The Design Process

# Student Workbook

### Supports learning and assessment for AS 91891 (3Cr)

### Use this workbook together with Project Log - Design Sprint

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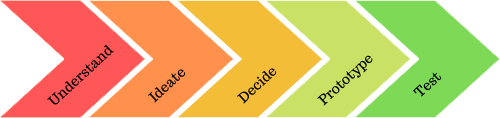
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# DESIGN SPRINT

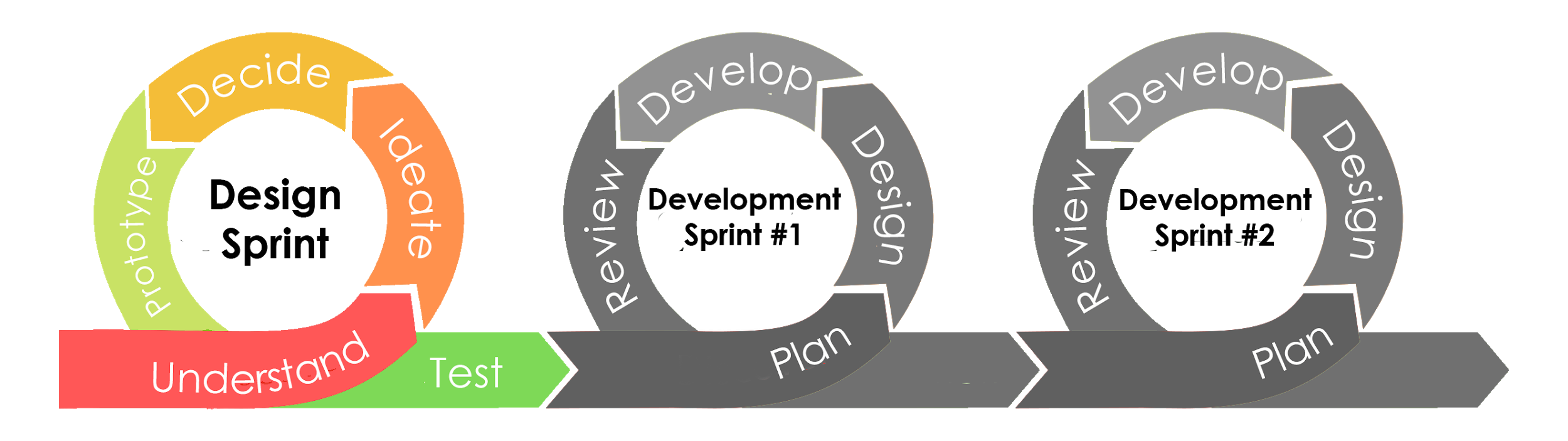
## What is a Design Sprint?

A design sprint is a process used by many businesses as the first **iteration** in developing a new web outcome.

In a design sprint a team will identify the issue and end-user and design the first version of the product.



A design sprint is followed by many **development sprints** where new issues might be identified and the outcome **re-designed** or taken in new directions.



There are **five phases** of a design sprint: Understand, Ideate, Decide, Prototype and Test.

Each phase of the sprint should take roughly 2 to 3 hours of class time.

This means that the whole Design Sprint should take around 12 hours of class time, plus up to 2 hours for the pre-sprint phase.

A **project log** has been provided for you to record evidence of your design sprint. You may wish to record your evidence in other ways (such as using a project management tool, scrum board or kanban board).

# 

# PRE-SPRINT

## Investigate Relevant Conventions

### Aim

In this section you need to show evidence that you have

* Investigated relevant conventions

Before you begin the design process, you will need to investigate conventions that you could apply in your digital media outcome.

Conventions are **ways in which things are usually done** or **agreed ways of doing things.**

You should be familiar with each of these:

Design conventions - the accepted ways to design things - e.g. wireframes, circuit diagrams, flow diagrams

Web conventions - the ways in which web applications are laid out, structured and operate

File conventions - the ways we name files and folders for web outcomes

Coding conventions - agreed rules on how HTML and CSS code should be laid out, commented and written

For each of the sections below, in your **project log**, record

* Links to webpages
* Screenshots of examples
* Notes or annotations

### 1 - Basic web conventions

Look at **3 different existing websites** that are related to the purpose of your design

These web pages might help you to come up with some ideas:

<https://www.orbitmedia.com/blog/web-design-standards/>

<https://web3canvas.com/web-design-conventions-never-break/>

### 2 - Visual Hierarchy

Websites (and other digital media outcomes) use a **visual hierarchy** to make them easier to understand to help users.

Use a search engine to search for **visual hierarchy web design.**

### 3 - Design Style

Websites (and other digital media outcomes) are often created to follow a design style or **visual language**: a pre-made set of rules, principles or design ideas that help guide the designer.

Some examples include:

* Material design
* Flat design
* Skeuomorphic design

These websites might help you with your research

<https://material.io/design/environment/surfaces.html#properties> Material design

<https://www.creativebloq.com/graphic-design/what-flat-design-3132112> Flat Design

<https://www.invisionapp.com/inside-design/your-guide-to-using-flat-design/> Flat Design

Use a search engine to investigate one or more of these design styles.

## Phase 1 - Understand

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1**  **Understand** | **2**  **Ideate** | **3**  **Decide** | **4**  **Prototype** | **5**  **Test** |

### Aim

The aim of Phase 1 is to understand both the **problem/issue/opportunity** that you are trying to addressand your **end users**. It is important to **empathise** with your end user and try to see things from their perspective. This phase is sometimes called the **UNPACK** or **EMPATHISE** phase.

In this section you need to show evidence that you have

* Described the purpose of the outcome
* Described the requirements of the end user

### Part 1 - Unpack the problem

In your design team explore the problem

Choose a suitable strategy to explore the problem - you could try one of these

#### Mindmap

Start with your **problem statement** in the middle of the page, then add ideas that connect to it.

#### Braindump

Individually write down your ideas about the problem on stick notes, then get together as a group and look at them all.

#### Brainwrite

Individually write down your ideas about the problem on a piece of paper. After 2 minutes, pass your paper to the next person. Add ideas to their paper. Repeat until everyone has written on every piece of paper.

#### Provocation

Watch a video or read a story that gives you a new perspective on the issue, then discuss it.

#### Space Saturate and Group

In your group, collect together all your observations, thoughts, experiences, questions, insights and stories. Write each on a sticky note and stick it to the whiteboard, or use a virtual sticky notes program. Then try grouping related ideas together or drawing links between them.

#### Value Proposition Canvas

Use the template provided to create a value proposition canvas (you could use a printed copy, edit the copy provided in Google Drawing, or use other software to create your own canvas)

The value proposition canvas will help you to identify the **end-user considerations** relevant to your problem and outcome.

Make clear **who your end users are**

* Describe the **Gains** your users want - what fulfils their needs, makes them happy, ticks their boxes?
* Describe the **Pains** your users want to avoid - what frustrates them, makes them angry or causes them anxiety?
* Describe the **Tasks** your user wants to do - what end results might they want from your outcome

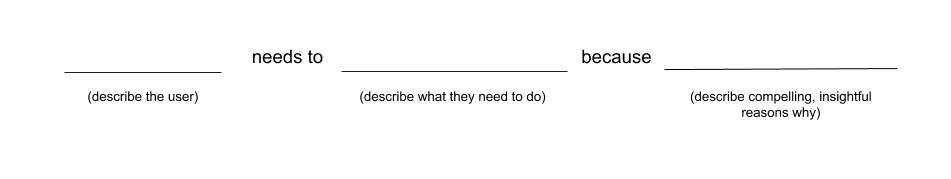
Then examine how your digital outcome could help them.

* Describe the **gain creators** you could offer - features or attributes you could have that would bring your users the gains you have identified
* Describe the **pain relievers** you could offer - features or attributes you could have that would reduce or remove the pains you have identified
* Describe the **products and services** you could include - what pages, apps, forms or other services your outcome could that would allow the user to accomplish some of their goals you identified as Tasks.

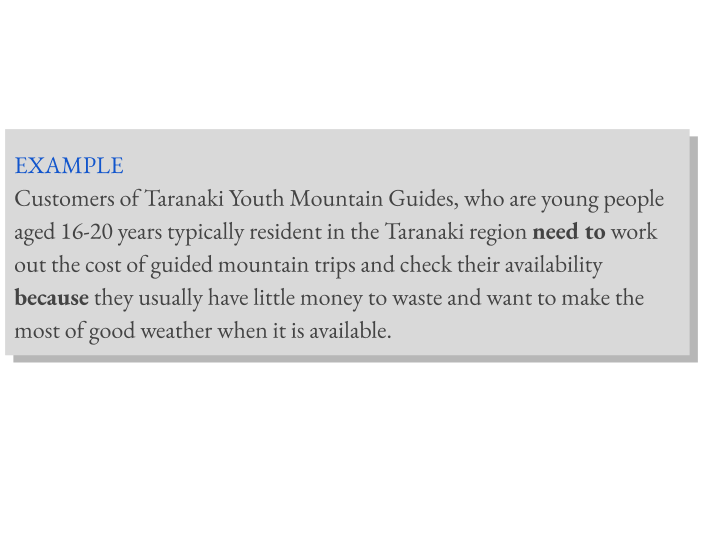
### Part 2 - Outline your Problem Statement

Create an **actionable problem statement** in this format

**User** . . . (describe who the user is) **needs** . . . (what they need *to do*) **because**  . . . (compelling insight)



This is called a **Point of View (POV) statement**



Make sure that in this task you have clearly **described**

* Who your end users are and what their requirements are
* What the purpose of your outcome is

## Phase 2 - Ideate

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1**  **Understand** | **2**  **Ideate** | **3**  **Decide** | **4**  **Prototype** | **5**  **Test** |

### Aim

The aim of this task is to generate a wide variety of design ideas. You will need to know about the conventions that you could apply in your digital media outcome.

Conventions are **ways in which things are usually done** or **agreed ways of doing things**

Ideation is a rapid-fire, quick-and-dirty process. It should be done quickly, so time limits have been suggested.

In this section you need to show evidence that you have

* Investigated and applied relevant conventions
* Generated and modelled a range of design ideas

### 1 - Identify the conventions you will apply (20 min)

As an individual, identify 3 conventions that you will try to apply in your designs.

In your project log jot down some ideas you want to try

### 2 - Doodle Ideas (20 min)

Draw some quick layout ideas. Show them to your teammates. You should come up with at least 3 widely different ideas

### 3 - Crazy 8s (8 min)

Each individual in the group does this activity by themselves:

Choose your favourite layout from the last task

Sketch **8 quick variations** on that design on paper in **8 minutes**

### 4 - Solution Sketches (30+ min)

You are now ready to **draw** some serious design sketches

Each group member should create **TWO or THREE** designs

Designs should be simple wireframes

Label the designs to show where you have applied conventions

Try to make the designs as different as possible - use the widest range of design ideas that you can

You could use an online wireframing tool or draw them by hand

See the examples provided as a guide

## Phase 3 - Decide

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1**  **Understand** | **2**  **Ideate** | **3**  **Decide** | **4**  **Prototype** | **5**  **Test** |

### Aim

It is now time to **decide** which design ideas are the most suitable for your digital media outcome

To do this you will need to identify the **implications** (the possible future effects or results) that are **relevant** to your design and **explain** them. **Justify** your choices in terms of how the outcome addresses relevant implications.

In this section you need to show evidence of

* explaining relevant implications
* selecting a design for the purpose of the outcome and explaining the appropriateness of the design
* explaining how the chosen design uses appropriate conventions (Merit)
* justifying how the chosen design addresses implications, end-user considerations, and uses appropriate conventions (Excellence)

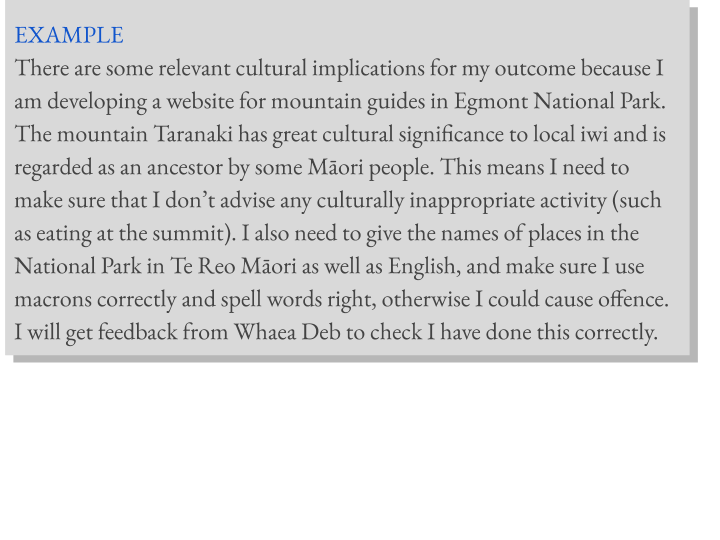
### 1 - Relevant Implications

Any digital outcome has implications (possible future effects or results) for the makers, for the users, and for the wider world.

Use the relevant implications **resource** provided

In your project log, for each implication listed, explain:

* How relevant it is (e.g. highly relevant, not very relevant, not all relevant)
* If it is relevant, explain what it means and **why** it is relevant to your outcome
* Explain **how** this implication will affect the design of **your outcome**



### 2 - Make a decision

As a team discuss all the designs your team created.

Record the audio of your discussion or have a team member record brief notes.

Attach a link to notes or recording in your project log

Decide which design(s) you will trial in the prototype.

You might choose a combination of features from different design

As a team, create a sketch or description of how your prototype will look.

### 3 - Explain and justify your decision

Each individual in the team needs to **explain and justify** the decision that was made.

NOTE: this must be your own, individual work.

Use the notes or recordings from the team decision meeting to help you.

You should make clear how your chosen design was **the most appropriate** design by saying how it **addressed relevant implications** and **end-user considerations**.

Record these explanations in your project log.

## Phase 4 - Prototype

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1**  **Understand** | **2**  **Ideate** | **3**  **Decide** | **4**  **Prototype** | **5**  **Test** |

### Aim

It is now time to create a prototype of your design so that you can test it.

This could be

* Made with a prototyping tool (such as Adobe Xd, moqups or JustInMind)
* Drawn using image editing software (such as Adobe Illustrator, Photoshop or Gimp editor)
* Drawn carefully on paper

In this section you need to show evidence that you have

* Applied relevant conventions
* Modelled design ideas

### Generate a prototype

Each individual within the team should develop their own prototype.

The prototype should include all website pages in the outcome

The prototype should show

* Size, position and spacing of all elements on the page (accurately)
* Background and text colours
* Placeholder images (background and foreground)
* Borders, shadows, gradients
* How components function (e.g. hover effects, click effects)
* All other important features

Where possible label your design to **explain how you used relevant implications** and **what conventions you are applying**.

## 

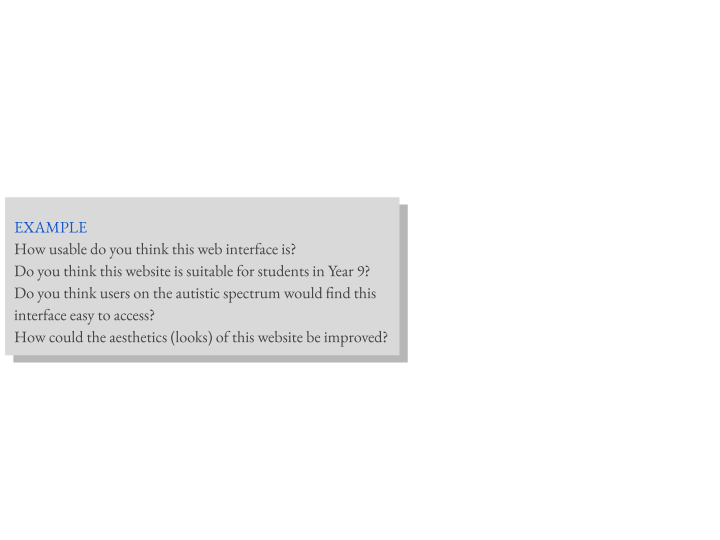
## Phase 5 - Test and Refine

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1**  **Understand** | **2**  **Ideate** | **3**  **Decide** | **4**  **Prototype** | **5**  **Test** |

### Aim

The aim of this phase is to find out how well the outcome addresses relevant implications and end-user considerations, and to **improve** or refine the outcome

In this section you need to show evidence that you

* **used feedback** gained from modelling to **improve the design** (Merit)
* developed an informed design (Merit)
* developed a refined design (Excellence)

### 1 - Get feedback

Seek feedback from your teacher, assessor, friends or potential end users.

Record your feedback in the feedback table in the project log.

When asking for feedback:

* Ask about how well your outcome meets a specific end-user requirement or implication
* Ask how your outcome could be improved

### 2 - Research

Find two or more examples of digital outcomes similar to yours that you have not looked at before. Add links or screenshots to the research table in the project log. Make a note of **how this informs your design.**

### 3 - Refine

Make changes to your prototype to improve it, based on the feedback you received.

In your project log, record your **reasons** for making the changes.

Make sure you show evidence of how you **improved your design in response to feedback.**

### 4 - Explain changes

Explain how any changes help to address relevant implications or end-user considerations, or use appropriate conventions.

# POST-SPRINT

## Design Sprint Review

### Aim

This is your last opportunity to show evidence of

* using feedback to improve the design
* explaining relevant implications
* explaining how the chosen design uses appropriate conventions
* justifying how the chosen design addresses implications, end-user considerations, and uses appropriate conventions

### Interview

Your assessor (or another student) will now interview you for around 5 minutes.

(This could be done in writing or using speech-to-text if a spoken interview is not possible for you)

You will be asked to

* Describe how you used feedback to improve your design
* Explain the most relevant implications for your design
* Explain how you addressed them
* Justify (give arguments and evidence) how you addressed them
* Explain why you chose the most relevant conventions
* Justify your choice of relevant conventions

You should have all of your design work in front of you during the interview so you can see what you did.

Record this in an audio or video file and make sure this is submitted with your design work.