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Ask

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Behavior Sampling

HOW: Give people a pager or phone and ask them to record and evaluate the situation they are in when it rings.

WHY: This is a useful way to discover how products and services get integrated into people's routines in unanticipated ways.

Developing an implantable defibrillator system, the IDEO team distributed pagers to the client team to signal a defibrillating shock. This evoked deep empathy for the patient's everyday experience.

Be Your Customer

HOW: Ask the client to describe, outline, or enact their typical customer's experience.

WHY: This is a helpful way to reveal the client's perceptions of their customer and provide an informative contrast to actual customer experiences.

An IDEO innovation workshop designing desktop printers began with an exploration of the client's preconceptions about how people choose and purchase a printer.



Bodystorming

HOW: Set up a scenario and act out roles, with or without props, focusing on the intuitive responses prompted by the physical enactment.

WHY: This method helps to quickly generate and test many context- and behavior-based concepts.

Bodystorming various ways of sleeping in airplanes helped the IDEO design team to generate a wide variety of concepts for an airplane interior.



Empathy Tools

HOW: Use tools like clouded glasses and weighted gloves to experience processes as though you yourself have the abilities of different users.

WHY: This is an easy way to prompt an empathic understanding for users with disabilities or special conditions.

IDEO designers wore gloves to help them evaluate the suitability of cords and buttons for a homehealth monitor designed for people with reduced dexterity and tactile sensation.





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Experience Prototype

HOW: Quickly prototype a concept using available materials and use it in order to learn from a simulation of the experience using the product.

WHY: This is useful for revealing unanticipated issues or needs, as well as evaluating ideas.

The IDEO team built a working interactive model of a digital camera to understand the experience of different interaction design solutions.

Informance

HOW: Act out an "informative performance" scenario by role-playing insights or behaviors that you have witnessed or researched.

WHY: This is a good way to communicate an insight and build a shared understanding of a concept and its implications.

IDEO team members redesigning a shopping experience used informance to convey the implications of proposed technology concepts.





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Paper Prototyping

HOW: Rapidly sketch, layout, and evaluate interaction design concepts for basic usability.

WHY: This is a good way to quickly organize, articulate, and visualize interaction design concepts.

Sketching out various screens and testing their sequence helped the IDEO team to demonstrate the logic necessary for a successful interaction with an in-store inventory database.

MARKETPLACE

Reveille for Couch Potato

AOL Rolls Out Interactive TV
With Time Warner Links;
Rivals Complain of Bias

By JARED SANDBERG

WALL STREET JOURNAL

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FRIDAY, NOVEMBER 3, 2010

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BUSH AND GORE FISHED a shrinking pool of undecided voters in a swing state dash. The Republican sprinted toward the campaign's final weekend holding a national lead that has withstood a barrage of Democratic attacks. In terms of assembling an Electoral College majority, however, Gore still has reason for optimism. Meanwhile, Bush took a late blow as a 1976 drunken-driving conviction surfaced. Clinton campaigned in California, where a Gore lead has slipped, saying a vote for the vice president is "the next best thing" to a vote for himself. (Articles in Column 1 and on Pages A1 and A22)

Deincore's Sen. Roth, chairman of the Finance Committee, is in the re-elec-

— INSIDE — WEEKEND JOURNAL



When Food Goes Postal

Gourmet goods are a click away in the \$1.1-billion-a-year online grocery business, but how good is the stuff that shows up on your doorstep?

To DVD—or Not?

It's this year's hot Christmas gift. We see if a bare-bones DVD player is as good as ones costing hundreds more.

Sleeping Your Way to Europe

With business-class seats that let you actually lie down and sleep, who needs the Concorde? Our Picky Traveler's report.

Spoiler Fears Open

Washin

A Special We
The Wall:
Cap

ENERGIZING priority for Tue
Democrats pl
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500,000 lawn sign
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Republican
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for Josh Bolter
his motorcycle
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Predict Next Year's Headlines

HOW: Invite clients to project their company into the future, identifying how they want to develop and sustain customer relationships.

WHY: Based on customer-focused research, these predictions can help clients to define which design issues to pursue in product development.

Designing an intranet site for information technologists, the IDEO team prompted the client to define and clarify their business targets for immediate and future launches.



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Quick-and-Dirty Prototyping

HOW: Using any materials available, quickly assemble possible forms or interactions for evaluation.

WHY: This is a good way to communicate a concept to the team and evaluate how to refine the design.

IDEO team members designing a shopping device quickly prototyped various concepts to evaluate qualities like weight, size, and orientation.



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Role-Playing

HOW: Identify the stakeholders involved in the design problem and assign those roles to members of the team.

WHY: By enacting the activities within a real or imagined context, the team can trigger empathy for actual users and raise other relevant issues.

Designing a medical device, the IDEO team role-played a situation involving a doctor, a nurse, a patient, and an anesthesiologist to simulate the interdependent tasks demanded of the operating room staff.

Scale Modeling

HOW: Use scaled, generic architectural model components to design spaces with the client, team, and/or users.

WHY: This spatial prototyping tool provides a way to raise issues and respond to the underlying needs of different stakeholders.

In designing home office products, the IDEO design team used scale models to allow people to explore usage scenarios.



Scenarios

HOW: Illustrate a character-rich story line describing the context of use for a product or service.

WHY: This process helps to communicate and test the essence of a design idea within its probable context of use. It is especially useful for the evaluation of service concepts.

Designing a community website, the IDEO team drew up scenarios to highlight the ways particular design ideas served different user needs.





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Scenario Testing

HOW: Show users a series of cards depicting possible future scenarios and invite them to share their reactions.

WHY: Useful for compiling a feature set within a possible context of use as well as communicating the value of a concept to clients.

Designing a handheld media device, the IDEO team used scenario cards to ask potential users to evaluate early concepts.



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Try It Yourself

HOW: Use the product or prototype you are designing.

WHY: Trying the product being designed prompts the team to appreciate the experience the actual users might have.

By wearing a prototype medical device throughout their daily activities, the team understood the physical, social, and emotional implications for patients who might use it.