

IDEO

method cards

Learn:

Analyze the information you've collected to identify patterns & insights.

Activity Analysis

How: list or represent in detail all tasks, actions, objects, performers, and interactions involved in a process.

Why: useful way to identify & prioritize which stake-holders to interview as well as which issues to address.

Affinity Diagrams

How: cluster design elements according to intuitive relationships such as similarity, dependence, proximity,...

Why: useful way to identify connections between issues & reveal innovation opportunities

Anthropometric Analysis

How: use human population measurement data to check coverage & suitability of design solution

Why: identifies a representative group of people for testing design concepts & evaluating usability

Character Profiles

How: observe real people to develop character profiles to represent archetypes & behavior, lifestyle details

Why: brings typical customer to life & communicates value of different concepts to various target groups

Cognitive Task Analysis

How: list & summarize all of a user's sensory inputs, decision points & actions

Why: develops understanding of users' perceptual, attention, & informational needs & potential bottlenecks

Competitive Product Survey

How: Collect, compare & conduct evaluations of the product's competition

Why: useful way to establish functional requirements, performance standards & other benchmarks

Cross-Cultural comparisons

How: using personal & published accounts to reveal differences in behaviour & artifacts between groups

Why: helps team understand cultural factors & implications for project

Error Analysis

How: list all things that can go wrong when using a product & determine various possible causes

Why: helps understand how design features mitigate or contribute to inevitable human & other errors

Flow Analysis

How: represent flow of information or activity through all phases of a system or process

Why: useful for identifying bottlenecks & opportunities for functional alternatives

Historical Analysis

How: compare features of an industry, organization, group, market segment or practice @ various dev. stages

Why: helps identify trends & cycles of product use & customer behavior & to project into future

Long-Range Forecasts

How: prose scenario write up that describe how social and/or technological trends might influence people

Why: predicting changes in behavior, industry, technology can help clients understand design decisions

Secondary Research

How: review published articles, papers & other pertinent documents to be informed on design issue viewpoint

Why: helps ground observations & develops point of view on state of the art

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Look:

Observe People to discover what they do rather than what they say they do.

A Day in the Life

How: catalog activities & contexts that users experience throughout an entire day

Why: reveals unanticipated issues inherent in routines & circumstances people experience daily

Behavioral Archaeology

How: evidence of people's activities inherent in placement, wear patterns, & organization of places & things

Why: reveals prominence of artifacts & environments in lives, highlighting aspects of lifestyle, habits, values

Behavioral Mapping

How: track positions & movements of people within a space over time

Why: helps define zones of different spatial behaviours

Fly on the Wall

How: observe & record behaviour within its context, without interference in people's activities

Why: useful to see what people actually do within real contexts & time frames

Guided Tours

How: accompany participants on a guided tour of project-relevant spaces & activities they experience

Why: an exploration of objects & actions in situ helps people recall their intentions & values

Personal Inventory

How: document the things that people identify as important to them

Why: method useful for revealing people's activities, perceptions & values & the patterns amongst them

Rapid Ethnography

How: spend as much time as you can with the relevant people, establish trust first

Why: 1st hand understand habits, rituals, natural language & meanings around relevant activities & artifacts

Shadowing

How: tag along with people to observe & understand their day-to-day routines, interactions & contexts

Why: reveals design opportunities & show how a product might affect or complement user's behaviour

Social Network Mapping

How: map social interactions within a user group & map the network of their interactions

Why: helps to understand interpersonal & professional relationship structures within workgroups

Still-Photo Survey

How: shooting script & capture pictures of specific objects, activities, etc.

Why: team can use visual evidence to uncover patterns of behaviour & perceptions related to product/context

Time-Lapse Video

How: record movements in a space over an extended period of time

Why: provides objective, longitudinal view of activity within a context

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Ask:

Enlist people's participation to elicit information relevant to your project.

Camera Journal

How: ask potential users to keep written & visual diary of their impressions, context related to the product

Why: notation technique useful for prompting users to reveal points of view & behaviour patterns

Card Sort

How: on separate cards, name possible features, functions, design attributes. ask user to sort cards spatially

Why: exposes people's mental model of a device or system. Organization reveals expectations & priorities

Cognitive Maps

How: participants to map an existing or virtual space & reveal how they would navigate it

Why: discovers significant elements, pathways, & other spatial behaviour associated with real/virtual environ.

Collage

How: participants build a collage from provided image collection & provide explanations of arrangement/selection

Why: illustrates participants' understanding & perceptions of issues & helps verbalize complex/unimagined themes

Conceptual Landscape

How: diagram, sketch, map the aspects of abstract social & behavioural constructs or phenomena

Why: helps understand people's mental models of the issues related to the design problem

Cultural Probes

How: provide participants with a camera journal kit within one or across many cultures

Why: collect & evaluate perceptions & behaviours within or across cultures

Draw the Experience

How: participants to visualize an experience through drawings & diagrams

Why: debunks assumptions & reveals how people conceive of & order their experiences & activities

Extreme User Interviews

How: extremely familiar or completely unfamiliar product users are asked to evaluate product

Why: highlights key issues of the design problem & provide insights for design improvements

Five Whys?

How: ask 'why' questions in response to five consecutive answers

Why: forces people to examine & express the underlying reasons for their behaviour & attitudes

Foreign Correspondents

How: input from other countries to derive basic international design principles

Why: illustrates varied cultural & environmental contexts in which products are used

Narration

How: as they perform a process or execute a specific task, ask user to describe aloud what they are thinking

Why: reaches users' motivations, concerns, perceptions, & reasoning

Surveys & Questionnaires

How: targeted questions to ascertain particular characteristics & perceptions of users

Why: quick way to elicit answers from a large # of users

Un-focus Group

How: assemble diverse group to use a stimulating range of materials & create things relevant to project

Why: encourages rich, creative & divergent contributions from potential users, releases inhibitions & new thinking

Word-Concept Association

How: association of descriptive words with different design concepts/features to show how perceived/valued

Why: helps evaluate & prioritize design features & concepts

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Try:

Create simulations to help empathize with people and to evaluate proposed designs.

Behavior Sampling

How: give people a pager/phone & ask them to record & evaluate their situation when it rings

Why: useful way to discover how products/services get integrated into people's routines in unanticipated ways

Be Your Customer

How: ask client to describe, outline, or enact their typical customer's experience

Why: reveals client's perceptions of their customer & provide an informative contrast to actual customer experiences

Body-storming

How: set up scenario, act out roles, with/out props, focusing on intuitive responses prompted by physical enactment

Why: quickly generates and tests many context and behaviour based concepts

Empathy tools

How: use tools like clouded glasses & weighted gloves, experience processes as though you have other user abilities

Why: easy way to prompt empathic understanding for users with disabilities or special conditions

Experience Prototype

How: quickly prototype a concept & use it to learn from a simulation of the experience using the product

Why: reveals unanticipated issues or needs, as well as evaluating ideas

Informance

How: role play insights or behaviours that you have witnessed or researched

Why: helps communicate insight & builds a shared understanding of a concept & its implications

Paper Prototyping

How: rapidly sketch, layout & evaluate interaction design concepts for basic usability

Why: quickly organizes, articulates and visualizes interaction design concepts

Predict Next Year's Headlines

How: clients to project their company into the future, identifying how they develop/sustain customer relationship

Why: helps clients to define which design issues to pursue in product development

Quick-and-Dirty Prototyping

How: using any material available, quickly assemble possible forms or interactions for evaluation

Why: communicates a concept to the team & evaluates how to refine the design

Role-Playing

How: identify stake-holders involved in the design problem & assign those roles to team members

Why: can trigger empathy by team for actual users & raise other relevant issues

Scale Modelling

How: use scaled, generic architectural model components to design spaces with client, team & users

Why: spatial prototyping helps raise issues & respond to the underlying needs of different stake-holders

Scenarios

How: illustrate a character rich story line describing the context of use for a product/service

Why: communicates & tests essence of a design idea within its probably use context

Scenario Testing

How: show users a series of cards depicting possible future scenarios & invite them to share reactions

Why: helps compile feature set within a possible context of use & communicates value of a concept to clients

Try it Yourself

How: use the product or prototype you are designing

Why: helps team appreciate experience the actual users might have

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