Designing for the User

John Vancil
Open Systems Technologies
The Golden Circle

- Why
- How
- What
Why?
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“Research informs the designer, not the design”
– Jesse James Garret
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Desirability

Feasibility

Viability

The solutions that emerge at the end of human centered design overlap these three lenses.
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Week of October 23, 2017

In This Weeks Print Edition:

Read Now!

Top Job Openings

New York City Contract Sales Territory Manager
IN MANUFACTURER MANAGEMENT: OCT 20, 2017
George Lachine is growing its NYC professional sales team!

Global Client Manager
IN SALES ASSOCIATES: OCT 20, 2017

Top Classified Ads

INNOVATIVE OFFICE PRODUCTS SEEKS INDEPENDENT SALES REPS
IN REPRESENTATION / REPS WANTED: OCT 20, 2017
Join a growing ergonomic monitor mount manufacturer.

More Classified Ads

Place a Classified Ad

MMQB.com Poll

Is the "modern" Internet improving your life?

-Vote-
Valley Central Office Furniture buys Walmart!

Well known Configura holographic extension allowed VCOF to grow at over 1000 times the industry average. “Too much cash on hand…” says owner Jill Smithson “… we had to do something with it!”
AMANDA - THE MILLENNIAL - NEW HIRE

- 22-27 years old
- Mobile First
- Constantly on chat apps like Whatsapp, Snapchat
- Seeks out new experiences – Talking points in conversation
- Travelled after graduation before searching for a job
- Very confident yet has a short attention span
- Spends quite a bit on lifestyle items (i.e. expensive coffee, latest gadgets, latest movies)
- Watches lots of YouTube
- Needs constant engagement by manager to stay engaged
- Takes lots of public transport to get around
- Listens to music or scrolls through Facebook watching silly cat videos during transit

Values
- Ambitious Learning
- Making a difference

Fears
- Getting bored. Getting left behind as peers progress in their careers.

Goals/Aspirations
- Being able to manage a project on her own.
Susan Johnson

“I’m a very active person, enjoy a lot with my work, but I hate wasting my time.”

**Age:** 28
**Occupation:** Marketing consultant
**Status:** Married
**Location:** Brooklyn, NY
**Tier:** Pro
**Archetype:** The advocate

**Motivations**
- Incentive
- Fame
- Achievement
- Growth
- Power
- Social

**Goals**
- Improve the timing to design surveys
- Review and extract info from previous surveys easily
- Upgrade the communication channel

**Frustrations**
- Writing initial draft without all the necessary knowledge
- Waiting for feedback and ability to reflect the changes
- Conflicting inputs between managers, partners, and clients

**Biography**
Susan is a marketing consultant who lives in the great city of New York. She is married one year ago. She loves running, going out with their friends and family. At home, at work, she gives the best of her, she knows how to deal with people. She is a hard worker that she need to get results soon and be rewarded.
I hate conf calls.

"You should DL Speak on iTunes!"

It's free & there's no # or PIN to send out!

"Do you have to have an iPhone?"

"Nope! See, here's their site. They call it.

"Cool, I'll check it out."

With Speak you can have ppl go to your Speak link, you can txt them, or even give them a # to txt.

And Speak calls their phone to join!

"Get it?"

"Um, kinda? I think I need to try it."

Welcome to Speak! Let's get started.
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Put yourself in their shoes

"I know exactly how you feel."

EMPATHY
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**TASKS**
What tasks are users trying to complete? What questions do they need answered?

**FEELINGS**
How is the user feeling about the experience? What really matters to them?

**PAIN POINTS**
What pain points might the user be experiencing that they hope to overcome?

**INFLUENCES**
What people, things or places may influence how the user acts?

**OVERALL GOAL**
What is the user's ultimate goal? What are they trying to achieve?
How Lowe's uses science fiction to disrupt the future

With Kyle Nel

- We are predictable
  - Irrational
- We hear the signal to attract or repel new stuff/ideas/people
- We explain new information through stories
- We explore new ideas to attract new people
- Humans need stories and stories
  - Tied to real stories
- How do we do this? Why not us?
- How do we engineer plus behavioral science?
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The Design Cycle

- Empathize
- Define
- Ideate
- Prototype
- Test
• Living in the squiggly is hard!

• Rabbit holes – iterating on the things which are not the most valuable to viability (Rituals/Critiques)

• Knowing when to converge and diverge.
We Do! We Build!
We have found the why and used that to identify stakeholders...
We have researched the stakeholders and discovered their “Why”... leading to their value.
We have used what we found to come up with ideas, tested them and identified those which are the best fit...
We have developed clarity of thought and direction, and have consensus...
Now we go build – and what we build will be of significantly better value than what we would have built!
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Resources...

Illinois Institute of Design: [https://www.id.iit.edu/](https://www.id.iit.edu/)
IDEO: [https://www.ideo.com/](https://www.ideo.com/)
Empathy: [https://www.youtube.com/watch?v=jajduxPD6H4](https://www.youtube.com/watch?v=jajduxPD6H4)
Tim Brown – Design Thinking – You Tube: [https://www.youtube.com/watch?v=U-hzefHdAMk](https://www.youtube.com/watch?v=U-hzefHdAMk)
Tim Brown on Creativity – You Tube: [https://www.ted.com/talks/tim_brown_on_creativity_and_play](https://www.ted.com/talks/tim_brown_on_creativity_and_play)
Simon Sinek – Start with Why – You Tube: [https://www.youtube.com/watch?v=IPYeCltxpxw](https://www.youtube.com/watch?v=IPYeCltxpxw)
Harvest Box Story: [https://visualhero.com/work/harvestbox](https://visualhero.com/work/harvestbox)