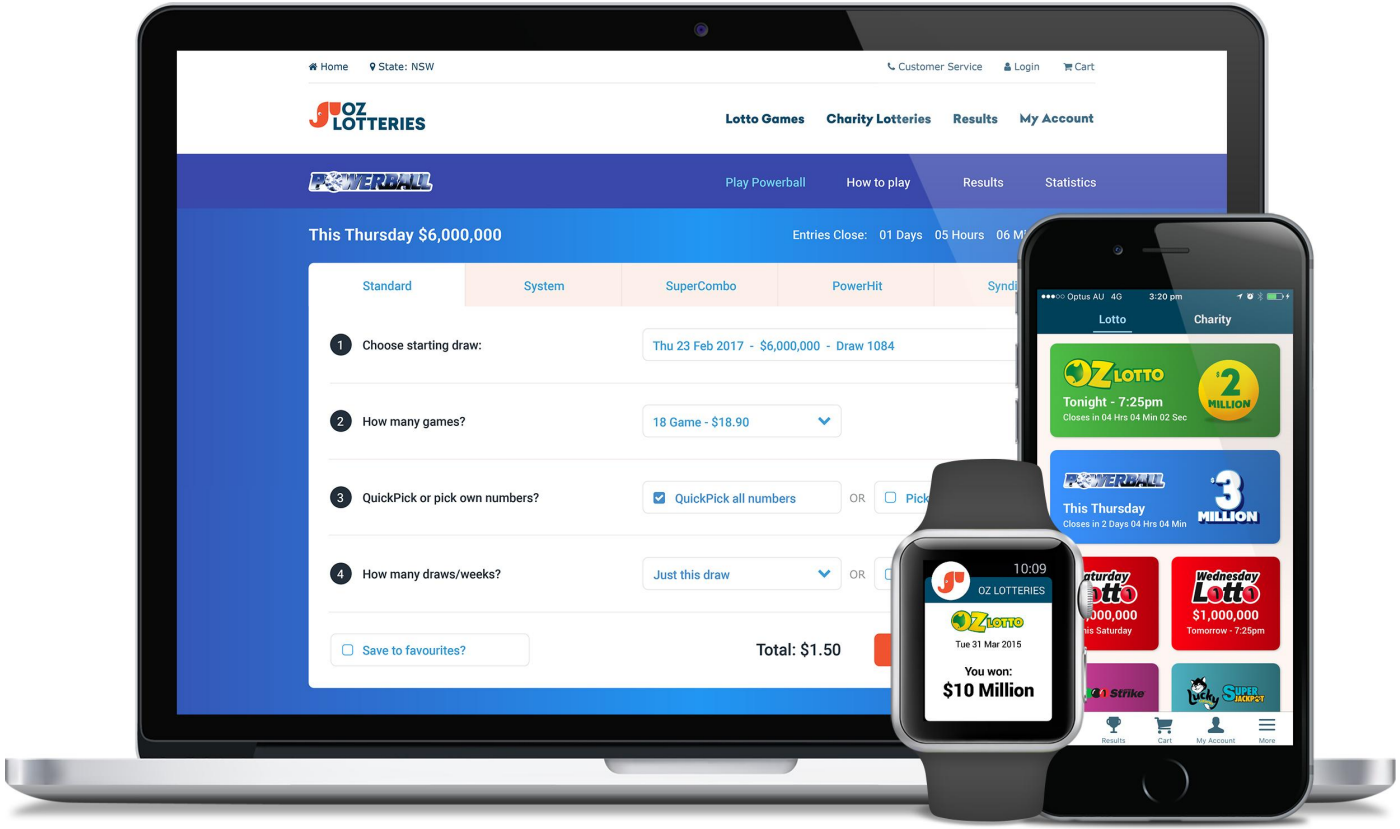
Designing the Digital

Greg Le Sueur
Head of Customer Experience
Oz Lotteries


Home
State: NSW
Customer Service
Login
Cart
OZ LOTTERIES
Lotto Games
Charity Lotteries
Results
My Account
POWERBALL
Play Powerball
How to play
Results
Statistics
This Thursday $6,000,000
Entries Close: 01 Days 05 Hours
Standard
System
SuperCombo
PowerHit
1 Choose starting draw:
Thu 23 Feb 2017 - $6,000,000 - Draw 1084
2 How many games?
18 Game - $18.90
3 QuickPick or pick own numbers?
QuickPick all numbers
OR
4 How many draws/weeks?
Just this draw
Save to favourites?
Total: $1.50
Optus AU 4G
3:20 pm
Lotto
Charity
OZ LOTTO
Tonight - 7:25pm
Closes in 04 Hrs 04 Min 02 Sec
$2 MILLION
POWERBALL
This Thursday
Closes in 2 Days 04 Hrs 04 Min
$3 MILLION
Wednesday Lotto
$1,000,000
Tomorrow - 7:25pm
Results
Cart
My Account
More
10:09
OZ LOTTERIES
OZ LOTTO
Tue 31 Mar 2015
You won:
$10 Million

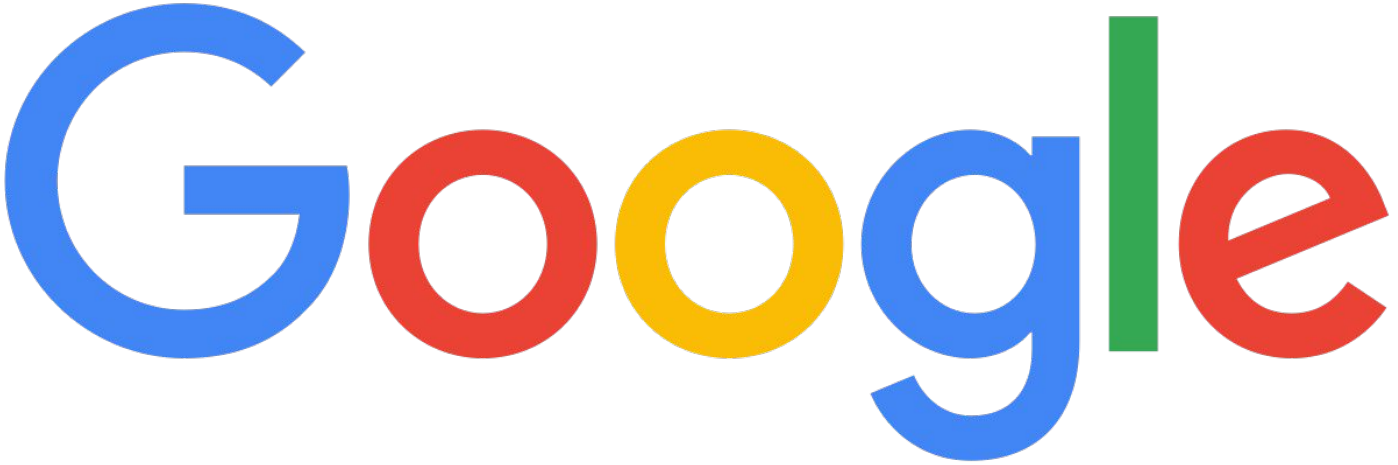
Workshop Plan

You'll leave with a tested prototype and the knowledge of how to recognise opportunities, ideate solutions, and validate them using Design thinking.

~~Brief Introduction~~
Design Thinking 101
Interviews
Define Problem
Ideate Solution
Prototype
User Test
Real world application

UBER

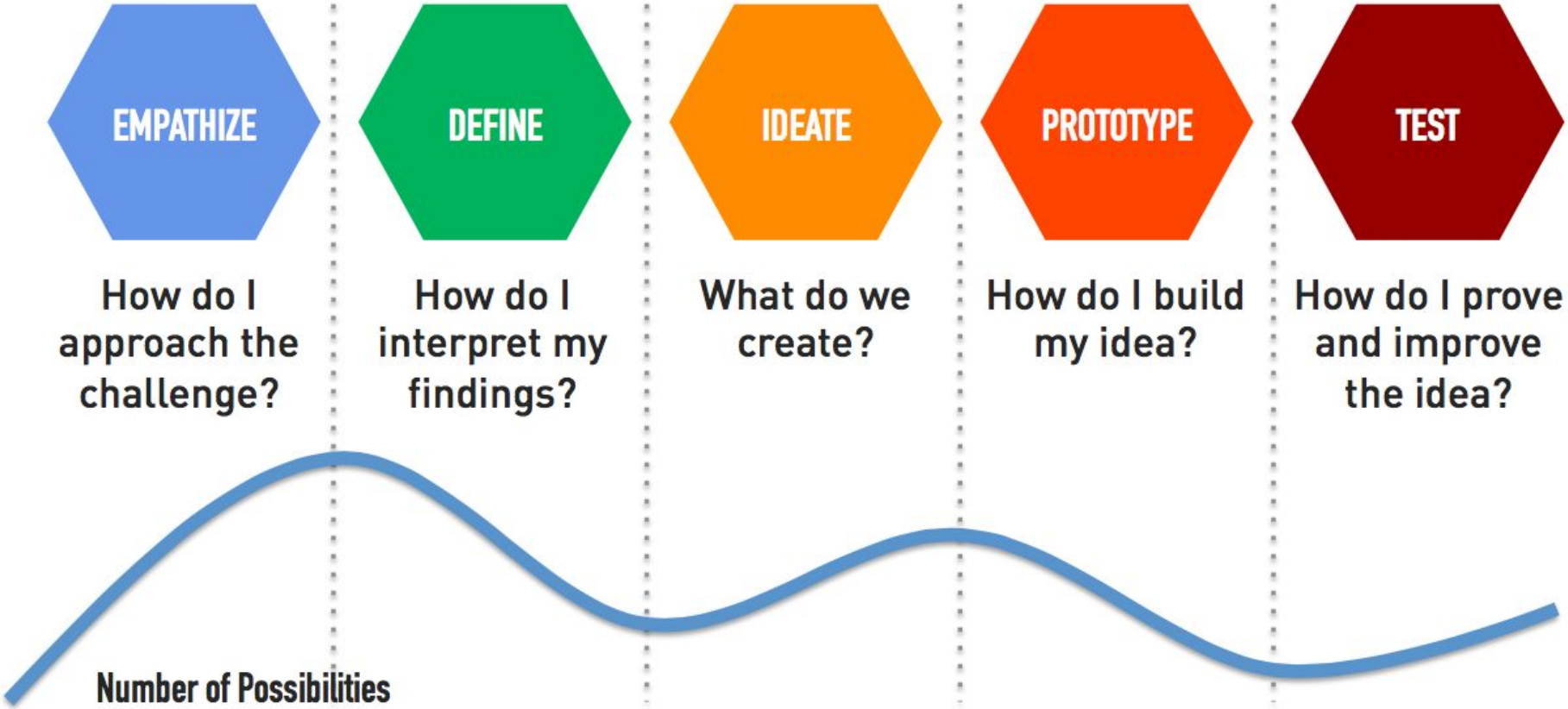
airbnb


Google

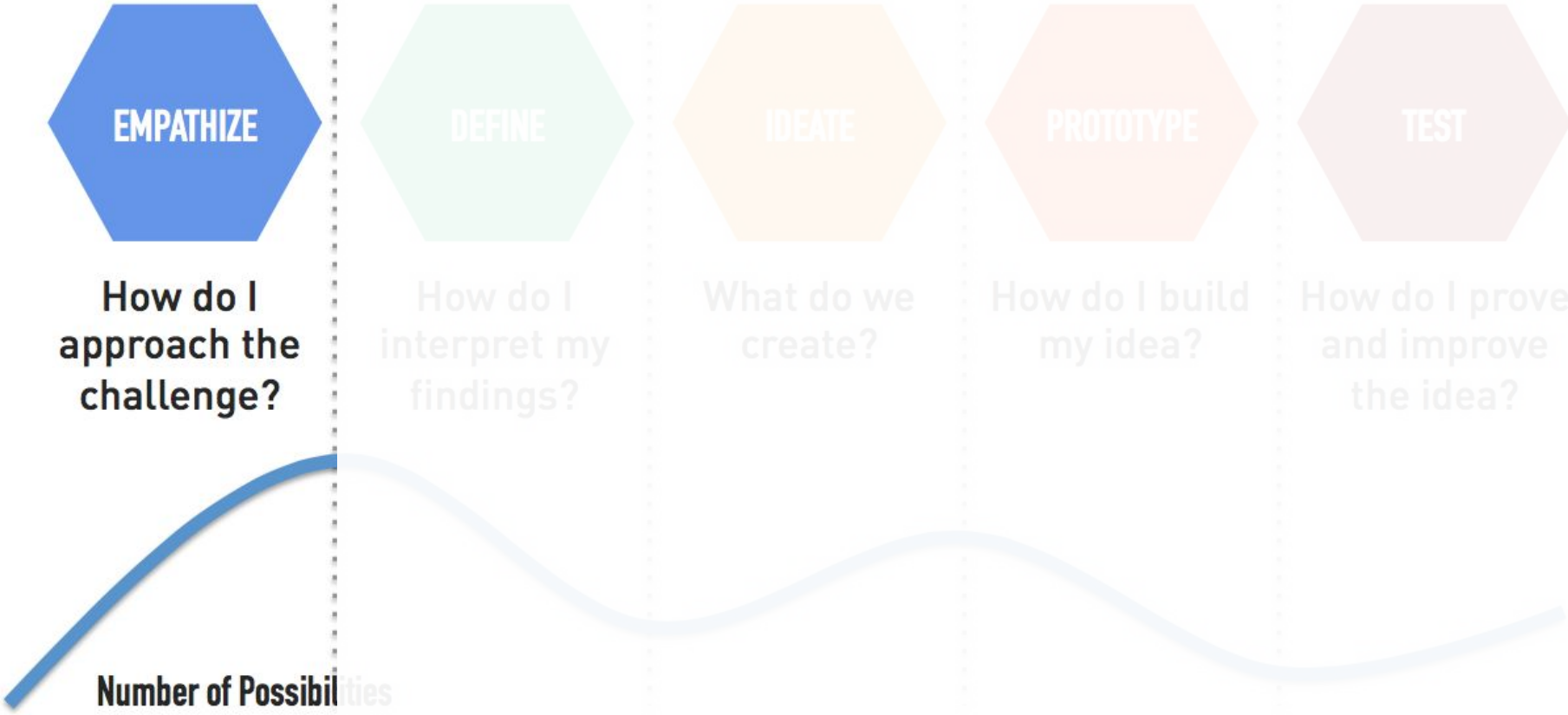
“Design thinking is a human-centered approach to innovation to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

IDEO

d.
HASSO PLATTNER
Institute of Design at Stanford



Today’s Mission:
Redesign the gift-giving experience for your partner


EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST
How do I approach the challenge?
How do I interpret my findings?
What do we create?
How do I build my idea?
How do I prove and improve the idea?
Number of Possibilities

Interview your partner

Ask open ended questions.

5 Mins Each.

Your challenge is to design something meaningful to your partner.

The most important part of designing for someone is to gain empathy for that person.

Example Questions: When was the last time you gave a gift? How did it go? What was your favourite part? Least favourite part? Etc.

Dig deeper

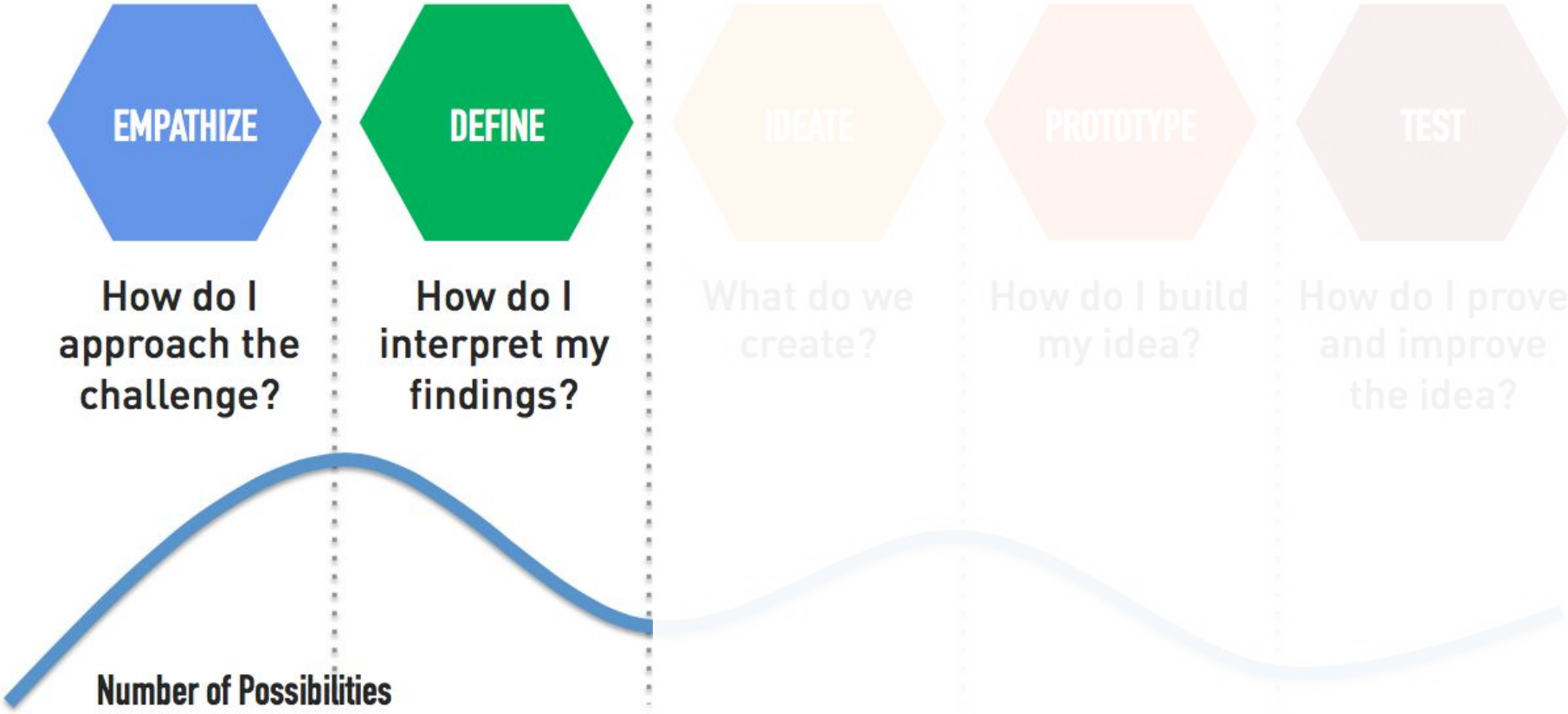
Dig for stories, feelings and emotion.

Ask “Why?” often

Forget about the gift, find out what’s important to your partner.

5 Mins Each.

For example, if your partner mentioned that it’s challenging to decide on which gift to purchase, ask why? Maybe it’s because they don’t really know what the other person wants; or maybe it’s because they’re afraid of what the gift says about THEM as the giver – any answer will lead you to understand your user (the gift giver) better.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Capture findings

Summarise your notes into a list of user needs and insights

5 Mins.

Needs should be verbs - think about it this way - in the process of giving a gift, what is your user actually trying to accomplish? What does gift giving do for THEM?

Insights are discoveries you might be able to leverage when creating solutions.

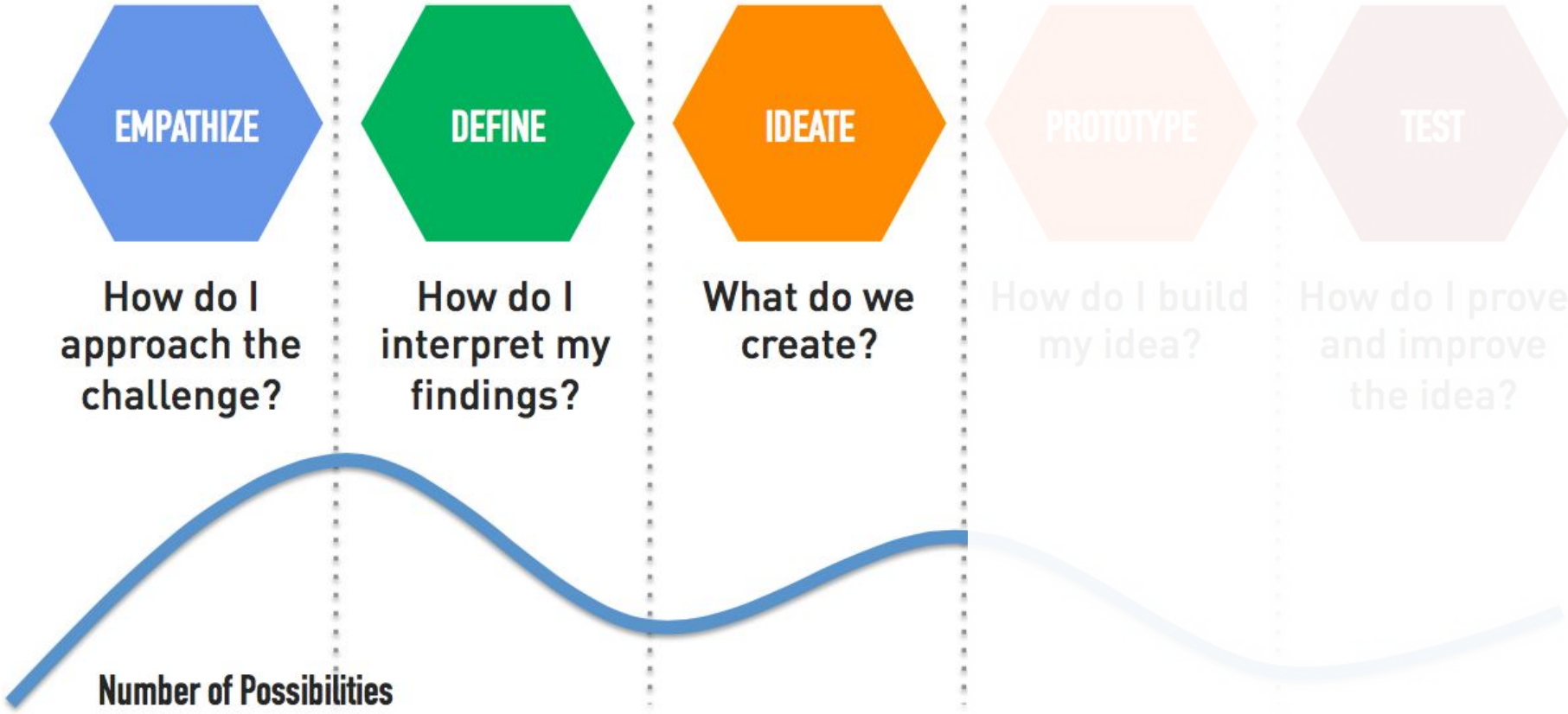
Define problem statement

Take a stand by specifically stating the meaningful challenge you are going to take on.

5 Mins

For example, maybe you found that your partner is really trying to reunite the family; or reignite a lost love; or reconnect with an old friend; or demonstrate their own creativity!

This is the statement you're going to address with your design so make sure it's juicy and actionable.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Sketch!

Create some solutions to the new challenge you've identified.

Go for Volume

10 Mins

Rewrite your problem statement at the top of the page.

This is the time for idea generation not evaluation.

You don't have to draw well, stick figures and squiggly lines are OK!

Share and learn

Share your ideas with your partner and spend time listening to your partner's feedback.

5 Mins Each.

Fight the urge to defend your ideas. This is not about validation.

This is an opportunity to learn more about your partner’s feelings and motivations. Remember empathy.

Your Big Idea

Take what you have learned and create a new solution

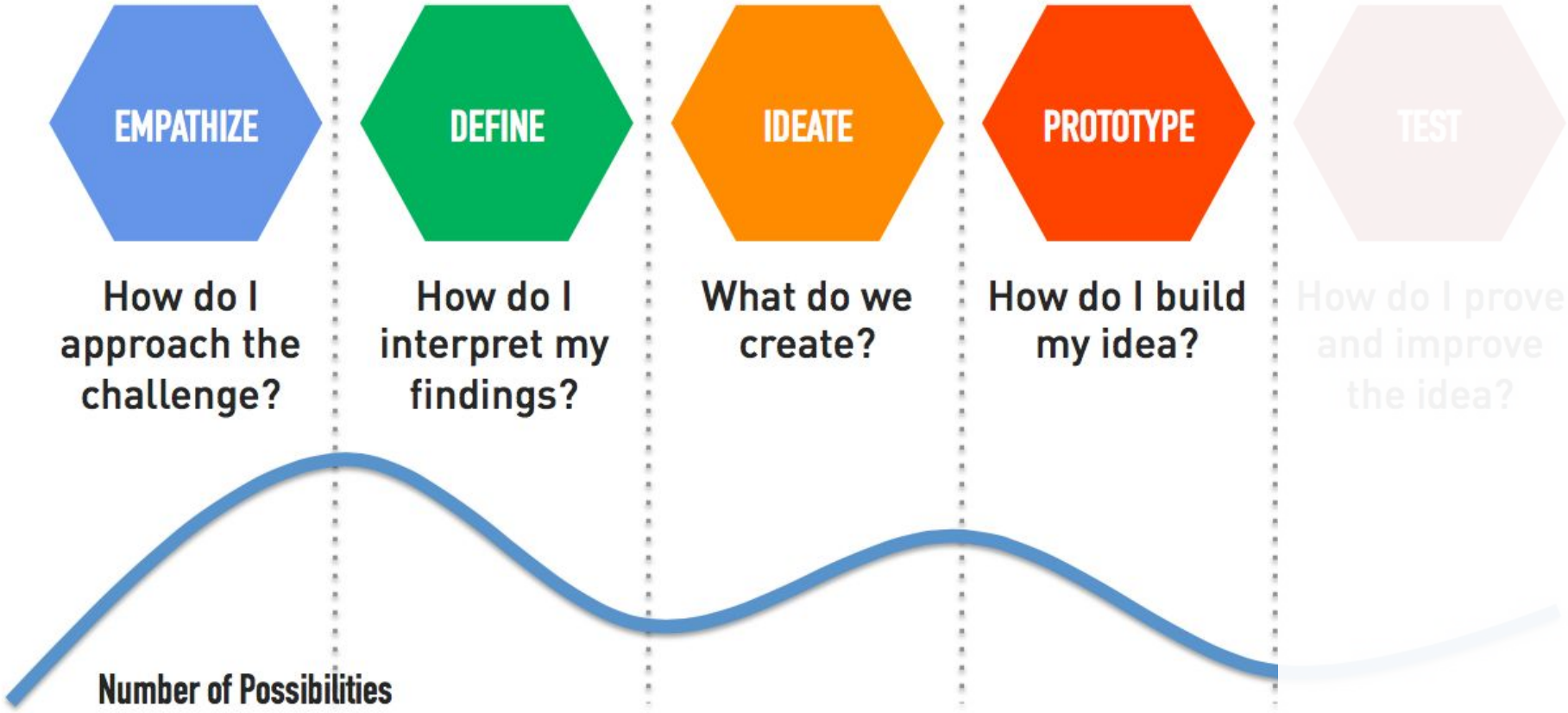
Part (or all) of your solution needs to include a mobile app or website.

10 Mins

Your idea may be a variation on an idea from before or something completely new.

Ask yourself how might this solution fit into the context of your partner's life?

If you're solution isn't digital, think about how it might be improved with a digital companion app.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Marvel

Design for each step

For your big idea design the steps your user needs to do to accomplish their goal.

20 Mins

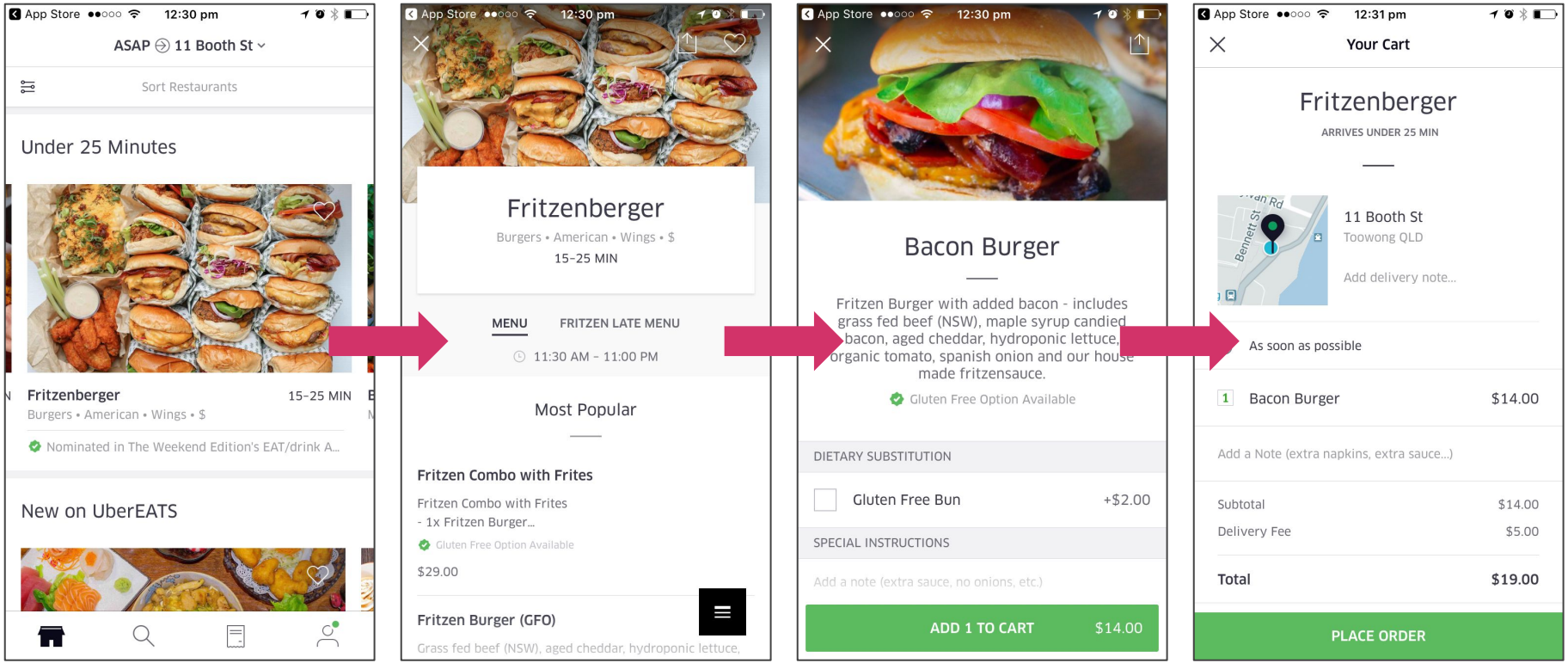
First write down the steps.

Then once you feel you have everything covered, use the mobile templates to design the various screens for each step.

You can design landscape or portrait.

Use “back” and “next” to navigate through the steps (no scrolling).

Uber eats example

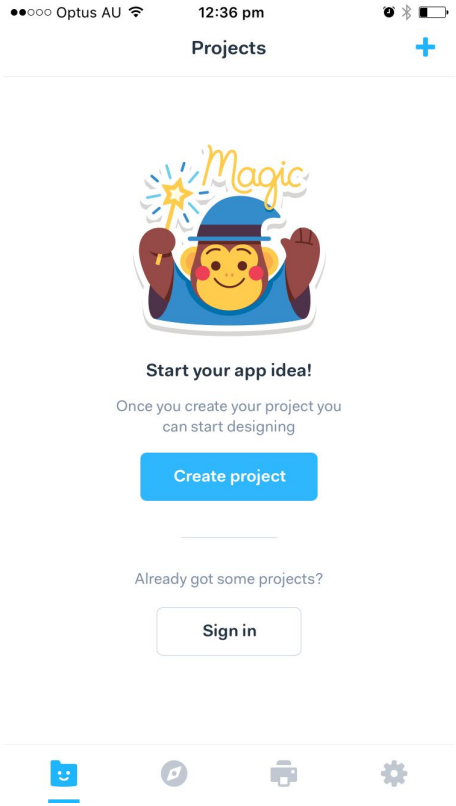


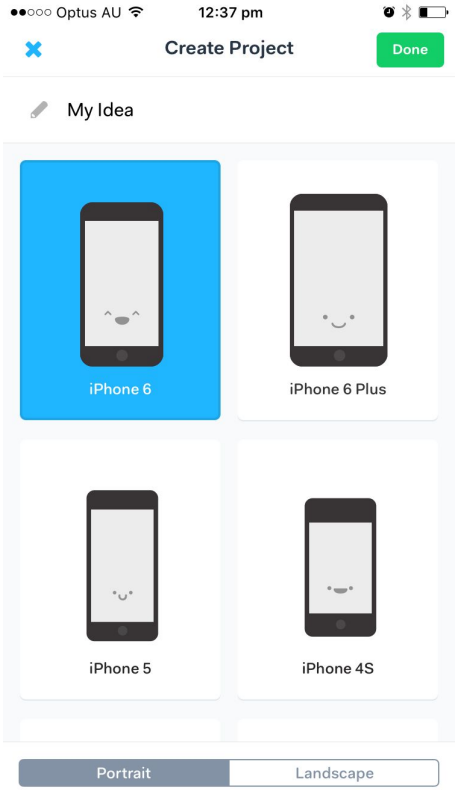
Link it all together

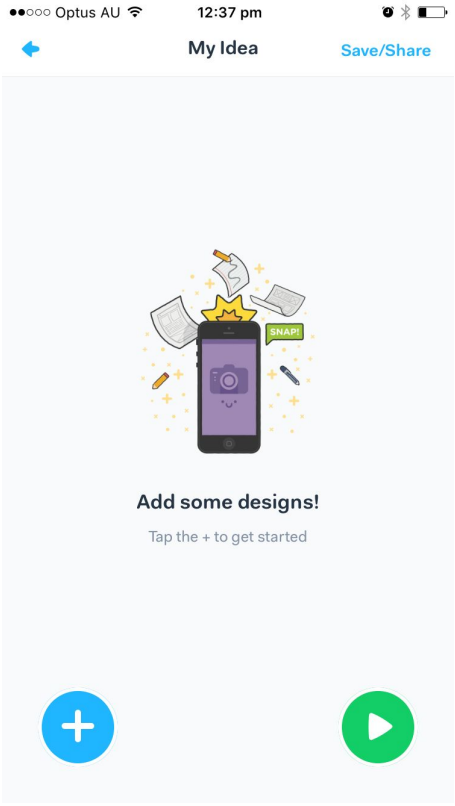
Using Marvel link all your screens together.

10 Mins

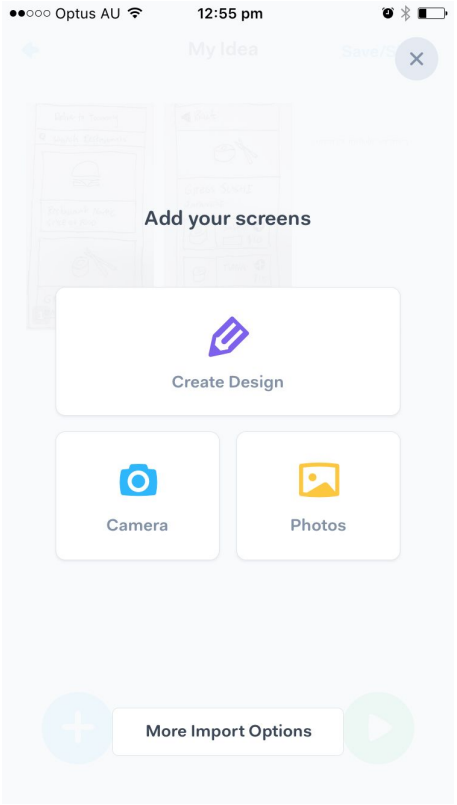
Link it all together

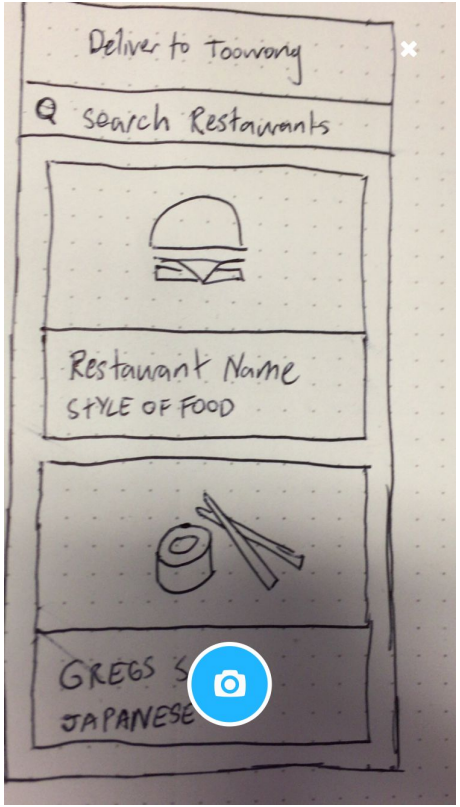






Stitch it together





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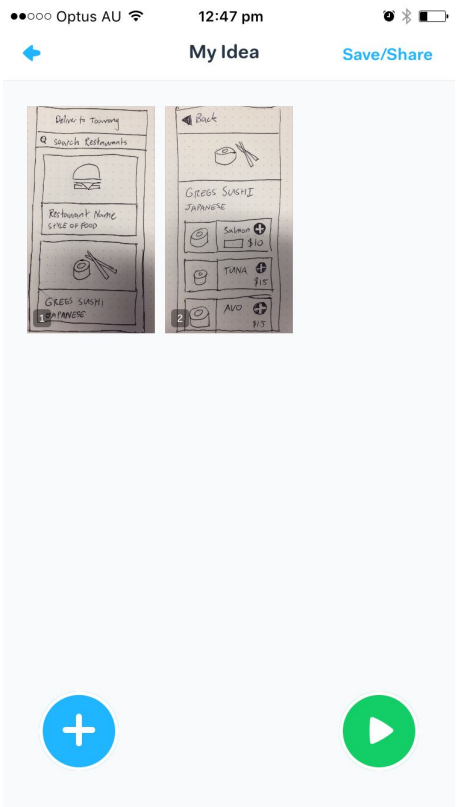

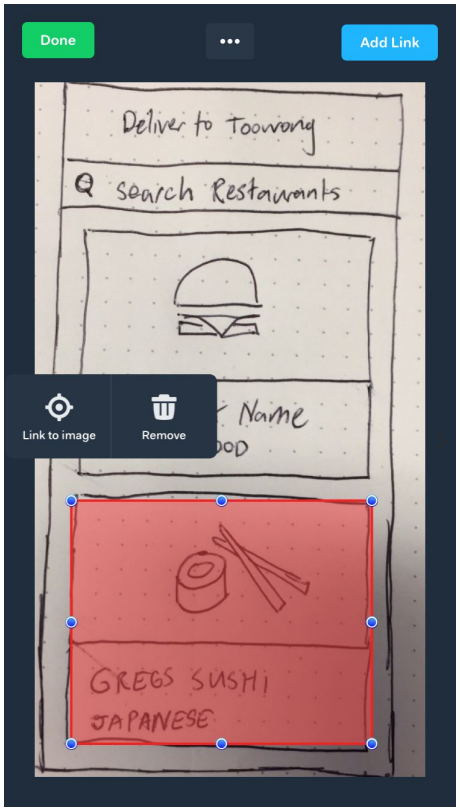

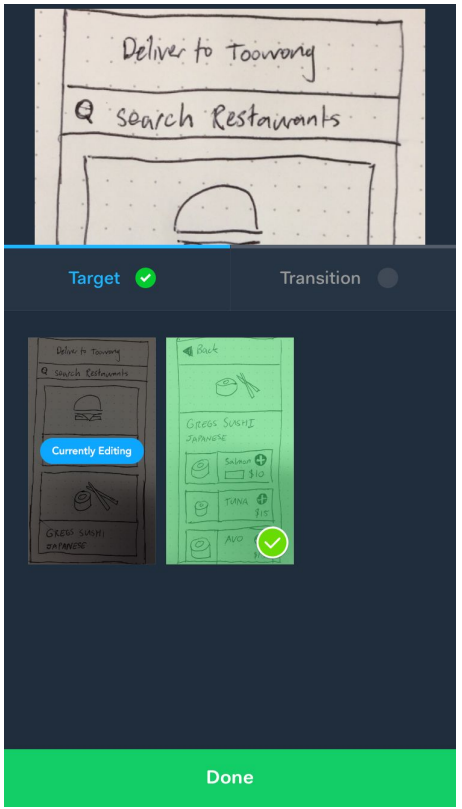

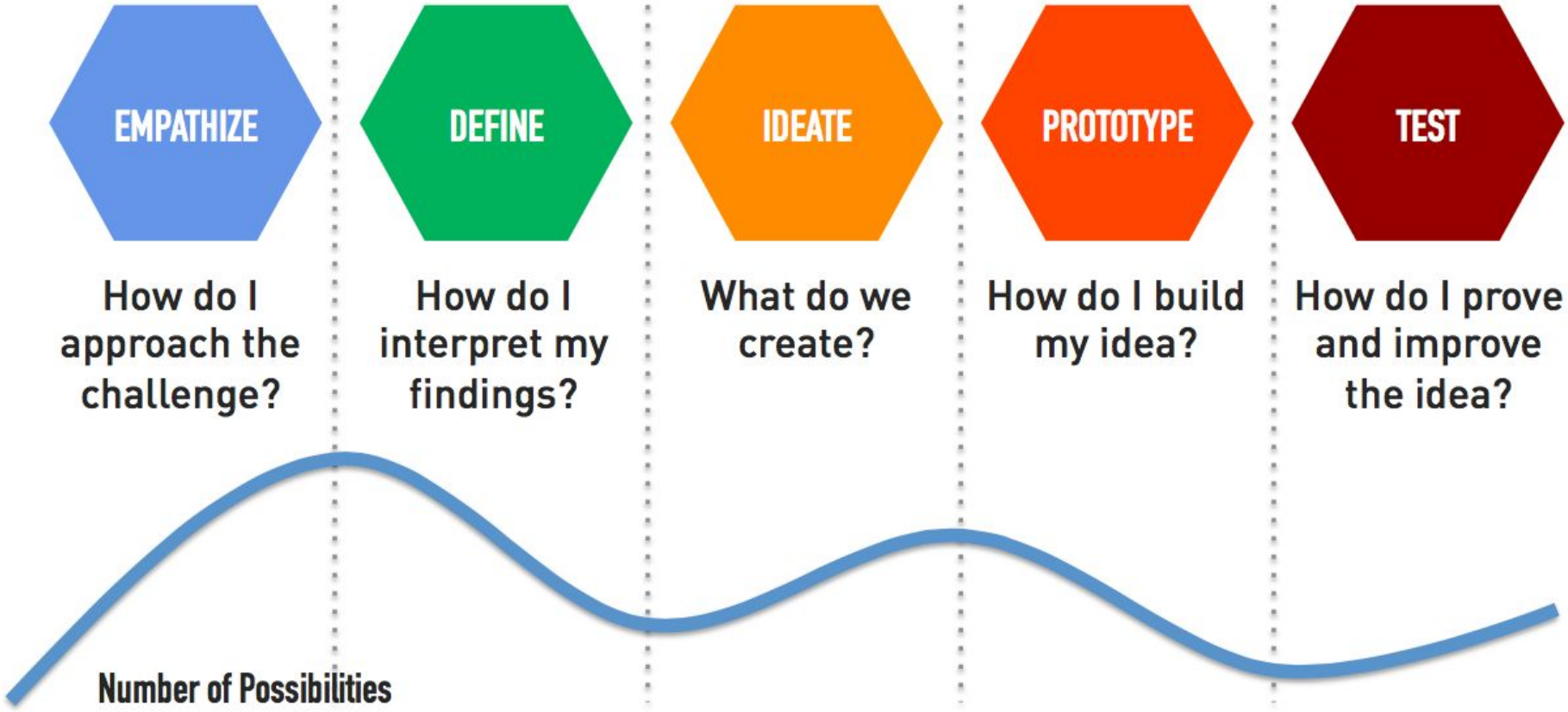
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Design what you missed

Test your own prototype, see if there is anything you can improve before you user test.

10 Mins

Is it easy to navigate?

Can the user go back?

Is each screen clear and readable?

Could the lay out be simpler?

Are steps missing?

User Test

Get feedback from your partner!

5 Mins Each

Your prototype is not precious, but the feedback and new insights it draws out are!

Don’t defend your prototype; instead, watch how your partner uses and misuses it.

Take notes on how you might improve the solution.

Share your Problem, Idea and Prototype!

Based on what you learned what would you change about your prototype?

Real world application

Start with the opportunity or problem space you want to explore - Find and talk to people in that space

Based on user needs and insights define your problem statement

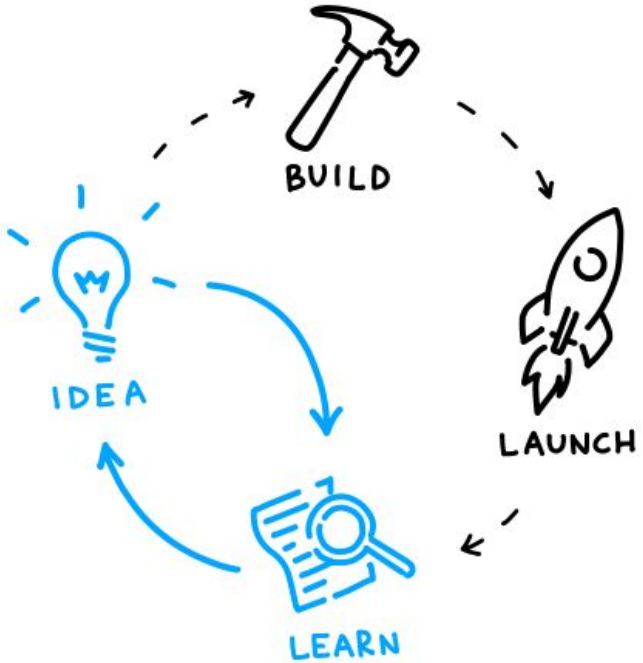
With the problem statement as your “north star” ideate as many different solutions you can think of. Share with others.

Prototype your big idea. The higher the fidelity of the prototype the more accurate your insights will be.

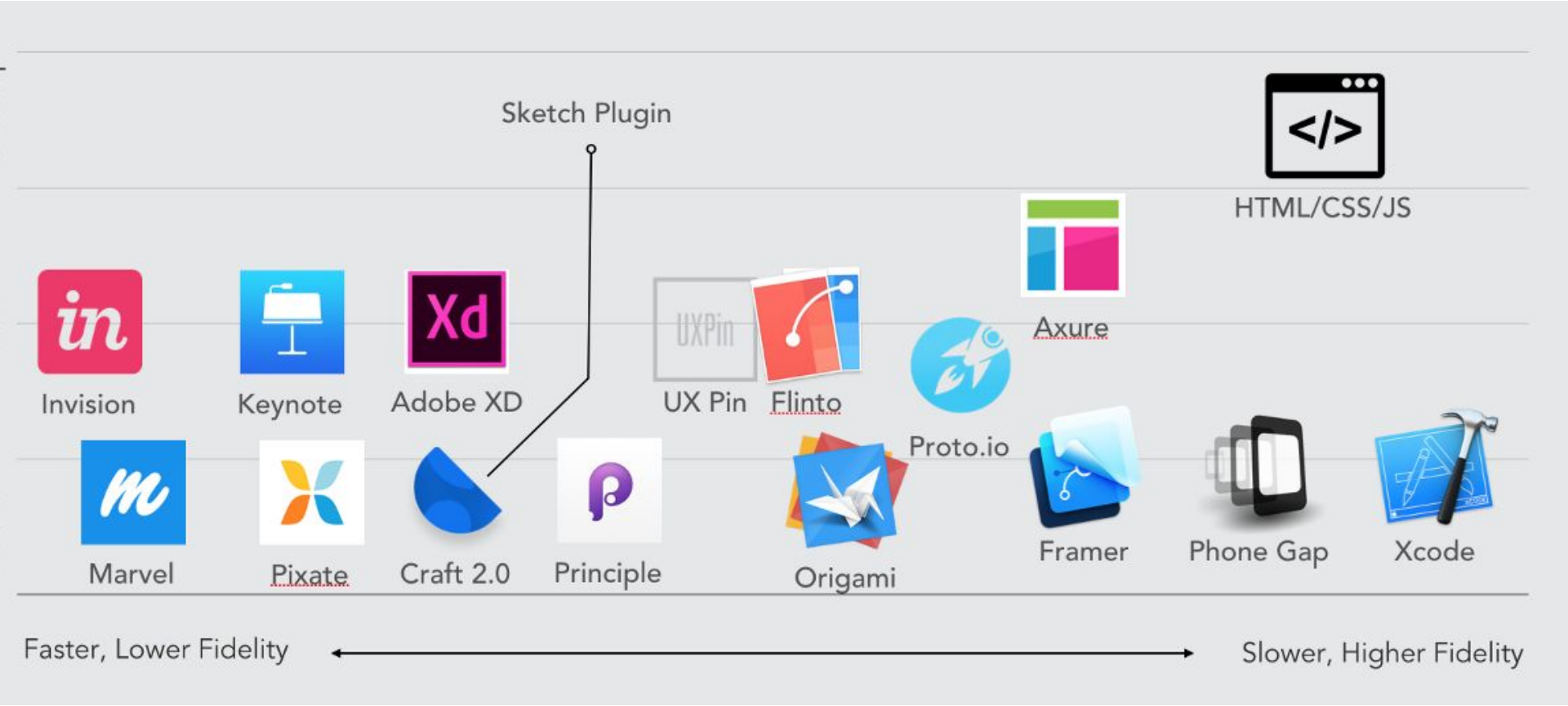
Test your prototype with the people you talked to. Learn what works and what doesn’t then improve your concept.

Once you’re onto something, Built it!

(or get a developer to build it for you)



Questions?


Sketch Plugin
HTML/CSS/JS
Axure
Invision
Keynote
Adobe XD
UX Pin
Flinto
Proto.io
Marvel
Pixate
Craft 2.0
Principle
Origami
Framer
Phone Gap
Xcode
Faster, Lower Fidelity
Slower, Higher Fidelity