UX Fundamentals

Weeks 9-10:
Generative + Evaluative Feedback

Mar 22 2021

Siebel
Center
for
Design

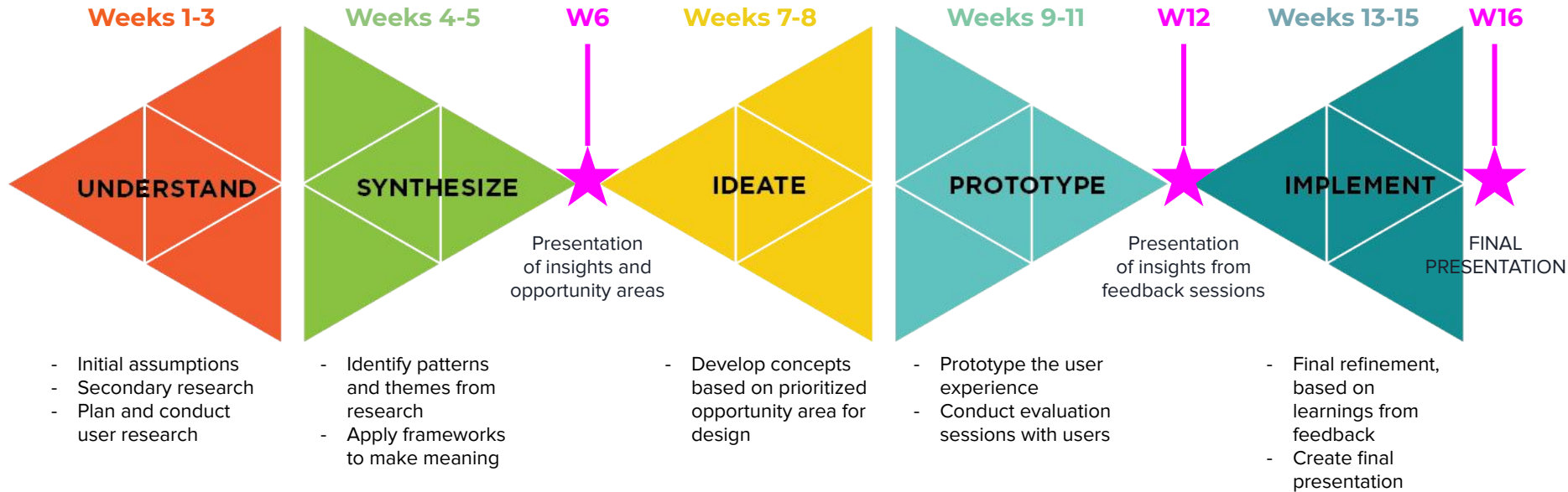# Today's Agenda:

- **10:05 - 10:30AM**
  Lecture

- **10:30 - 11:50AM**
  Breakout rooms + open work time and discussion
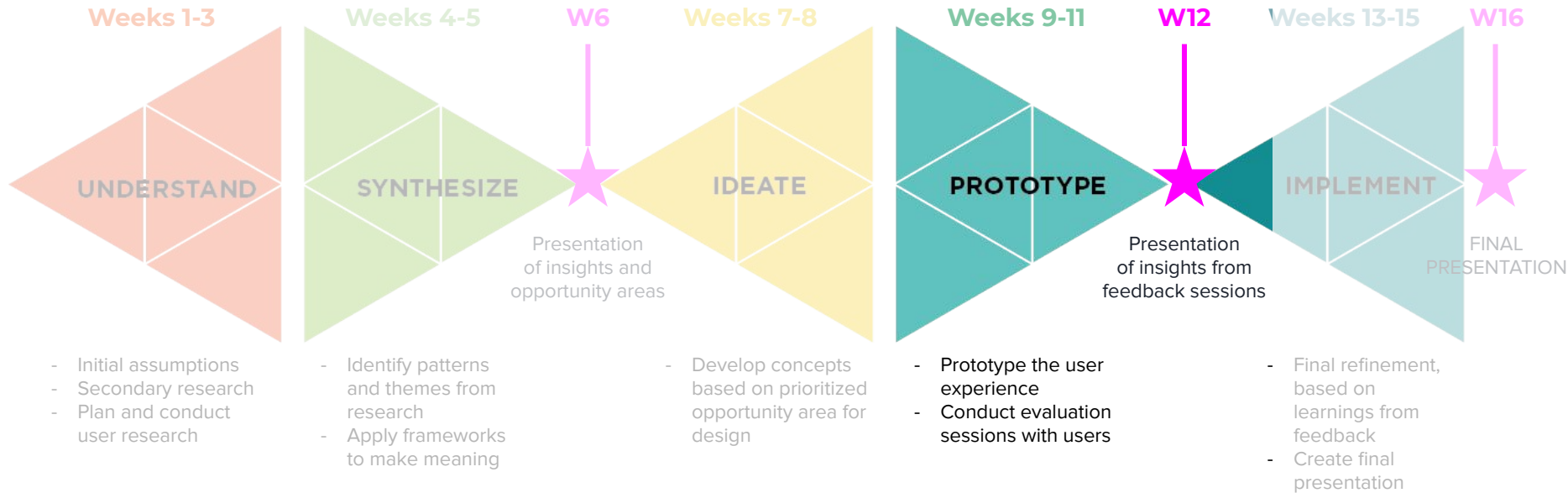 with Rachel and Nancy (as needed)

Storyboarding & Sketching – what did you think?
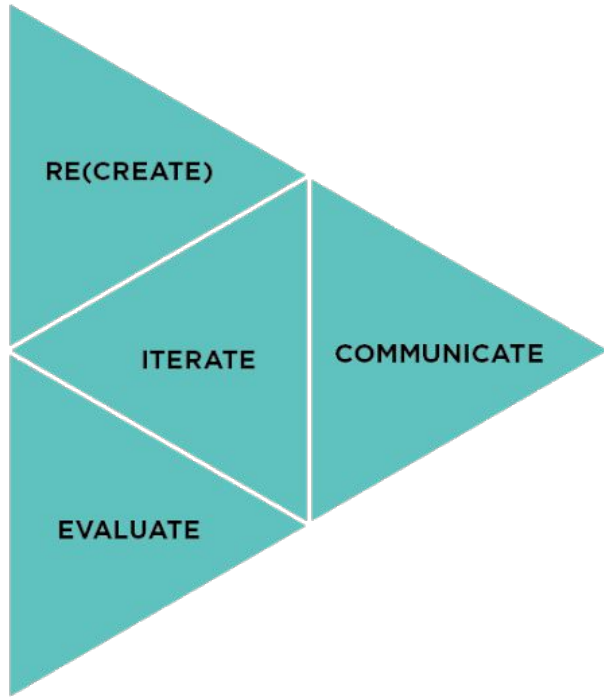
Where we are in the process

Weeks 1-3 — UNDERSTAND

Weeks 4-5 — SYNTHESIZE

W6 — Presentation of insights and opportunity areas

Weeks 7-8 — IDEATE

Weeks 9-11 — PROTOTYPE

W12 — Presentation of insights from feedback sessions

Weeks 13-15 — IMPLEMENT

W16 — FINAL PRESENTATION

UNDERSTAND
- Initial assumptions
- Secondary research
- Plan and conduct user research

SYNTHESIZE
- Identify patterns and themes from research
- Apply frameworks to make meaning

IDEATE
- Develop concepts based on prioritized opportunity area for design

PROTOTYPE
- Prototype the user experience
- Conduct evaluation sessions with users

IMPLEMENT
- Final refinement, based on learnings from feedback
- Create final presentation

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Presentation of insights and opportunity areas

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W16

FINAL PRESENTATION

Get feedback from extreme users + experts!

Once your group has created a representation of your ideas - ask extreme users or experts their thoughts! Allow this feedback to shape the final iteration of your prototype.

Processes + Practices

PROTOTYPE (Create)

(Re)Create
- Create prototypes of their proposed physical, digital, or experiential concept

Engage
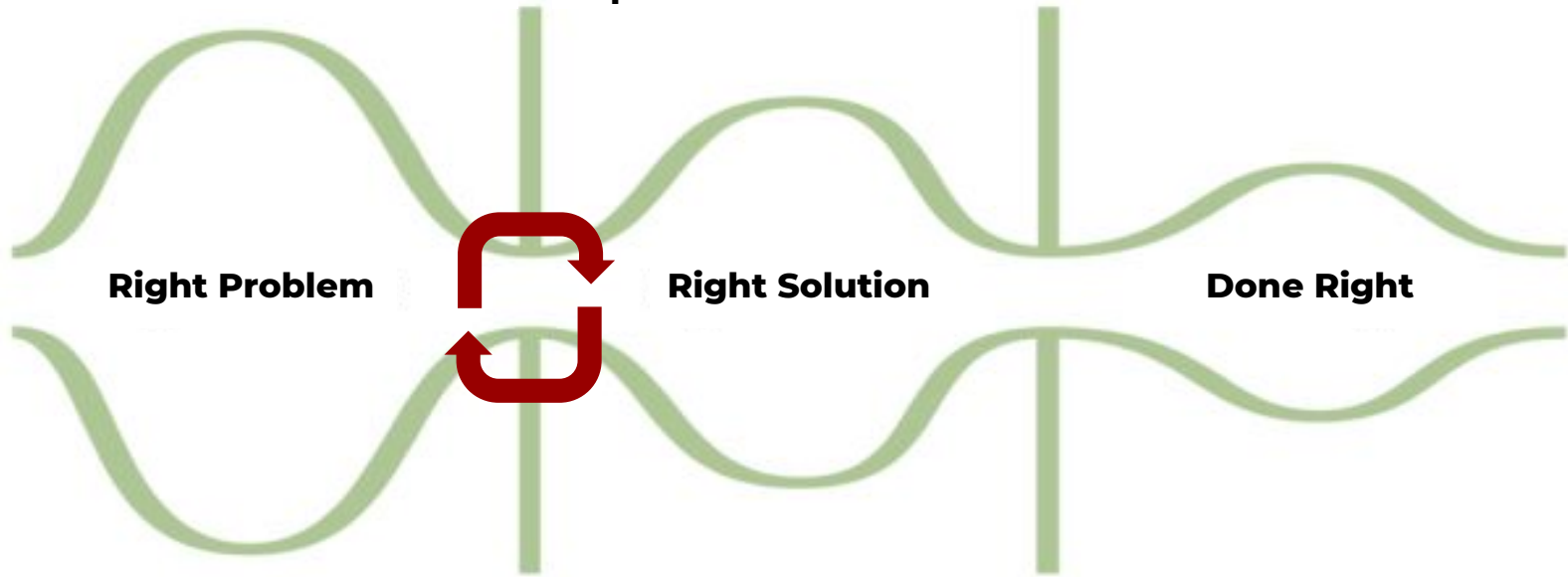- Communicate their proposed product or concept to users, teammates, or design team

Evaluate
- Get feedback from stakeholders, teammates, or outsiders
- Diagnose problems and describe behaviors
- Reflect on feedback to propose iteration
- Provide others with feedback

User Experience Research Framework

Identify and understand current experience and users' unmet needs

Evaluate usefulness and problem-solution fit of new features and experiences

Measure and improve the usability of the design solution

Right Problem

Right Solution

Done Right

Generative

Evaluative

Validative

Generative Research

- Unknown unknowns

- Known unknowns

- Pain points

- Existing hacks or solutions

- Attitudes towards design systems

Evaluative Research

- What works well? Why?

- What needs improvement? Why?

- Are problems painful enough that users will adopt a design system?

- How much are people using the design system? Why?

- How well do users follow the design system's guidelines? What barriers do they encounter?

Assignment for the next 2 weeks:
User Feedback Research!

- Complete **3-5 feedback sessions with your users** by **Sunday 4/4**.

- Each group should contribute to the **#week-9-discussion** channel, on the topic of **generative + evaluative feedback**.

- **Next week we won't have a lecture** - we will use class time for office hours + group work time. As you conduct your evaluative research, start thinking about synthesizing what you learn and how it will inform your concept development.