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- dr. emily

Design Thinking for Mac Admins

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MacSysAdmin 2016

All experiences are designed.

Design matters.

- If you're touching it, you're designing it.
- Chances are you're already a designer, congrats!
- There are no non-design choices.



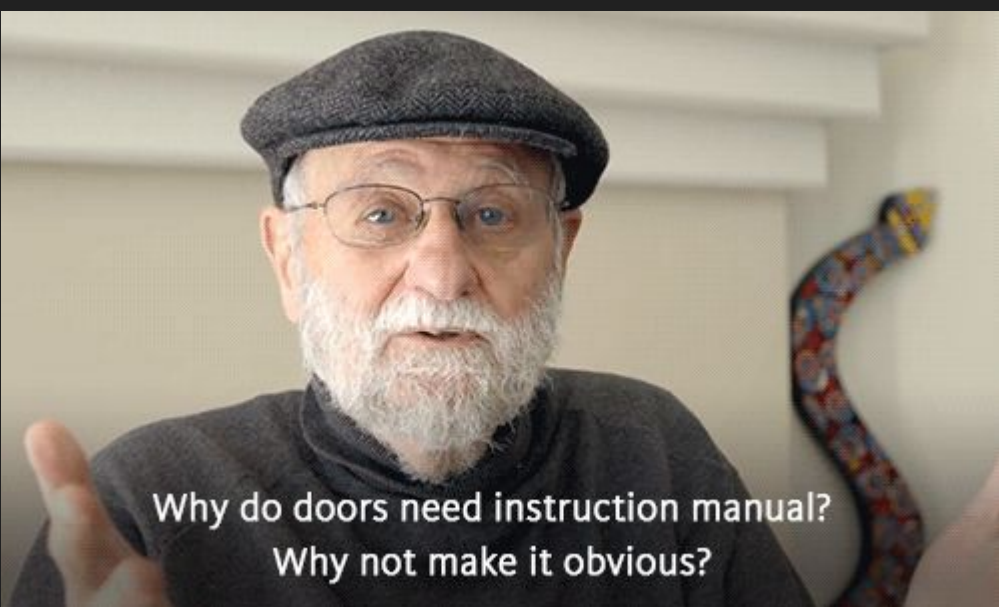
“Good design is actually a lot harder to notice than poor design, in part because **good designs fit our needs so well that the design is invisible**, serving us without drawing attention to itself. **Bad design, on the other hand, screams out its inadequacies**, making itself very noticeable.”

Don Norman, *The Design of Everyday Things*







A man with a white beard and a flat cap is gesturing with his hand. The background is a plain wall with a colorful, abstract sculpture.

Why do doors need instruction manual?
Why not make it obvious?





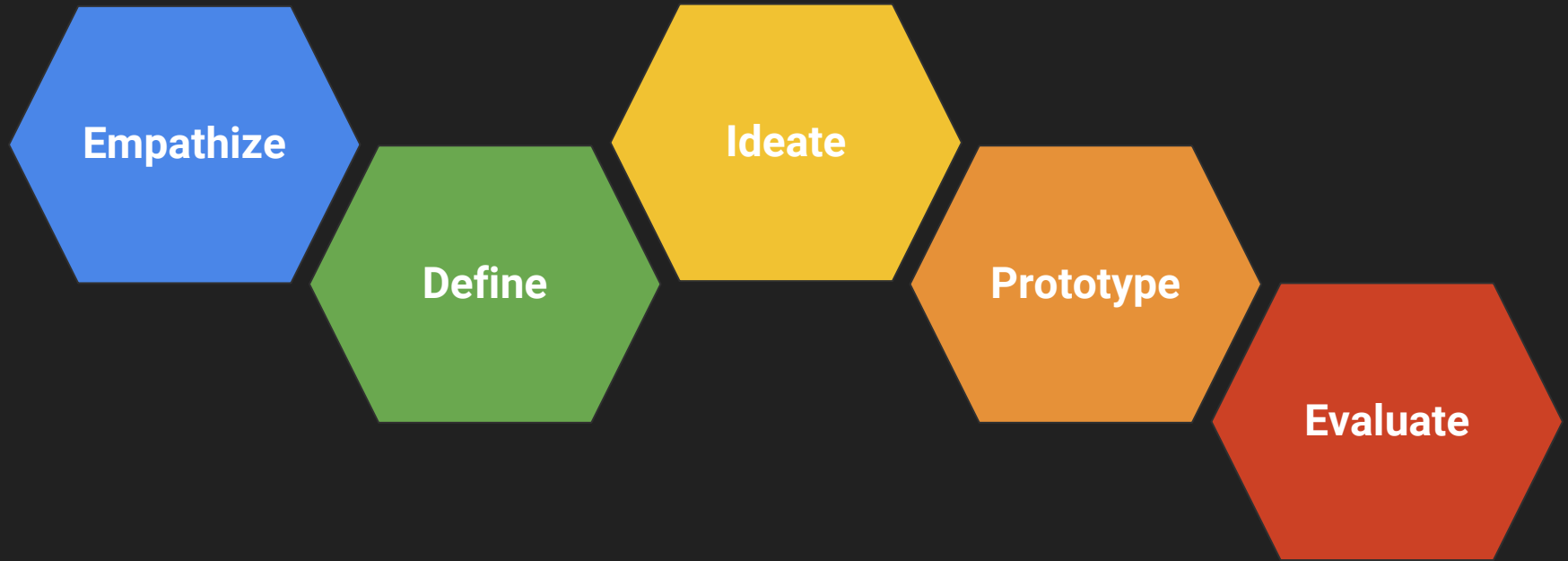
Good design is all about empathy.

Good design is all about making good assumptions.

What is Design Thinking?

What is Design Thinking?

- A **human-centered** approach to problem solving and innovation.
- Design thinkers **observe** how people behave, and **how the context of their experience affects their interaction with products and services**.
- Design thinkers take into account the emotional meaning of things as well as their functional performance.
- Design thinking uses both **imagination** and **analysis**.
- Changes the way we view the world and brings new awareness to behavior.
- Structures our problem solving while **encouraging innovation and collaboration**.



The Design Thinking Model, d.school

gifak.net

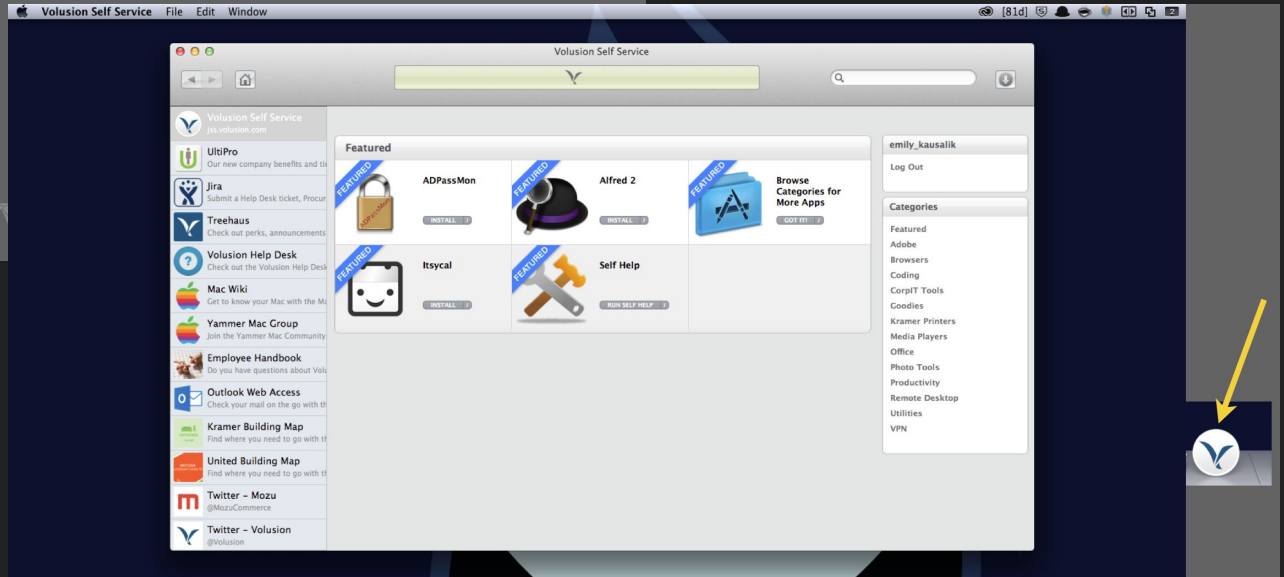
SOUNDS GOOD TO ME!

Step Zero: Who are you designing for?

- Who are you designing for, and what do you want to improve?
- What do you want to create?
- Don't limit yourself to a pre-determined outcome.
- Example: Branding Self Service
 - My goal initially was user-initiated enrollment, *not* branding Self Service
 - The main problem was finding a solution for getting unmanaged machines under a management framework umbrella

Branding Self Service for your Organization

Encouraging opt-in enrollment and self help through a customized Self Service application

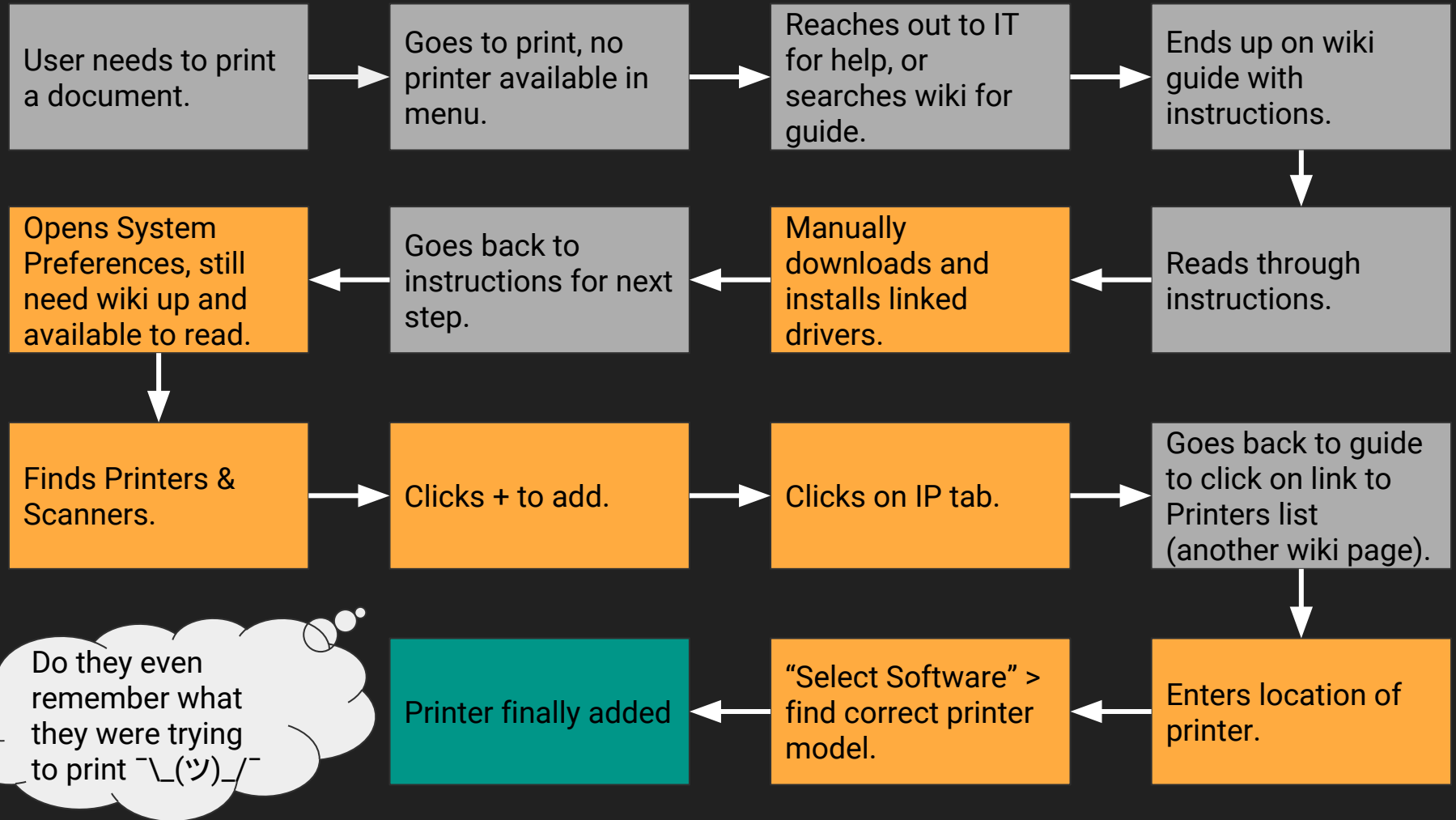


Step One: Discovery (Empathy)

- Goal: garner a better understanding of the issue/current state through the eyes of the user/consumer. **Human-centered focus.**
- How:
 - Observe
 - Engage
 - Immerse
- Outcome: a customer experience blueprint of the current state
 - Understand the context and identify the most meaningful points
- Example: adding printers

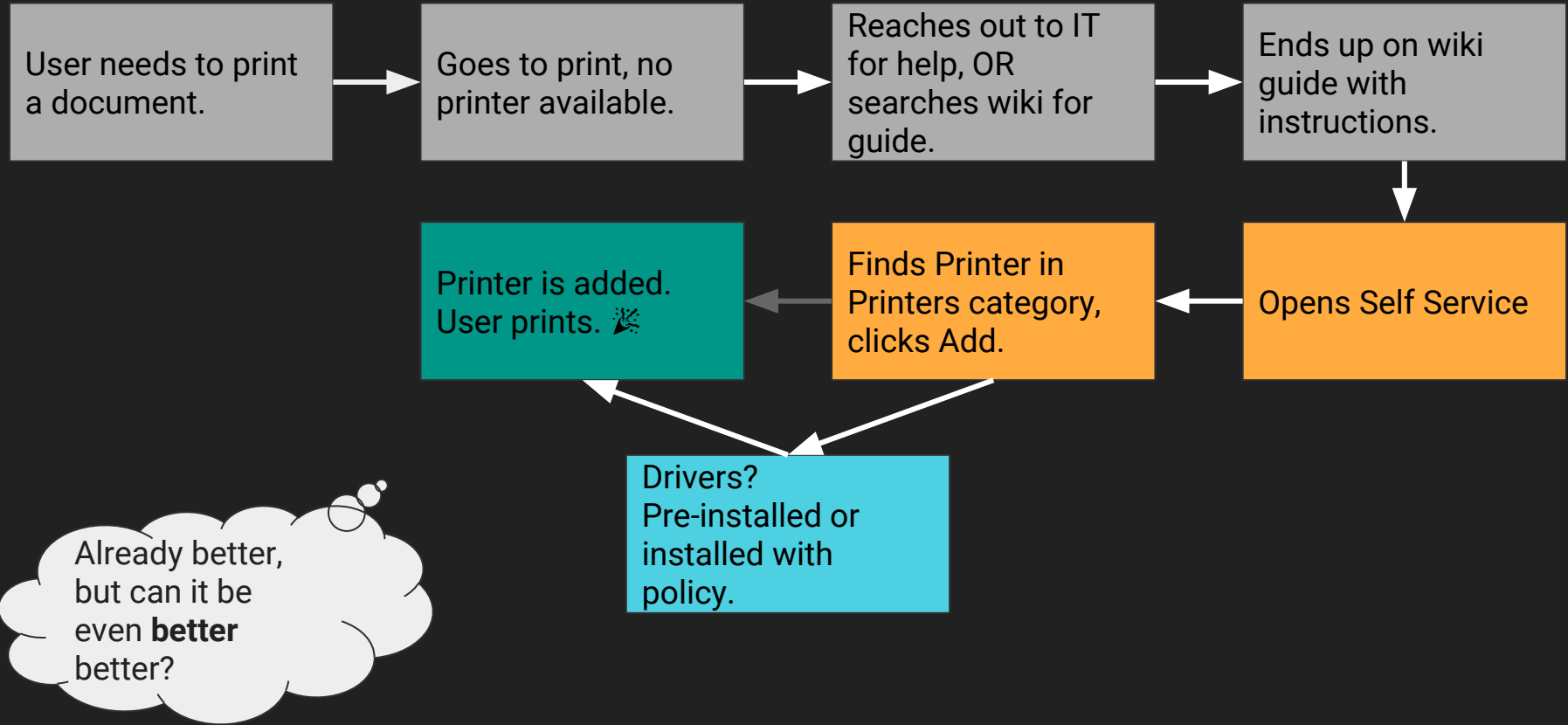
Step Two: Interpretation (Define)

- Goal: refine the issue, make it more robust, more clear, and more meaningful
- How: search for emergent themes/connections/patterns that capture the experience
 - Interpret the stories and turn them into meaningful insights
- Outcome: turn discovery into **understanding needs and emotions** and produce a better defined problem statement.



Step Three: Ideate

- Goal: turn interpreted insights into ideas
- How:
 - Divergent thinking:
 - Brainstorm
 - Suspend judgment
 - Build on others' ideas
 - Convergent thinking:
 - Refine ideas
- Outcome: generate lots of ideas, choose a few to move forward



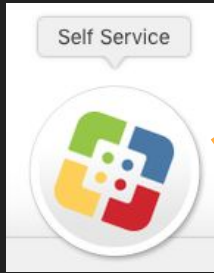
Step 4: Prototype

- Goal: bring ideas to life!
- How: build it. **Map it** (service).
- Outcome: an early-stage innovation to **get feedback** on.

**I DON'T ALWAYS TEST MY
CODE**



**BUT WHEN I DO I DO IT IN
PRODUCTION**



Self Service

Self Service
rmn.jamcloud.com

1 OneLogin
Your login portal for Gmail, Workday

Helpdesk
Helpdesk Self Service Portal

RMN Wiki
RMN Global Wiki

Whalebook
Like Facebook, but for RMN. Take

Printers

Ash ADD	Aspen ADD	Birch ADD
Cedar ADD	Chestnut ADD	Cypress ADD
Hickory ADD	Maple ADD	NEW! Canon Printer Drivers INSTALL
Oak ADD	Pine ADD	Redwood ADD
Spruce ADD	Sycamore ADD	

Log In

Categories

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- Office
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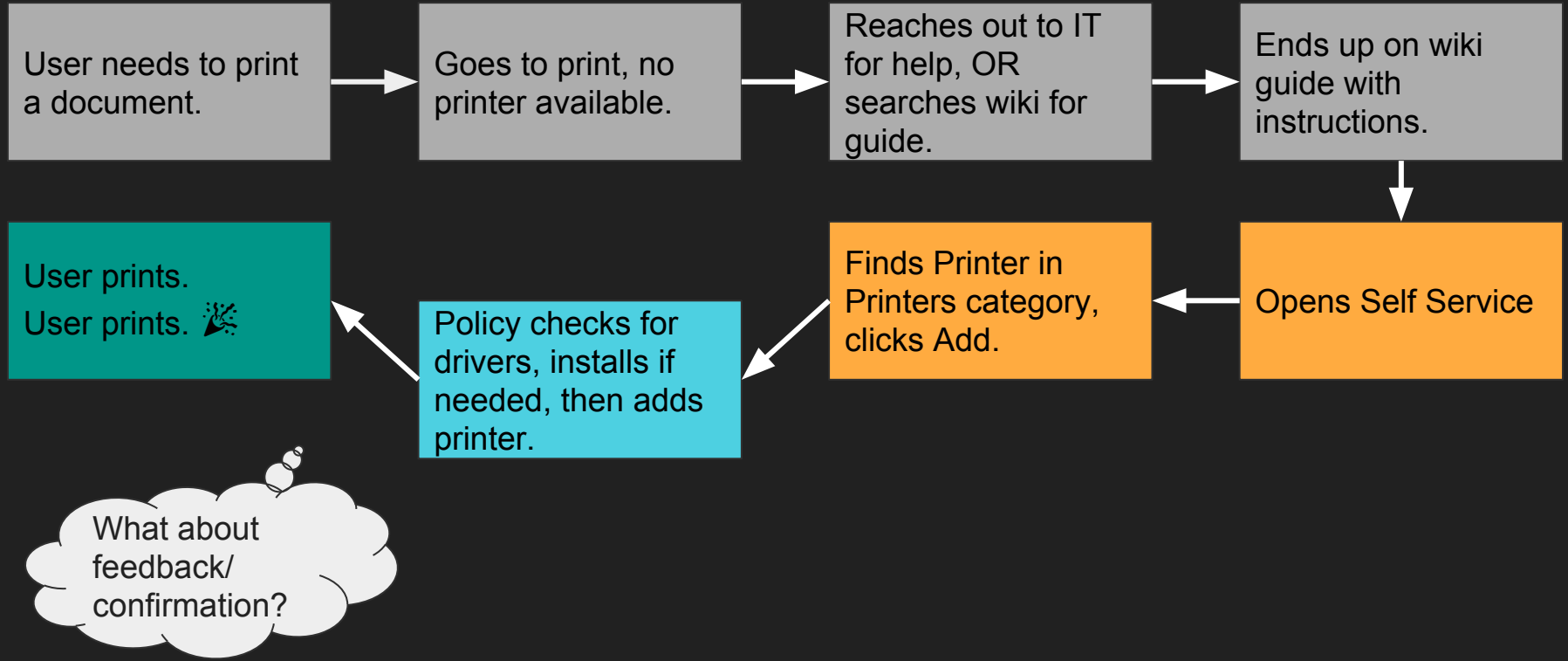
FEATURED

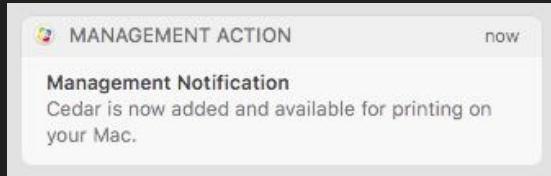
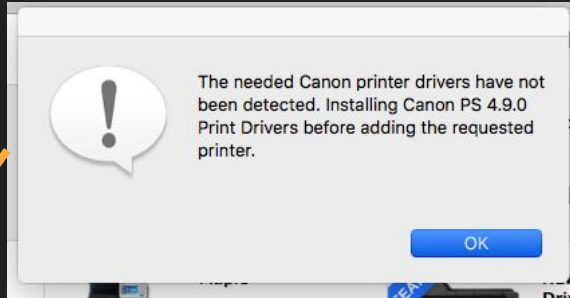
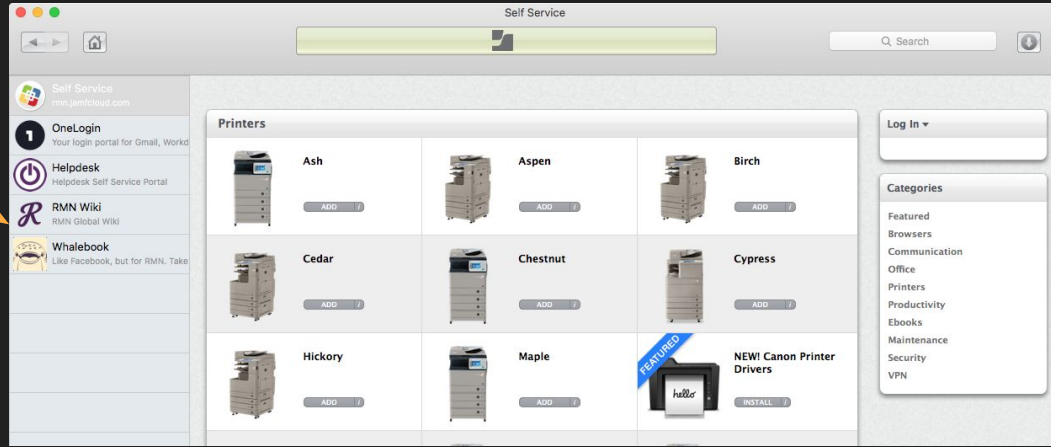
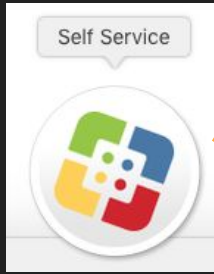
NEW! Canon Printer Drivers
INSTALL

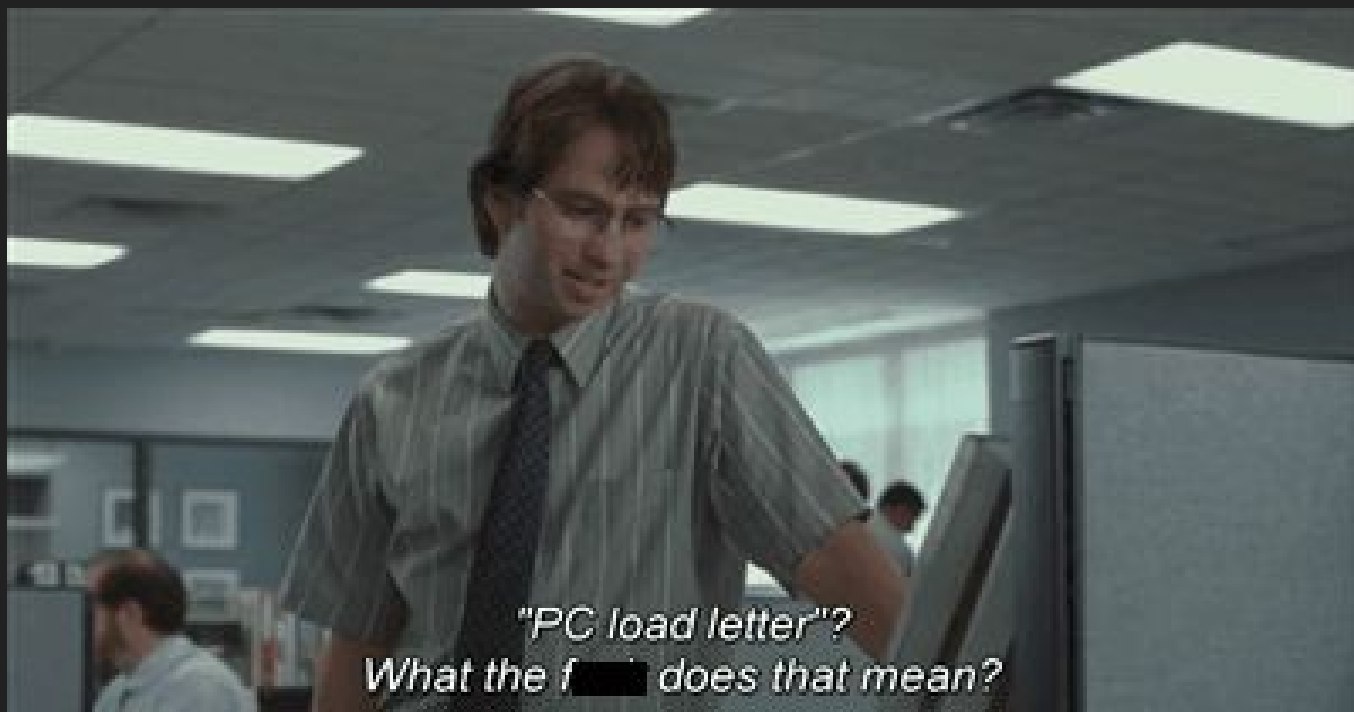
Cedar
ADD

Step 5: Test & Evolve

- Goal: put it in the hands of users
- How: Gather feedback/insights
 - **Observe**: watch how they user/misuse. Record it.
 - **Ask**: ask about the experience. Record it.
- Refine.
- Repeat.







*"PC load letter"?
What the f [REDACTED] does that mean?*



Alex

Self-Service app made that so easy.... 10/10

Reply • Edit • Delete • Like • 8 minutes ago



Emily



Reply • Edit • Delete • Like •  Alex

likes this • 6 minutes ago



Focus on the **experience**,
not necessarily the how.

Design Thinking != Rocket Science

Talk, observe, sketch ideas, align ideas, solve problems

You are the problem finder
and solver.

Tips for problem finding.

- Interview or observe 5 users. Ask them “why” a lot.



Tips for problem finding.

- Walk around the building at random intervals and different teams and observe their computer use.



Tips for problem finding.

- Hold New Hire Office Hours whenever new employees start working at the company. Note what they ask about, and see if you can incorporate it into your orientation talk.



Tips for problem finding.

- When someone comes by for help, or sits in a meeting playing around on their computer ignoring the meeting, see how their dock and desktop are configured. See what apps are always open.



Tips for problem finding.

- Design for the **future you**.
- Make documentation **accessible**.
 - Maintain clear hierarchy
 - Utilize large font sizes where appropriate
 - Do the right thing for the text.



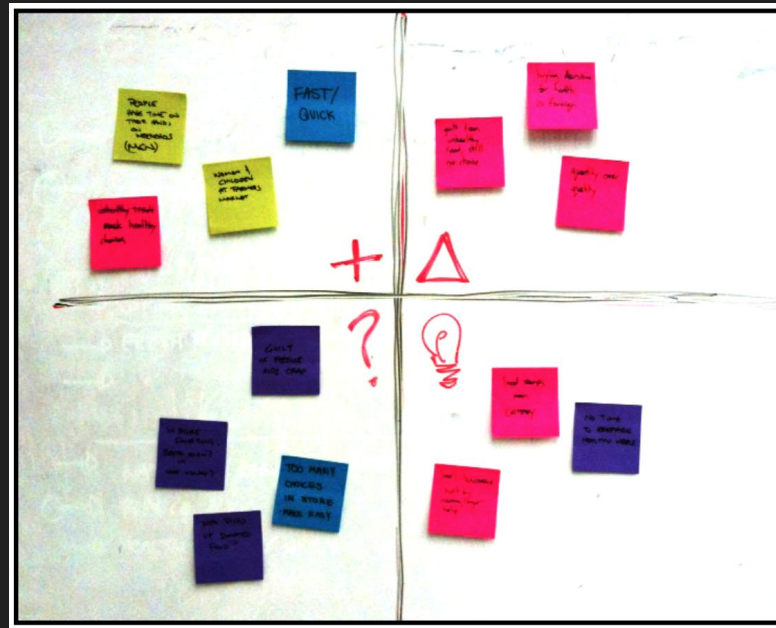
Tips for problem finding.

- Talk to your customers.
- Co-create.
- Work with volunteers.



Tips for problem finding.

- Find a method you like for processing **feedback**.



Good design has
discoverability, feedback, and is
reflective.

Resources

Norman, Don. 2013, rev. *The Design of Everyday Things*. New York: Basic Books.

IDEO. 2015. "The Field Guide to Human-Centered Design." <http://www.designkit.org/resources/1>

"Inclusive App Design" WWDC 2016 Session.
<https://developer.apple.com/videos/play/wwdc2016/801/>

Weinschenk, Susan. 2011. *100 Things Every Designer Needs to Know about People*. Berkeley, CA: New Riders.

Hanington, Bruce and Bella Martin. 2012. *Universal Methods of Design*. Beverly, MA: Rockport Publishers.

<http://blog.invisionapp.com/>

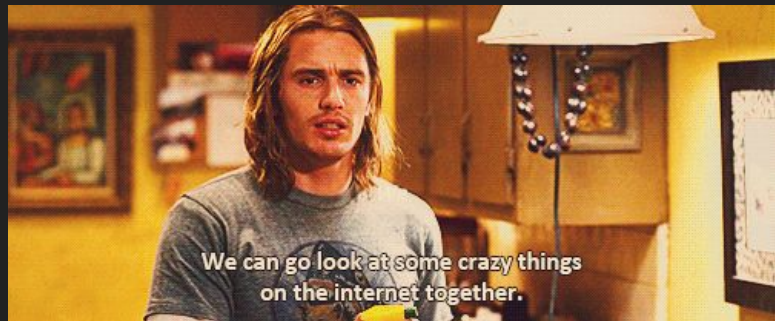
<http://99u.com/>

<http://alistapart.com/>

<https://thedesignteam.io/>

<http://thenextweb.com/dd/>

<http://www.jnd.org/>



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Carrier pigeon, [raven](#), etc.

