it to yourself!

- the goal/outcome is fixed (sort of)
- the process involves you



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don't say:  
if only I were like X  
I could reach my (research) goals

do ask:  
given the way I am  
how do I do things



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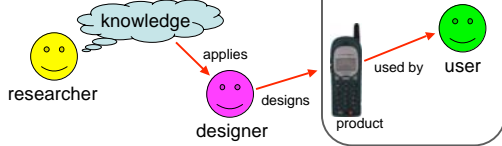
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### in short

understand people



think about individuals  
including yourself

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