

Post-its

Patterns

Preservation

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Why Designers Should Declare Death to the Post-It

BY JAMER HUNT Thu May 20, 2010

It's time to put that ubiquitous design photo of the Post-it to rest. Give it a break. Retire it.



The predominant image of design in the 21st century is that cliché of the empty conference room or studio--just after some feverish brainstorming extravaganza--plastered with Post-it notes ... as if the act of design had suddenly morphed into some strange game of pin the

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Analysis and Synthesis

1. What are they anyway?	Presentation 15 - 20 min
2. Why should we care?	
3. What are core activities?	
4. Do we have best practices?	Workshop 50 - 60 min
5. Explain your best practices	
6. Discussion	remaining time

What are they anyway?



Tim Brown

„The creative process [...] relies on synthesis, the collective act of **putting the pieces together** to **create whole ideas** [...] to sift through it all and identify meaningful patterns.“



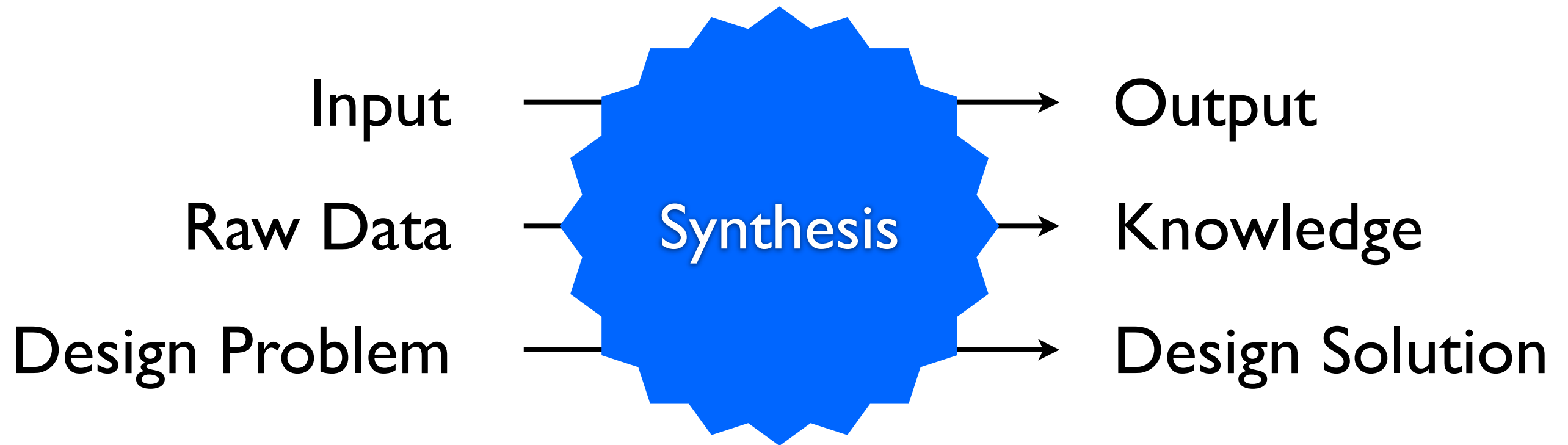
Steve Baty

„Analysis is that oft-glossed over, but extremely important step in the **research process that sits between observation [...] and our design insights or recommendations**. In many respects, analysis is crucial to **realizing the value of our research** since good analysis can salvage something from bad research, but the converse is not so true.“



Jon Kolko

„Design synthesis is an **abductive sensemaking process of manipulating, organizing, pruning and filtering data** in an effort to **produce information and knowledge**.“



Katie M. Scott

„[...] design synthesis is treated like the **magical step** that happens between structured research protocols and organized design iterations.“

Why should we care?

[news & events](#)[members](#)[community](#)[conference](#)[knowledge](#)[about sdn](#)

Welcome to the Service Design Network

Blog

Service Design Conference 2010 – Questions and Suggestions

Be part of the sdn community! Do you have questions concerning "Connecting the Dots"? Suggestions? Connect to us and let us have a great international conference!

[read more](#)

Making it better

The aim of this blog is to gather ideas from members of the Service Design Network, (and students who are not yet members). The Service Design Network website will be undergoing a transformation...

[read more](#)

Latest News

Upcoming Events

ServDes.2010 ExChanging Knowledge

Dec 01 2010 - Dec 03 2010

ServDes.

The Nordic Conference on Service Design and Service Innovation, **ServDes**, is the premier research conference within service design and service...

[read more](#)

Latest sdn Members

KIRMIZI KALEM

kirmizikalem.

Touchpoint Issue 4 Behavioural Change **out now!**



Service Design Conference 2010

Berlin 13th - 14th October
Members Day 15th October

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- **more invisible artifacts**
explicit visualization

NEWS



TOP PICKS

IDEO TO GO

EXPLORE IDEO

- + The Financial Brand Features BBVA ATM
- + *Financial Times* Quotes Paul Bennett
- + IDEO Kids Apps Make Top 50 List
- + Axel Unger at London Business School

- + Bill Moggridge heads The Cooper-Hewitt
- + Tim Brown's book, *Change By Design*
- + David Kelley: Career Lessons Learned
- + Tim Brown at TEDGlobal



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IDEO

WE ARE A GLOBAL DESIGN CONSULTANCY. WE CREATE IMPACT THROUGH DESIGN.

POSTCARDS →

IDEO

CULTURE

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CAREERS →

HISTORY →

20 QUESTIONS →

TEAMS

Branding

Business Design

Communication Design

Electrical Engineering

Environments Design

Healthcare

Human Factors

Industrial Design

Interaction Design

Kid-Centric Design

Manufacturing

Mechanical Engineering

Software Design



- **more invisible artifacts**
explicit visualization
- **more people involved**
different audiences, traceability, credibility

Services

Process

Work

frog design

Design Mind

About

Contact

The Future of Healthcare Is In Your Hand(set)

How mobile technology will revolutionize the fight against HIV and other global epidemics

Cell phones changed everything in emerging markets. Isolated communities got a taste of access and upward mobility they'd never known before. Entire economies shifted as people were able to leapfrog roadblocks to communication. Now mobile technology is promising to transform healthcare in the same way.

Project Masiluleke will start that revolution. In a historic partnership between frog design, Pop!tech, iTeach, Praekelt, Aricent, Nokia Siemens and a number of other collaborators, Project Masiluleke (which means "lend a helping hand" in Zulu) is using mobile technology to tackle the worst HIV epidemic in the world in KwaZulu Natal, South Africa, where infection rates are over 40%.

This is not the first attempt to address the HIV problems in KwaZulu Natal, but after sending a team to South Africa to do extensive research on the ground with local experts, we believe it will be the most effective.

frog is envisioning a solution that uses mobile technology in three crucial ways: 1) to encourage usage of low-cost diagnostic tools; 2) to walk patients through the testing process; and 3) to guide them into care should they need it, and encourage healthy preventative behaviors even if they don't.

Project Masiluleke will offer an innovative distribution model that combines existing, low-cost diagnostic technologies such as saliva and blood tests with mobile support services in a region where mobile adoption rates are approaching 90%. And, crucially, this new solution will provide a level of privacy and anonymity essential to encouraging participation among men who typically elude the system.

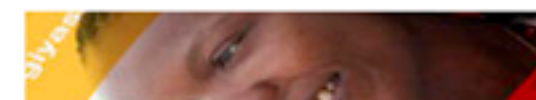
Project Masiluleke launched its first phase on the first of October when a text message was sent to 1



► **Project Masiluleke**
Addressing HIV and TB epidemics in South Africa using mobile technology.



► **Videos**
Watch Pop!Tech



- **more invisible artifacts**
explicit visualization
- **more people involved**
different audiences, traceability, credibility
- **more complex problems**
responsibility, transparency



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Scrum is an agile approach to managing complex projects

Scrum Alliance can help you bring it into your world of work

[What is Scrum?](#)[Who uses Scrum?](#)[How can I start?](#)

New to User Stories?

By William F. Nazzaro and Charles Suscheck

Everyone knows that to do Scrum well, you must change the way you approach requirements. But when you're just getting started it's hard to know the difference between traditional requirements, use cases, and user stories. And even harder to know which one works for you. Charles Suscheck, with co-author William Nazzaro, shares his knowledge and experience to help you choose the methodology that works best for you.

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EVENTS

Scrum Gathering
South Africa

SEP
1-2 / 2010



Are We Headed to
Adoption?

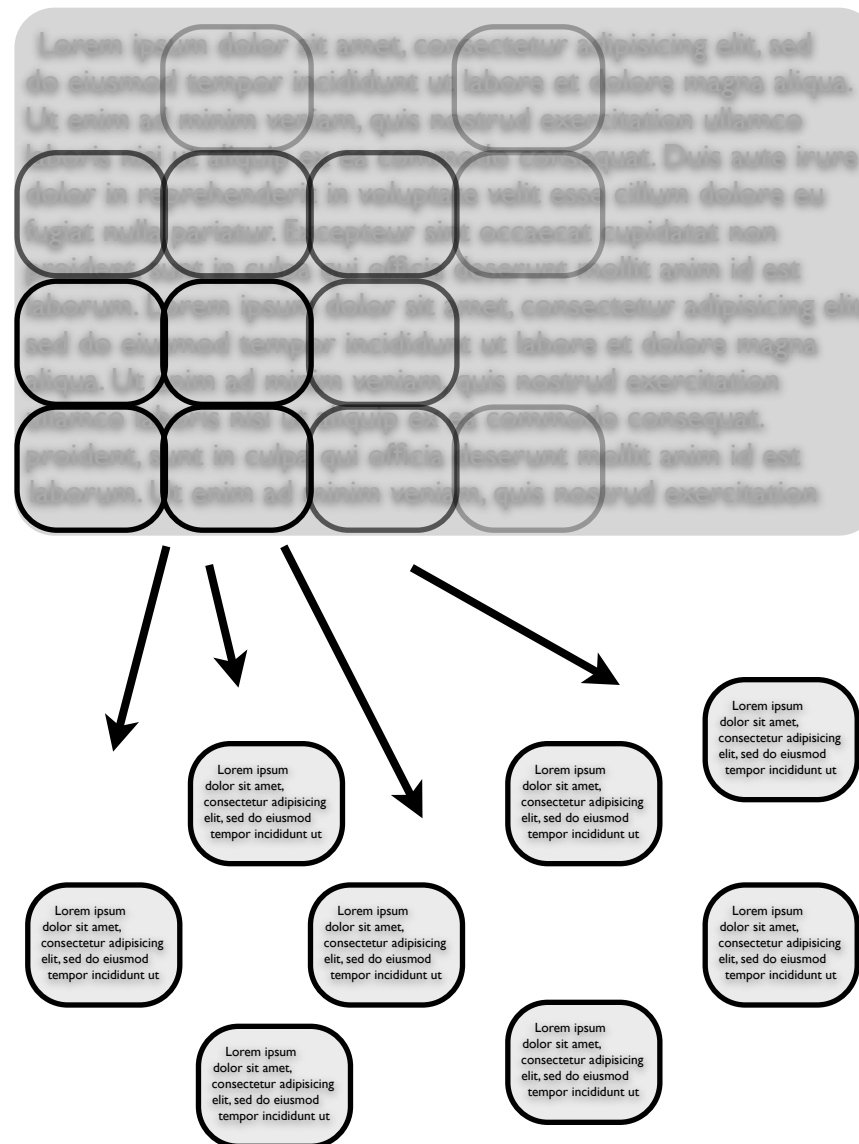


Should a
Scrum Master Give

- **more invisible artifacts**
explicit visualization
- **more people involved**
different audiences, traceability, credibility
- **more complex problems**
responsibility, transparency
- **more speed**
iteration, integration

What are core
activities?

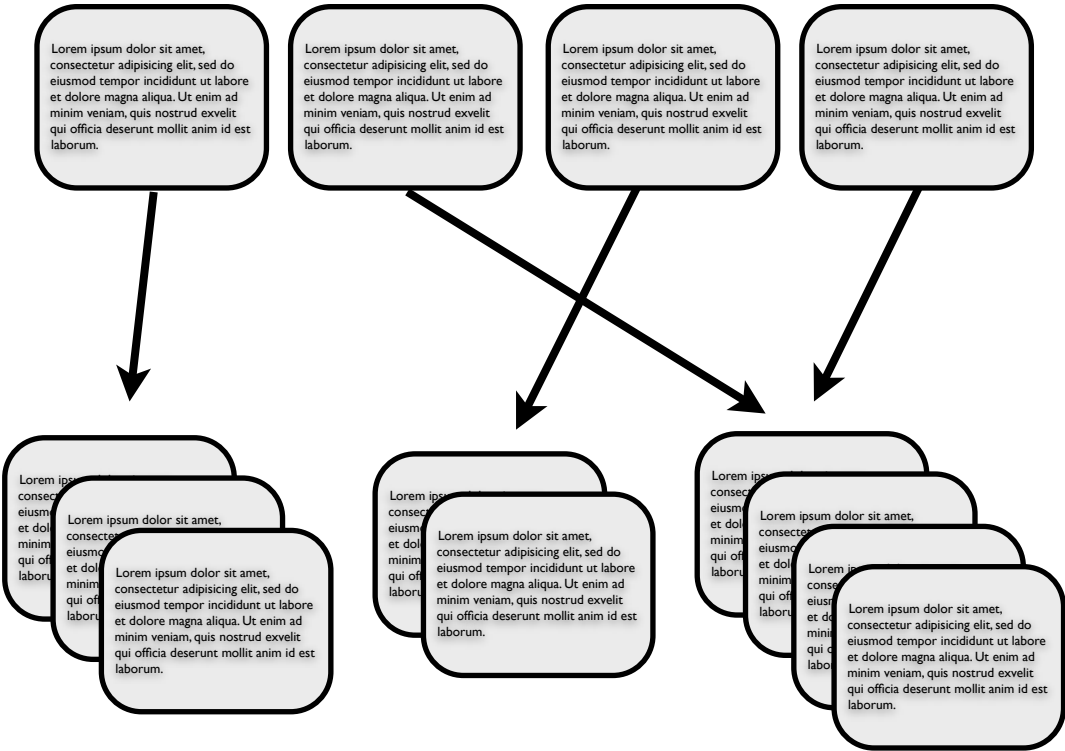
Deconstruction



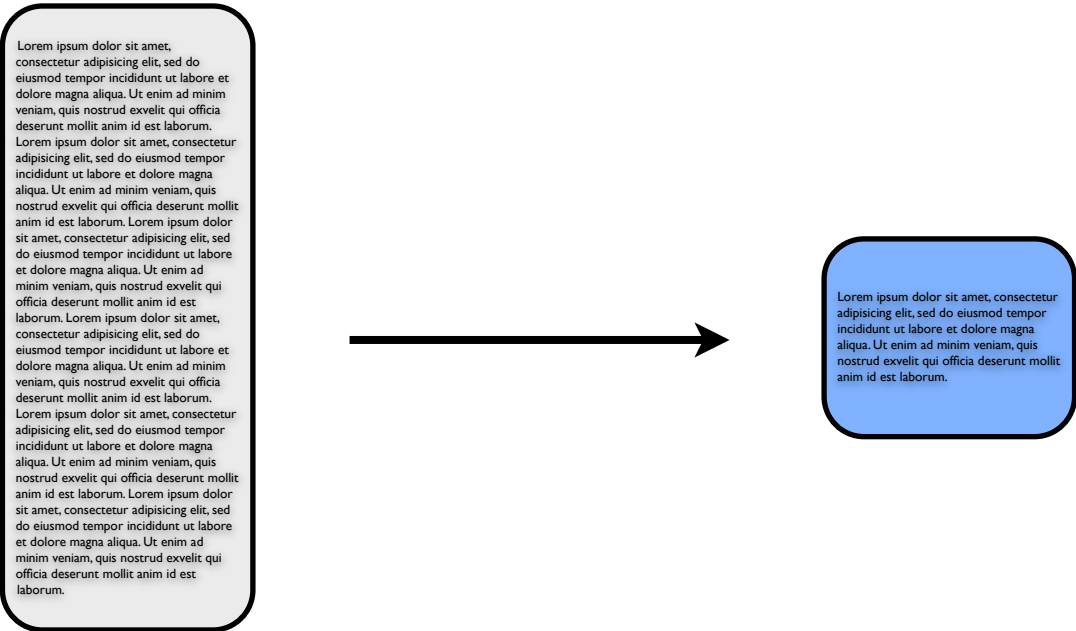
Pruning



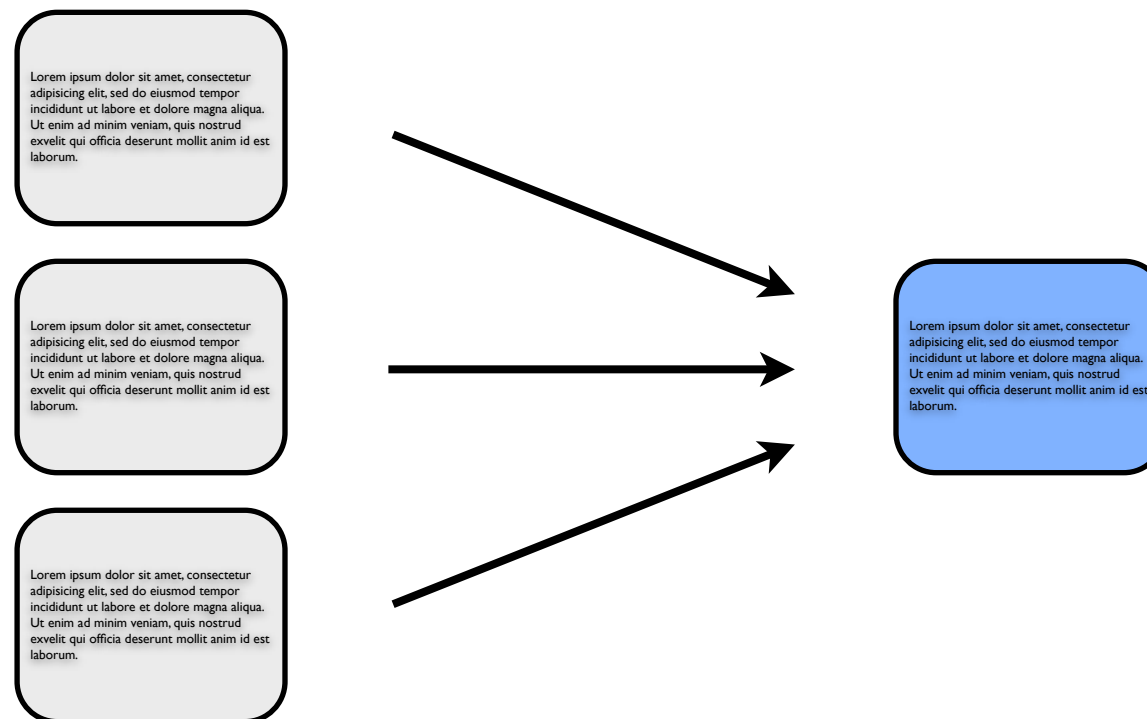
Organization



Abstraction



Summarization



Deconstruction
Pruning
Organization
Abstraction
Summarization
...

Synthesis

Do we have best
practices?

Workshop

80/20 RULE
 ACCESSIBILITY
 ADVANCE ORGANIZER
 AESTHETIC USABILITY EFFECT
 AFFORDANCE
 ALIGNMENT
 ARCHETYPES
 ATTRACTIVENESS BIAS
 BABY FACE BIAS
 CHUNKING
 CLASSICAL CONDITIONING
 CLOSURE
 COGNITIVE DISSONANCE
 COLOR
 COMMON FATE
 COMPARISON
 CONFIRMATION
 CONSISTENCY
 CONSTANCY
 CONSTRAINT
 CONTROL
 CONVERGENCE
 COST-BENEFIT
 DEFENSIBLE SPACE
 DEPTH OF PROCESSING
 DEVELOPMENT CYCLE
 ENTRY POINT
 ERRORS
 EXPECTATION EFFECT
 EXPOSURE EFFECT
 FACE-ISM RATIO
 FACTOR OF SAFETY
 FEEDBACK LOOP
 FIBONACCI SEQUENCE
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 GUTENBERG DIAGRAM
 HICK'S LAW
 HIERARCHY
 HIERARCHY OF NEEDS
 HIGHLIGHTING
 ICONIC REPRESENTATION
 IMMERSION
 INTERFERENCE EFFECTS
 INVERTED PYRAMID
 ITERATION
 LAW OF PRÄGNANZ
 LAYERING
 LEGIBILITY
 LIFE CYCLE
 MAPPING
 MENTAL MODEL
 MIMICRY
 MNEMONIC DEVICE
 MODULARITY
 MOST AVERAGE FACIAL APPEARANCE EFFECT
 NORMAL DISTRIBUTION
 OCKHAM'S RAZOR
 OPERANT CONDITIONING

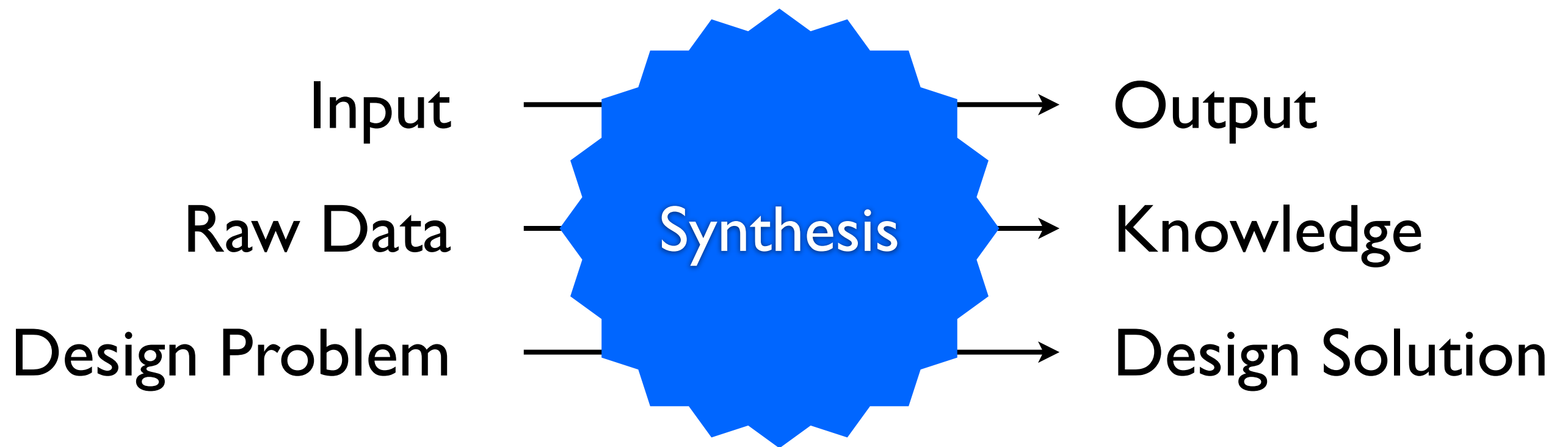
Universal Principles of Design

William Lidwell
 Kritina Holden
 Jill Butler

rockport



100 Ways to Enhance Usability,
 Influence Perception, Increase Appeal, Make Better
 Design Decisions, and Teach through Design





Intellektuell
fordern (Quiz)

⑤ zu stressig
mit Belohnung
belohnen

In der Schule
wie denn
Tisch spielen

Spiele als
Sonder-
Kategorie

Zuhause
kann man sich
besser in Spiele
hineinversetzen

⑥ relaxed
angenehm
entspannt

Spiele als
Herausforderung

Zielgruppe ist
Zusätzlich mit
dem Spiel
Spiel

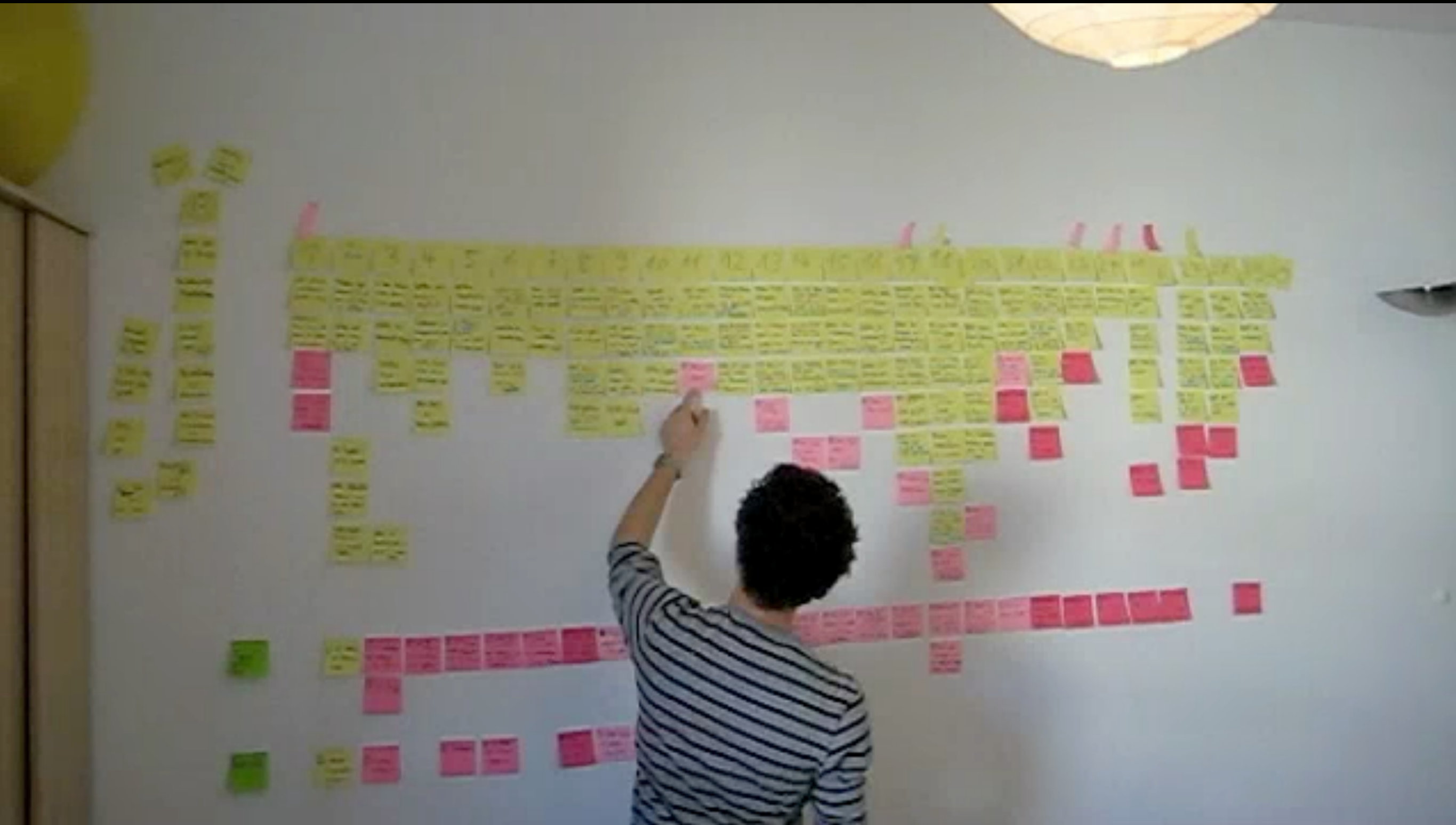
Andere Themen
Rollen spielen
überhaupt nicht

Spiele
Zum
entspannen

Tabelle legt
linkes DS weg
mit ihnen

③ Spiel

Spiel ist
nicht nur
das Spiel
sondern es
ist die
Interaktion



watch „pattern recognition“ on vimeo

input → methods, activities, tools → output

observation
field notes

method:
x/y analysis

a contextual
model of
mobile
gaming

interview
statements

activities:
deconstructing field notes
and statements on post-
its, sorting them for each
participant and re-
arranging them for
pattern recognition.

tools:
post-its

Workshop

- 2 - 3 persons per group
- 20 - 30 minutes
- visualize your analysis and synthesis process
- consider different points of view
(researcher, designer, client ...)

Questions

- What is typical input and output of your synthesis process?
- What activities and tools are used during synthesis?
- Who is involved before, during and after the synthesis process?
- What has worked well in your experience, what has not?
- Is there a way to „store“ elements or results of the synthesis process so that they can be re-used for similar projects?
- ...

Explain your best practices

Workshop

„synthesis of synthesis“

3 groups

3 different approaches

Focus Groups
 User Interviews
 User Observation Surveys
 Workshops
 Competitive Analysis
 Usability Rating Form / Sm...

INPUT / OUTPUT

Photographs
 Images
 Tons of notes
 User's Experience
 Other & Product's Data
 Field Expert Input

PICTURES
 FLOWS
 REPORTS
 PROCESS DESCRIPTION

NEUTRAL
 NO JUDGMENTS

Screen Audio Shots

ACTIVITIES / TOOLS

ANALYSIS SESSION
 AFFINITY DIAGRAM
 EXPERIENCE MAPS
 ISSUE LIST
 DATA CONSOLID.
 PROCESS MAPS
 TASK FLOW
 SPREAD SHEETS
 WRITE REPORTS

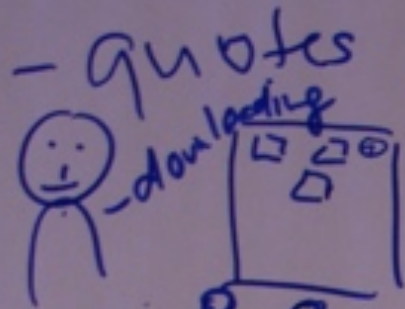
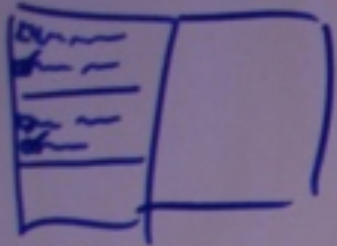
DEATH BY DATA
 SCENARIO UNCOMPLETE
 FILTER FIELD EXPERT INPUT

PEOPLE

USER
 CLIENT
 CUSTOMER
 PRODUCT MANAGER
 DESIGNER
 SW DEVELOPER
 FIELD EXPERT

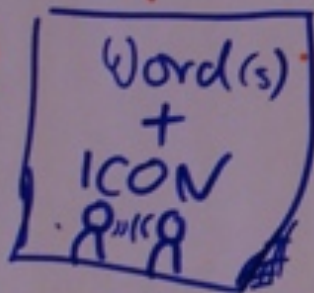
"I KNOW IT ALL"
 "TOO EXPENSIVE"
 "IT'S A WASTE OF TIME"

1. Question Guide
2. Screens

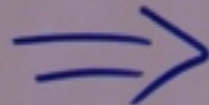
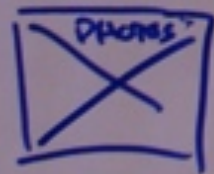


observations,
 ↳ interview
 ↳ task
 ↳ in context
 ↳ focus groups

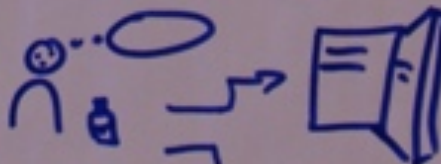
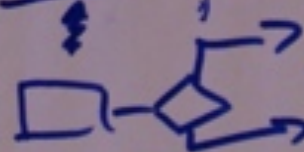
3. Write down Quotes in Notebook



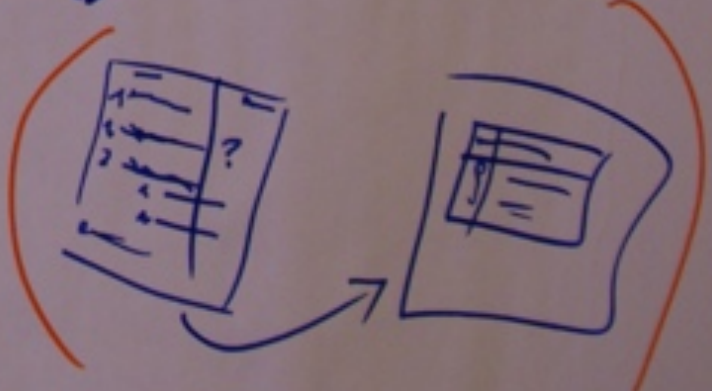
- Excel -



WS
 1. Customer ↔ 2. User View
 VS / Report



⇒ Task flow / Journey



⇒ 1 person vs team

evaluating at
 at least 1
 interview

FACTORS

ENERGETIC
EXCITEMENT

MAPPING

THOROUGH ANALYSIS

MINDSPACE

NO OUTERSTRESS

WHEN YOU DIGESTED EVERYTHING

SUBCONSCIOUS

TALKING TO
PEOPLE

ENABLING PEOPLE?
e.g. STORYTELLING

of the cancer

ENLIGHTENMENT

TEAM

A LOT OF
EXCHANGE, WORK TOGETHER



Discussion

... there was a lot!

Uncertainty and unanswered questions prevail.



Katie M. Scott

„As a discipline we formalized the research and to some extent the design part, but **synthesis somehow still seems like a no-mans land.**“

Let's keep discussing.

Let's keep collecting.

Universal Principles of Design

Synthesis ↗

William Lidwell
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