

# critique 3.3 — time to choose

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# Plan for today

Reading 3 discussion (10 minutes)

Reading 3 presentation (10 minutes)

Homework 2 summary (5 minutes)

Homework 3 reflection (5 minutes)

Homework 4 (10 minutes)

Break (5 minutes)

Vote (5 minutes)

Paper Prototyping (10 minutes)

Develop a plan for prototype and usability test  
(50 minutes)

# reading 3

What is everyday ideation?

# reading 3

## INFO 360A

“Every day ideation could be described as the curation of information and ideas to help aid the creative process when addressing problems and creating solutions. The paper describes a more informal group: Pinterest users. Here, users do not see their postings as ideation and they would not consider themselves designers.”

# reading 3

## INFO 360A

“Everyday ideation complements traditional sketching and brainstorming by incorporating a sense of purpose that positively contributes to one's life. Pinterest allows the safety of relative anonymity that nurtures and does not limit creativity and imagination; without much incentive to be social, Pinterest users are encouraged to be as creative and do not worry about the judgment of their peers. Thus, everyday ideation does not have any limits at all, except by the individual's own imagination.”

# reading 3

## INFO 360B

“Everyday ideation is a form of creativity, also known as Little-C, which the author of this paper exemplifies through the popular website Pinterest. The Pinterest users interviewed detail their experiences using the service, which involve traversing boards of pins pinned by users. Unique from social media sites like Twitter and Facebook, there is essentially a veil of anonymity when using the site, so users feel motivated to browse and pin “ideas”.”

# reading 3

## INFO 360B

“Everyday ideation would complement traditional sketching and brainstorming because the act of collecting one's creative mind onto a piece of paper in the form of a sheet of paper is similar to organizing the digital content in such a way that the creativity exists through the decisions made by selective browsing. The process of collecting all existing sketches over time and organizing them allows for these physical content to spark an idea that never would have otherwise existed without some centralized creative mindset to shape one's life.”

reading 3 presentations



# homework 2 summary

## Strengths

- Good questions
- Keen insights
- Reflections
- Contrasting cases

# homework 2 summary

## Areas to improve

- Don't ask leading questions
- Participant choice
- Over generalized problem

# homework 3 reflection

what was difficult about ideation?

what was easy?

what ideation strategies did you find the most helpful?

did you have a eureka moment?

due 11:59 pm PST today 1/20.

# homework 4 – time to pick

**as a team, produce at least 2 low-fidelity prototypes** of your favorite design ideas

the prototypes should contain enough detail that a user could actually imagine what the design does and how it would help them

**individually** obtain feedback about these 2-3 ideas from 2 of representative users from your class (and section)

next week's lab will be open time to perform these critiques

the goal is to learn about the strengths and weaknesses of the ideas by helping your informant imagine how they would use the ideas in their lives.

## homework 4, continued

your deliverable is an individual report, following the template, which includes:

- the script you used to perform your critique

- photos of your prototypes

- who critiqued your prototype

- insights you gained about the strengths and weaknesses of your prototypes

- how the critiques changed your understanding of your design problem

your grade will be based on whether you provide all of the above and whether your report is accurate

Break (5 minutes)

Voting (5 minutes)

INFO 360A/B has the option to submit the video prototypes on Wednesday, March 9 in class.

There are pros and cons to this switch.



Pros:

-You do not have to come in to INFO 360A/B during finals week (A - 8:30 - 10:20 on Tuesday, B - 8:30 - 10:20 on Monday). This is a major time savings for all.

-You can still work on design specifications till Tuesday, March 15th at 8:00 am and process books till Wednesday, March 16th at 11:59 pm PST.

Cons:

-Final video prototypes must be submitted by **Wednesday, March 9, 2016 by 8:00 am** (you lose four days on working on it).

-You have to come to class Wednesday, March 9 to class to participate in the viewing.

YES - I would like to switch the video prototype deadline to Wednesday, March 9th.

NO - I want to keep the original schedule.

ABSTAIN - I abstain from voting.

what level of prototype fidelity is necessary?

a paper prototype usability test

<https://www.youtube.com/watch?v=9wQkLthhHKA>

# loss aversion

once you've invested time in something, it's hard to let it go

expect it to be difficult!

critique — pick a solution (50 minutes)

now's the time to decide!

which 2-3 ideas will your team prototype and evaluate?

use your persona, scenario, and data to speculate which idea has the most promise

once you've chosen your ideas, create a **plan for homework 4**

how will you share the prototyping and script writing duties?

a good schedule for this homework would be to create prototypes by Monday and perform your critiques by Wednesday

critique — pick a solution

once you've chosen your ideas, create a **plan for homework 4**

Upload this draft plan to Canvas.