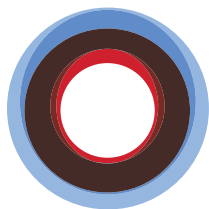

Spring Semester Introduction

Civic Innoation Lab

Jan 13, 2015

Matt Wizinsky
Jon Chambers



This Semester..

1/ Congratulations! Seriously.

2/ Sung's comments.

This Semester..

1/ Congratulations! Seriously.

2/ Sung's comments.

3/ Now get back to work! Let's kill it.

But, before we do...

What is this Class?

The goal is to engage critical contemporary issues in the city of Chicago via both physical and mediated interactions with the city. We will create research-driven and data-based projects that are radical in both purpose and material (I hope!).

Professional Practice

It's not just about getting a job.

It's about autonomy & hybridity. (fantastic professional skills!)

**Methods for building a research-based, team-built,
self-initiated project or creative practice.**

If you can do it critically, you can do it commercially.

But, let's talk about jobs & money...

User Experience Design.

UX Designers are highly sought.

22.1%

TEN-YEAR JOB GROWTH

CNN, 2012

User Experience Design.

UX Designers are highly sought.

2X

AVERAGE SALARY OF GRAPHIC DESIGNERS

glassdoor.com, 2014

Jobs & Money

Graphic Design Salaries in Chicago, IL

67 Salaries

Updated Nov 15, 2014



[About This Data](#)

Industrial Design Salaries in Chicago, IL

17 Salaries



[About This Data](#)

Jobs & Money

User Experience Design Salaries in Chicago, IL

15 Salaries

Updated Dec 2, 2014



[About This Data](#)

User Interface Design Salaries in Chicago, IL

3 Salaries



[About This Data](#)

What is User Experience?

How do we talk about what we're doing?

User Experience is not about good industrial design, multi-touch, or fancy interfaces. It is about transcending the material. It is about creating an experience through a device (...artifact, environment, experience, &c.).

Marc Hassenzahl (2013): User Experience and Experience Design.

In: Soegaard, Mads and Dam, Rikke Friis (eds.). "The Encyclopedia of Human-Computer Interaction, 2nd Ed.". Aarhus, Denmark: The Interaction Design Foundation.

What is User Experience?

How do we talk about what we're doing?

User experience (UX) involves a person's emotions about using a particular product, system or service. User experience highlights the experiential, affective, meaningful and valuable aspects of human-computer interaction and product ownership. Additionally, it includes a person's perceptions of the practical aspects such as utility, ease of use and efficiency of the system. User experience is subjective in nature because it is about individual perception and thought with respect to the system. User experience is dynamic as it is constantly modified over time due to changing circumstances and new innovations.

Wikipedia entry for user experience, page last modified on 24 September 2013 at 23:52.

Job Description: User Experience (UX) Designer

UnitedHealth Group, Chicago, IL, from glassdoor.com 1/7/2015

You will need to:

_Design key interactions starting with **user insights, clickable prototypes,** and finally producing pixel perfect designs

_Develop **conceptual diagrams, wireframes, site maps, feature lists, specifications** and other artifacts to describe the **intended user experience**

_Effectively **represent the voice of the user** by participating in and leading **user research** in order **to influence and improve design decisions**

_Be comfortable working in a **highly collaborative** and fast paced environment that includes other designers and strategists

_Present work to leaders and broader team for feedback and iteration

_Contribute to building our brand on portals, applications and other web properties by executing user interface design consistently on all deliverables

_Research, analyze and interpret data to conceive and document user experience requirements needed for design implementation

Job Description: User Experience (UX) Designer

UnitedHealth Group , Chicago, IL, from glassdoor.com 1/7/2015

Candidate will possess:

_4+ years of experience designing user interfaces following **user-centered design methodology** and human factors principles

_ **Portfolio of past UX/IA artifacts/deliverables** including task flows, site maps, wireframes, etc.

_ Demonstrated success defining the architecture, navigation, user flows, **experience and information/interaction designs** that effectively and directly solve customer needs

_ Proven ability to understand and **translate usability research findings into design solutions**

_ High proficiency with Adobe Creative Suite and software for prototyping such as **Axure**, Keynote, Omni-graffle or similar tool

_ Familiarity with programming languages HTML, CSS, Javascript

_ **Strong communication skills, both verbal and written**

_ Track record of working with software engineers to make design concepts a reality

_ **Ability to work collaboratively** with cross-functional teams both inside and outside the organization

_ High energy, positive attitude, intellectual curiosity and flexibility to work in a start-up environment

_ Experience working with **Agile methodology** and designing for Mobile and/or Responsive Web desired

_ Previous involvement **using data to inform and tailor user experiences** to specific individuals preferred

UxD Resources

Definitions

<https://uxpa.org/resources/definitions-user-experience-and-usability>

Salaries

<http://www.fastcodesign.com/3033716/the-best-and-worst-paying-jobs-in-design>

http://money.cnn.com/pf/best-jobs/2013/full_list/?iid=BestJobs_sp_full

<http://money.cnn.com/pf/best-jobs/2012/snapshots/43.html>

Resources

<http://uxmastery.com/how-to-get-started-in-ux-design/>

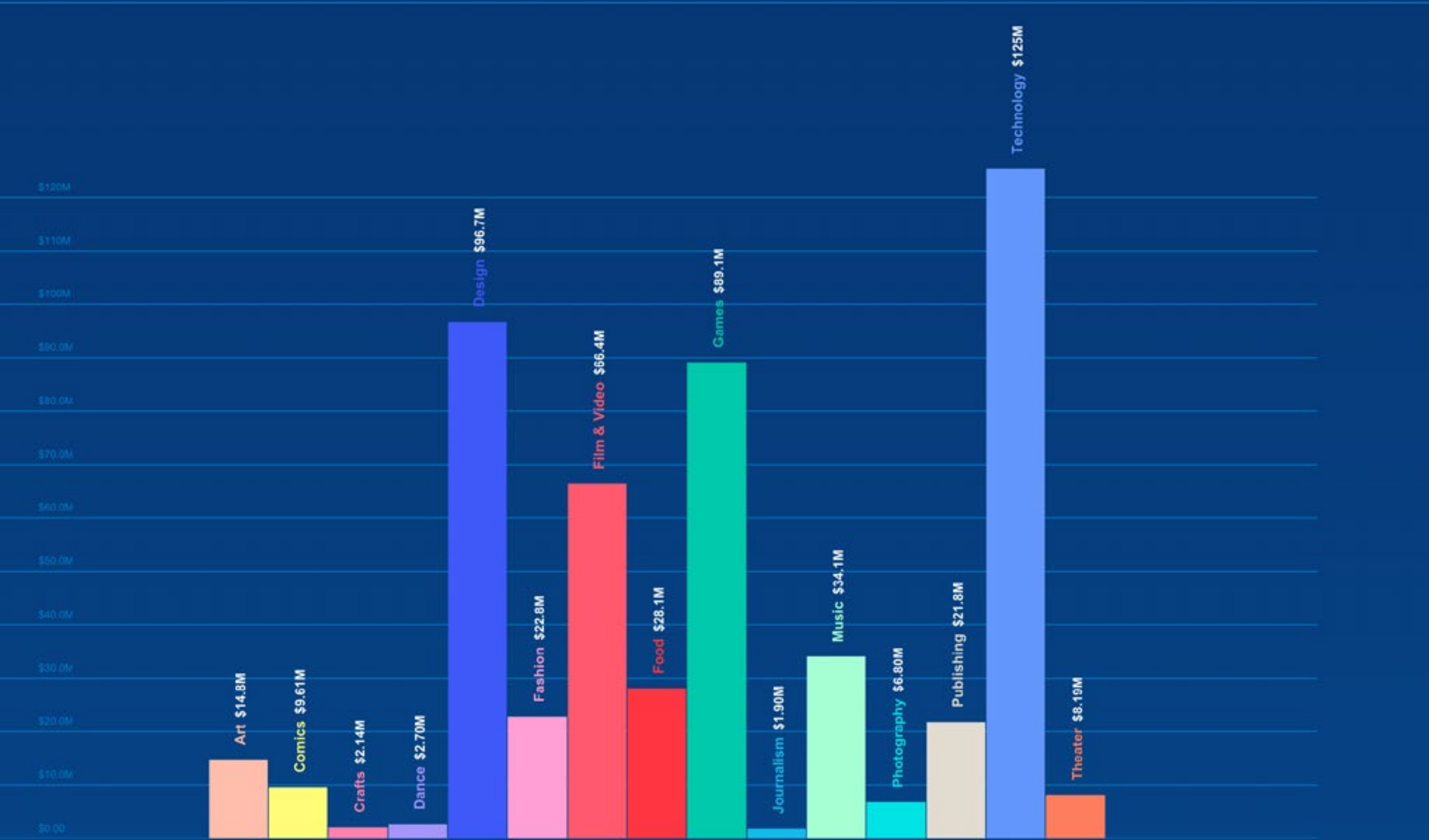
<http://www.uxmatters.com/mt/archives/2014/04/get-started-in-ux-the-complete-guide-to-launching-a-career-in-user-experience-design.php>

<http://www.nngroup.com/articles/ux-career-advice/>

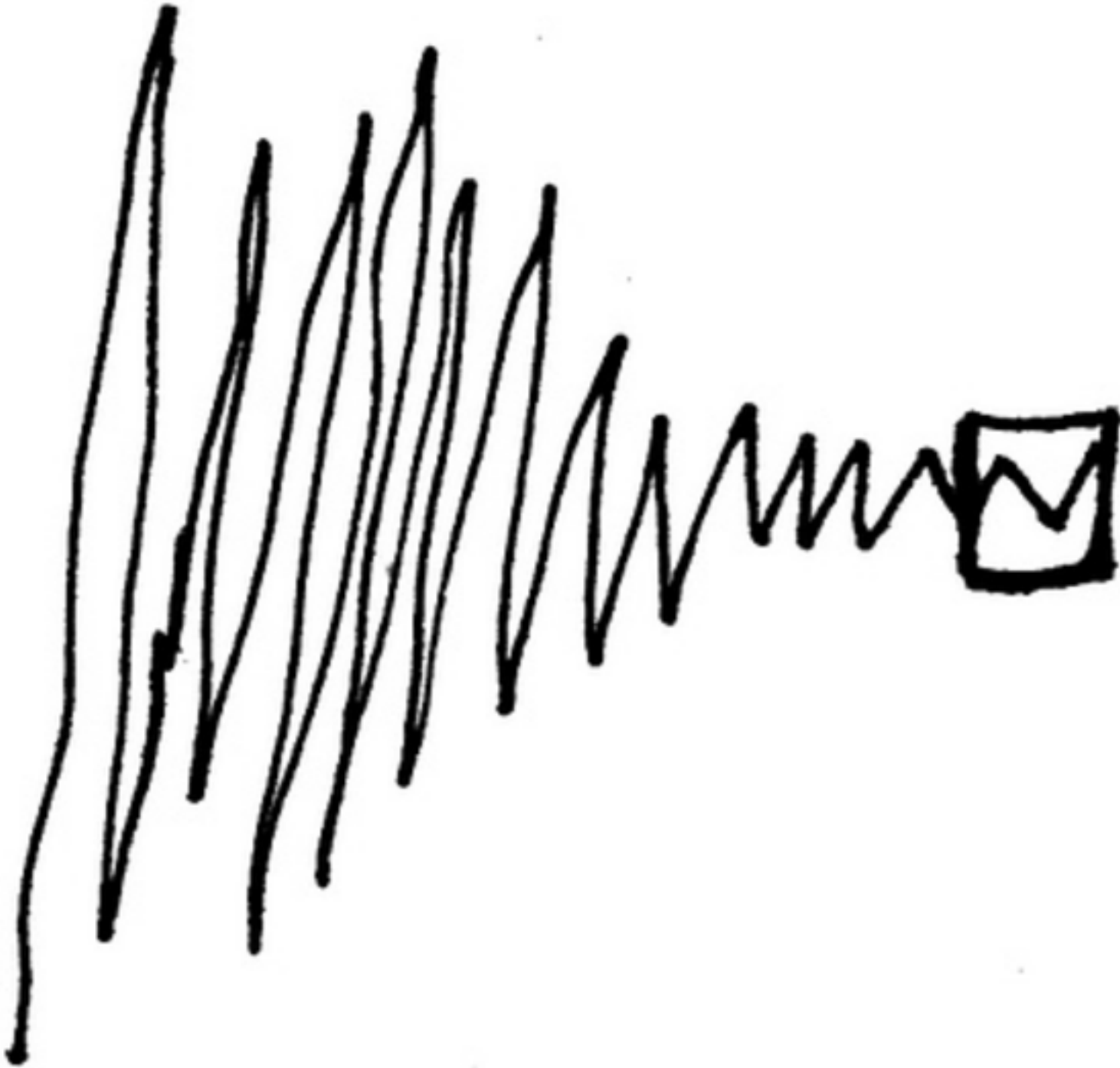
<http://www.uxapprentice.com/>

\$529 million was pledged to Kickstarter projects last year. That's more than \$1,000 a minute.

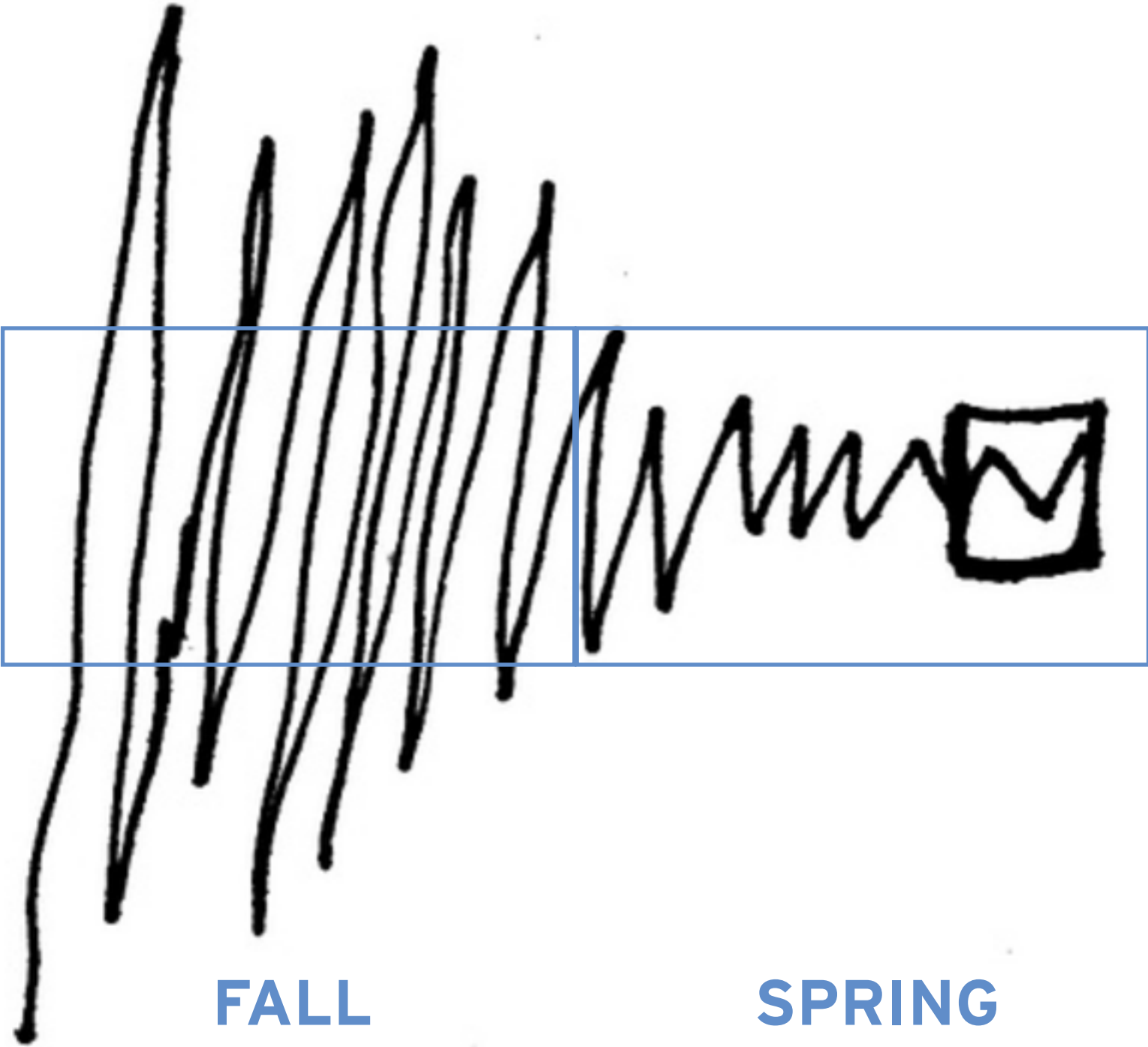
Dollars pledged, by category



Process / Iteration

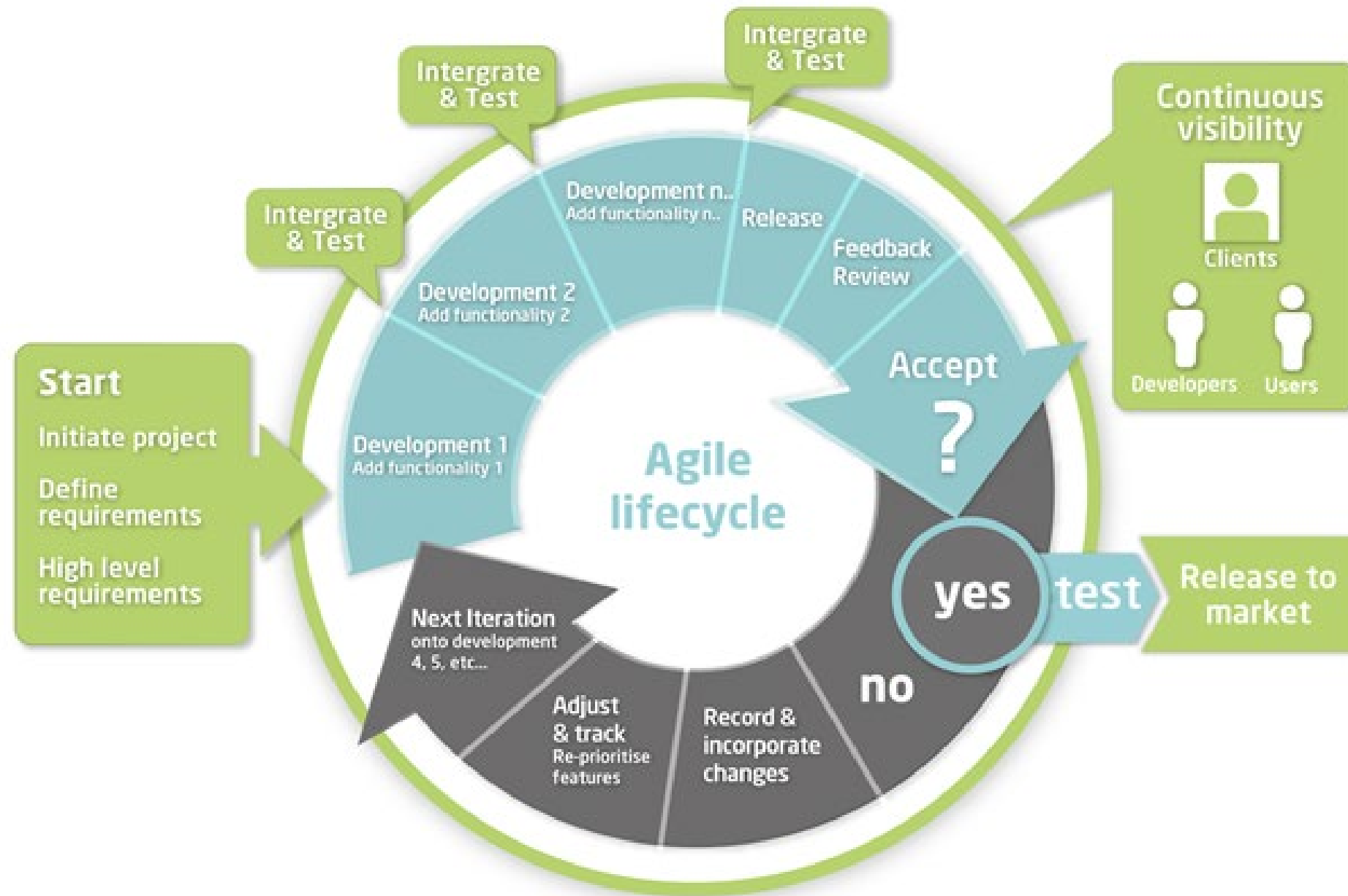


Process / Iteration



Agile Methodology

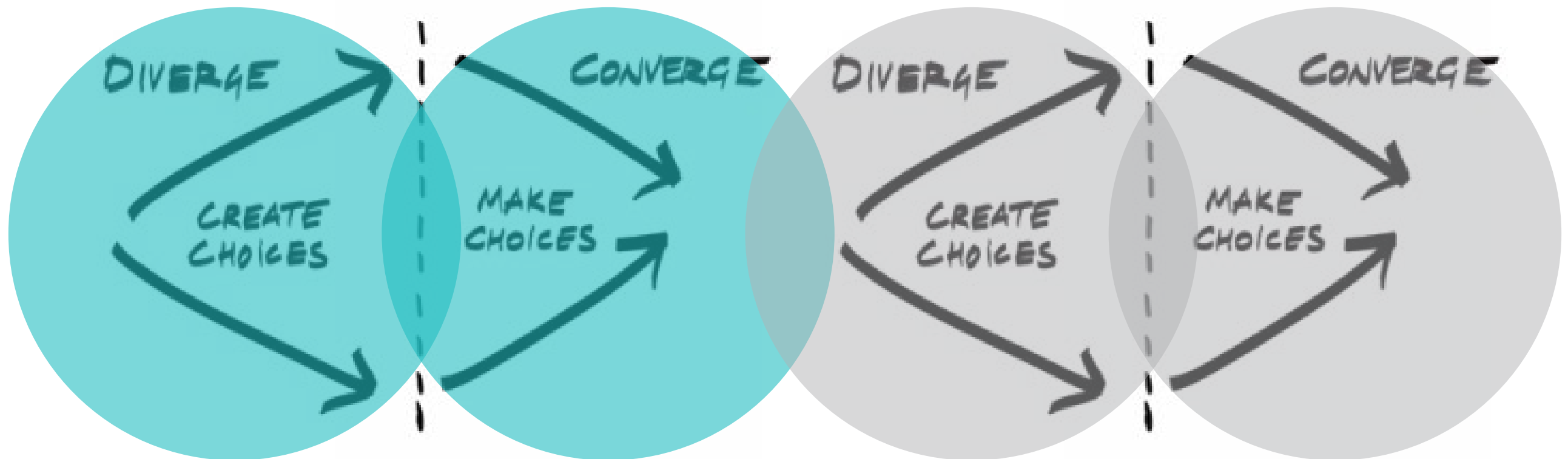
> Agile Manifesto



Expand / Focus / Expand / Focus

research (fall)

make (spring)



Explore Topics/
Problems

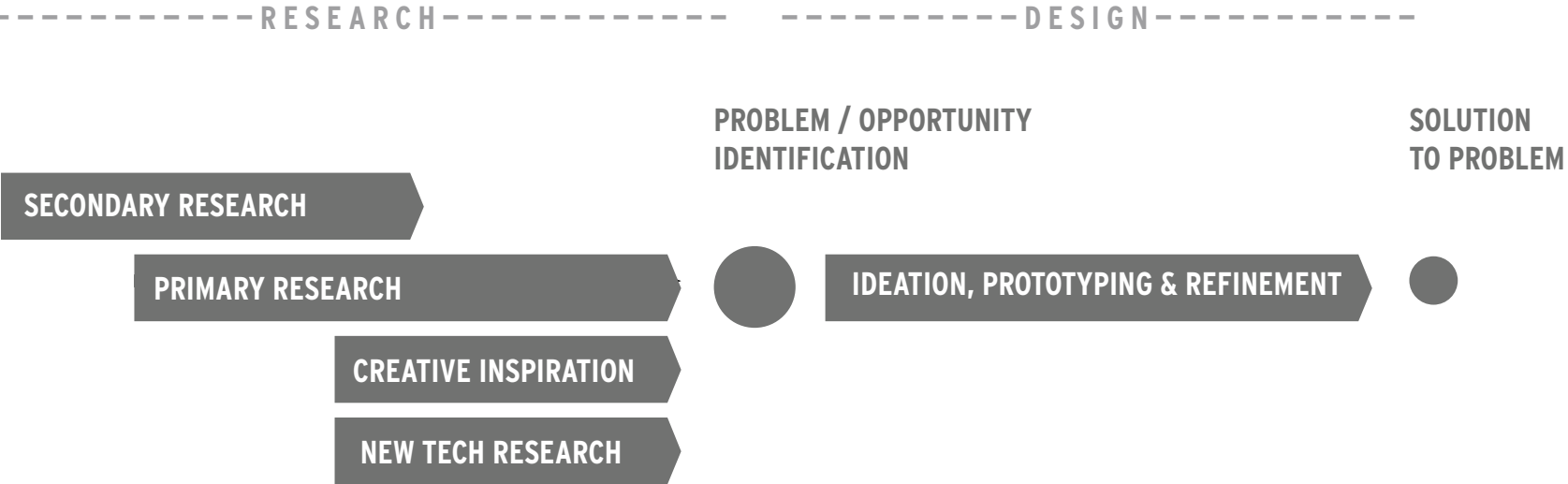
Define
Opportunities

Ideate
& Prototype

Refine, Design
& Implement

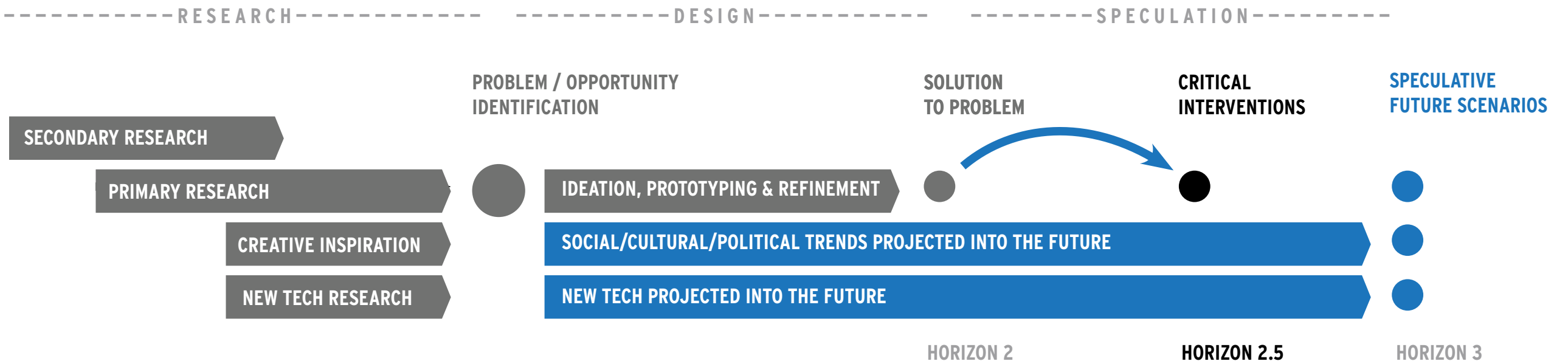
Hybrid Process

Human-Centered Design Process



Hybrid Process

Human-Centered Design Process



Speculative Design Process

Speculative Scenarios

“A good science fiction story should be able to predict not the automobile but the traffic jam.”

Frederik Pohl

Making Proposals

“The idea of the ‘proposal’ is at the heart of this approach to design: to propose, to suggest, to offer something. This is what design is good at. It can sketch out possibilities.”



Final Deliverable: April 30, 2015

Proposal made by:

- Prototype **designed & functional**
- + Presentation **5-10 m pitch / demo**
- + Documentation **2-3 m video (demo & context)
look at kickstarter**

Documentation as Proposal

Touch Cinema

<https://vimeo.com/101721663>

Make Me Happy

<http://web.fhnw.ch/hgk/projekte/interaktion/?/projects/mydata/makemehappy/>

Culture Connect

<https://vimeo.com/41761949>

Meat Up

<https://vimeo.com/86042149>

what does it do?



social implications



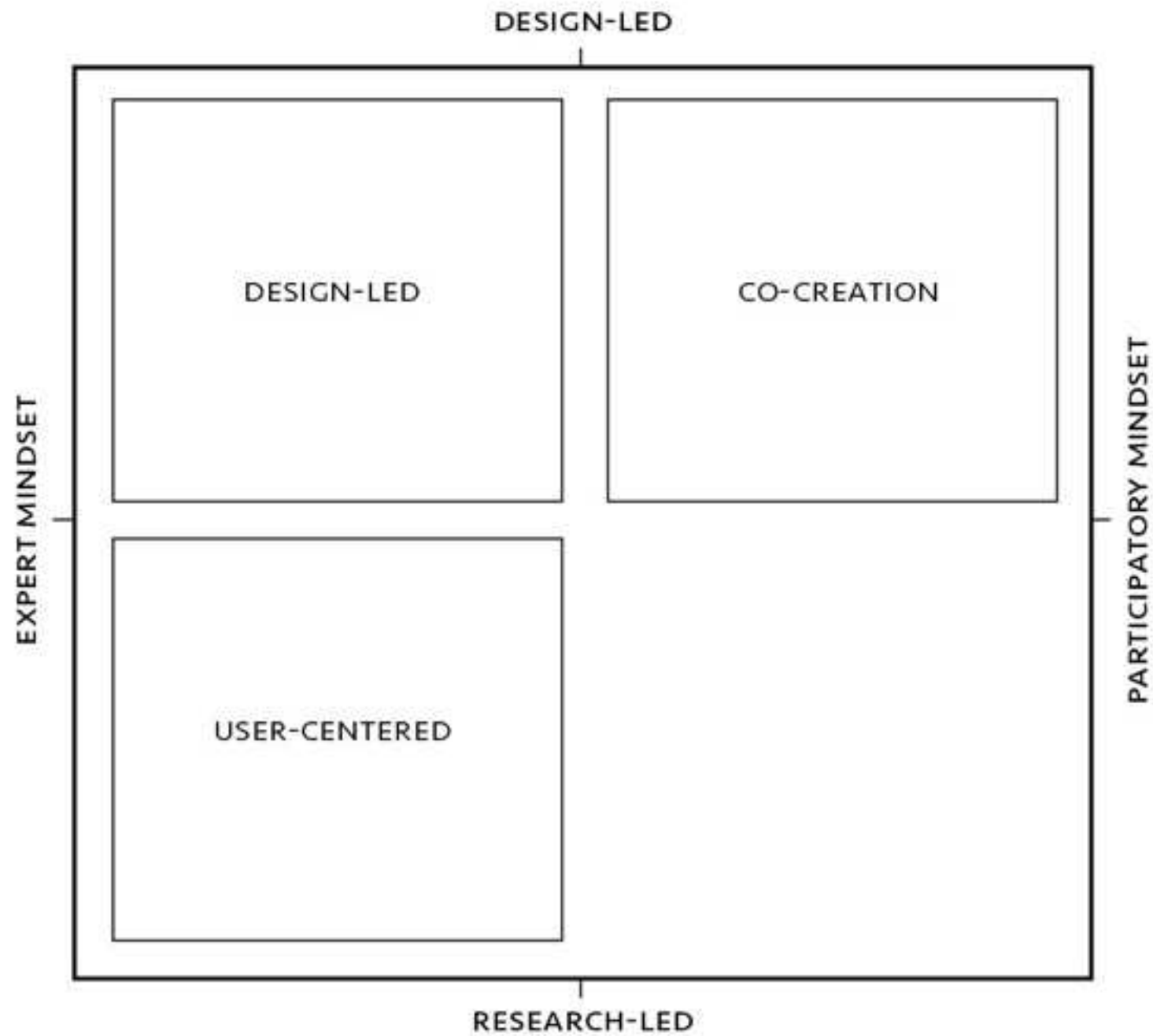


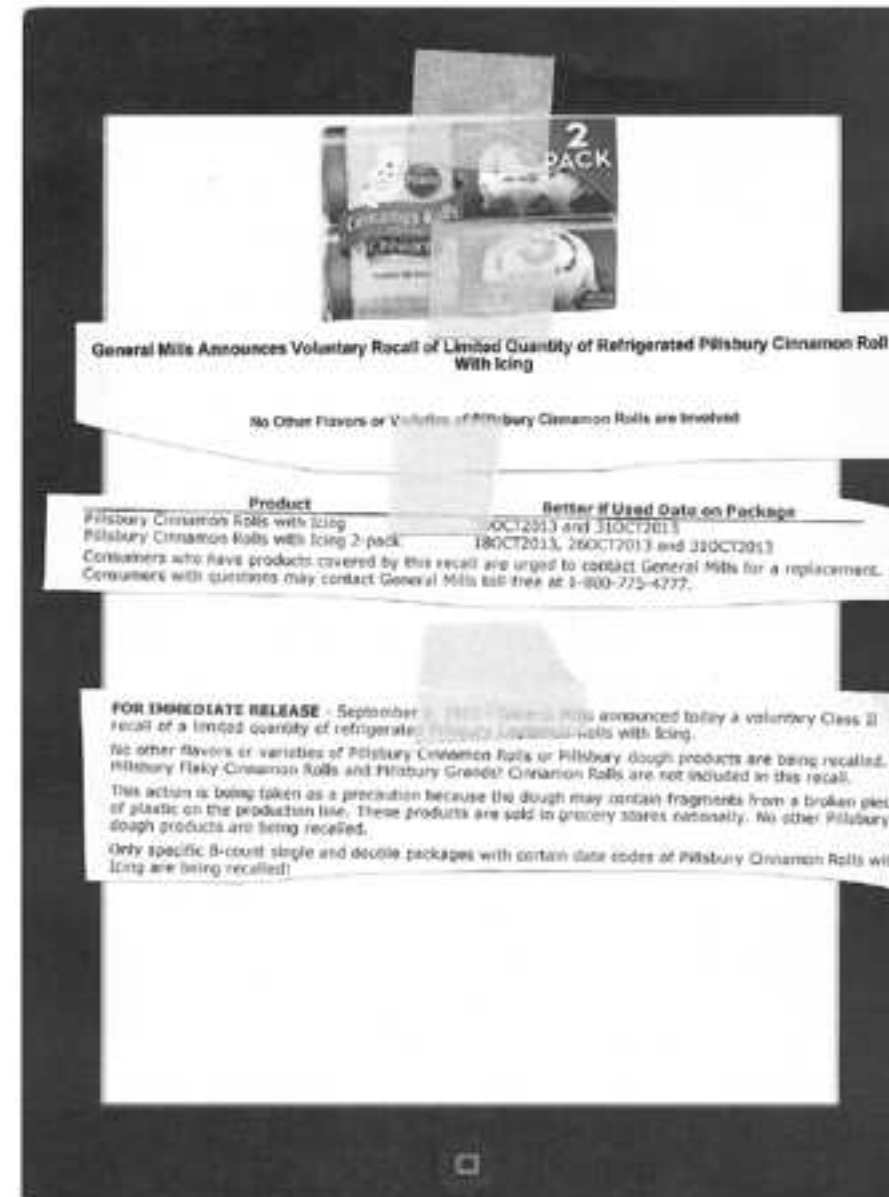
FIGURE 2: FRAMEWORK FOR POSITIONING THE THREE PERSPECTIVES ON NON-TECHNOLOGICALLY DRIVEN PRODUCT DEVELOPMENT PROCESSES

Andre' Liem and Elizabeth Sanders, 2011

Co-Creative Workshop

RESEARCH DESIGN

To learn more about the type of information the public wants to know about recall information, workshop participants were asked to cut and paste information from existing recalls in order of their importance.





RECALLS





**TAYLOR FARMS
BABY SPINACH**

**RECALLED:
11-27-2013**

CLASS I- POTENTIAL HEALTH RISK

Recalled for: potential contamination hazard- dispose of or return immediately

Taylor Farms is voluntarily recalling some Organic Baby Spinach products due to possible contamination with Enterohemorrhagic E. coli (EHEC)

Lot Number: P/N : C P 293420 - 01

IF CONSUMED

Call your doctor immediately, call 911 if more serious symptoms occur.

EHEC can also lead to Hemolytic Uremic Syndrome, which causes kidney failure and nervous system problems, especially in children and the elderly. Symptoms include infection, cramps, vomiting and diarrhea.

FOR IMMEDIATE RELEASE

Products of concern: Only pre-packaged Taylor Farm's Organic Baby Spinach with the above Lot number are to be recalled. No other Taylor Farm's products are being recalled at this time.

The organic baby spinach being recalled is being sold in 5-oz. and 16-oz. trays under the following names: Central Market Organics, Full Circle Organics, Marketside Organics, Simple Truth Organics and Taylor Farms Organic. All the recalled spinach products have a "best by" date of December 24, 2013.

OUTCOME

As a result of the consumer workshops it was found that the information should be presented in this order:

- » The photo of the product.
- » Name of recalled product.
- » Date of the recall.
- » Information on the class, danger, and reason of recalls.
- » Information on reactions, symptoms and actions to take if the recalled product was consumed
- » Extra information regarding the food recall and the company involved

Team Mentors

NuTrue Balance

Solar Tech

Holy Rollers

Community Cartographers

Big Brother

Jason Weedon / Gourmet Gorilla

→ **John Pobjewski / 3st**

→ **Federico Rios / SRAM**

→ **Nick Adam / Firebelly Design**

→ **Chaz Evans / VGA Gallery & SAIC**

Tues

Team Research Workshops

–

Design Studio

–

**Proposal, Presentation,
& Documentation**

Thurs

Digital Prototyping Lab

**Processing & other
Tech Workshops**

Tues

	1	2	3	4	5	6	7	8
	UxD - Ideation/ Iteration Ass't	Wireframes - Wireframe Ass't	Wireframes & Workshop Tools	Mentors Workshop - Co-Create 3 Iterations: Wireframes	UI Design - Info Des Taxonomies - Experience/Site Map System Requirements Wireframes		User Testing Workshop - Invite your Research Audience	Mid-Term Pres. w/ Mentors - Prototypes & User Testing

Thurs

Real-Time Data Drawing Ass't - Review Prototyping Tools: Processing, processing.js, Axure, Arduino, PHP/MySQL Ketai/Android				Real-Time Data Drawing Ass't Due	Rapid Digital Prototyping: Axure Arduino		Prototyping Lab >
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	9	10	11	12	13	14	15	16
Tues	UI Design Studio		Break	Proposal/Documentation Studio			Finalize Proposal/ Rehearsals	Final Pres. Rehearsals
Thurs	> Prototyping Lab		Spring	Prototyping Lab / Making the thing			Finalize Prototypes	*** Final Pres. w/ Mentors & Guest Critics ***

Chuck Close says:

“Inspiration is for amateurs; the rest of us just show up and get to work. If you wait around for the clouds to part and a bolt of lightning to strike you in the brain, you are not going to make an awful lot of work. All the best ideas come out of the process; they come out of the work itself. Things occur to you. If you’re sitting around trying to dream up a great art idea, you can sit there a long time before anything happens. But if you just get to work, something will occur to you and something else will occur to you and something else that you reject will push you in another direction.”