

Designing.

Simon Wilson

Interaction designer, DWP Digital

What is design?

“Design is how it looks.”

~~“Design is how it looks.”~~

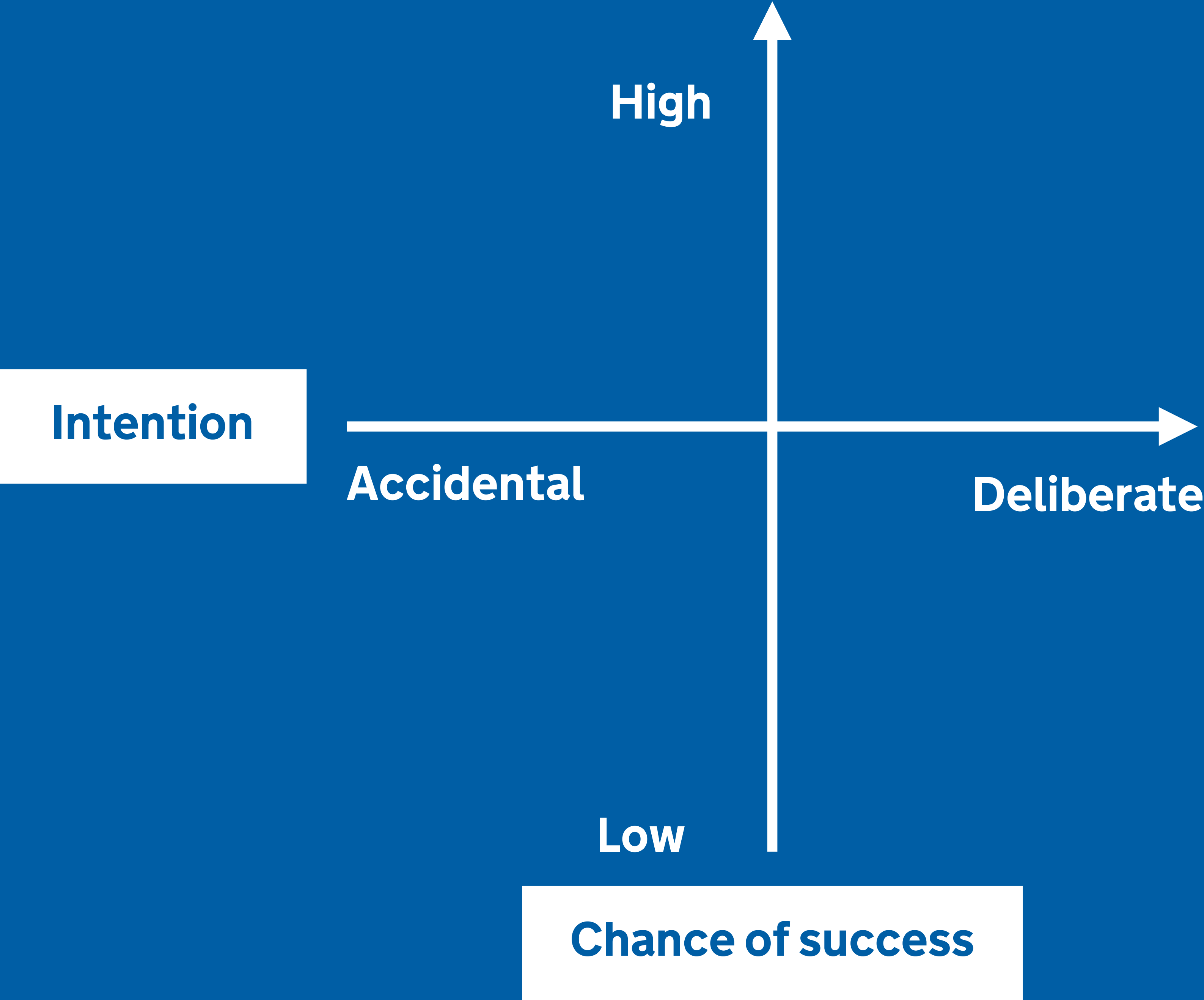
Design

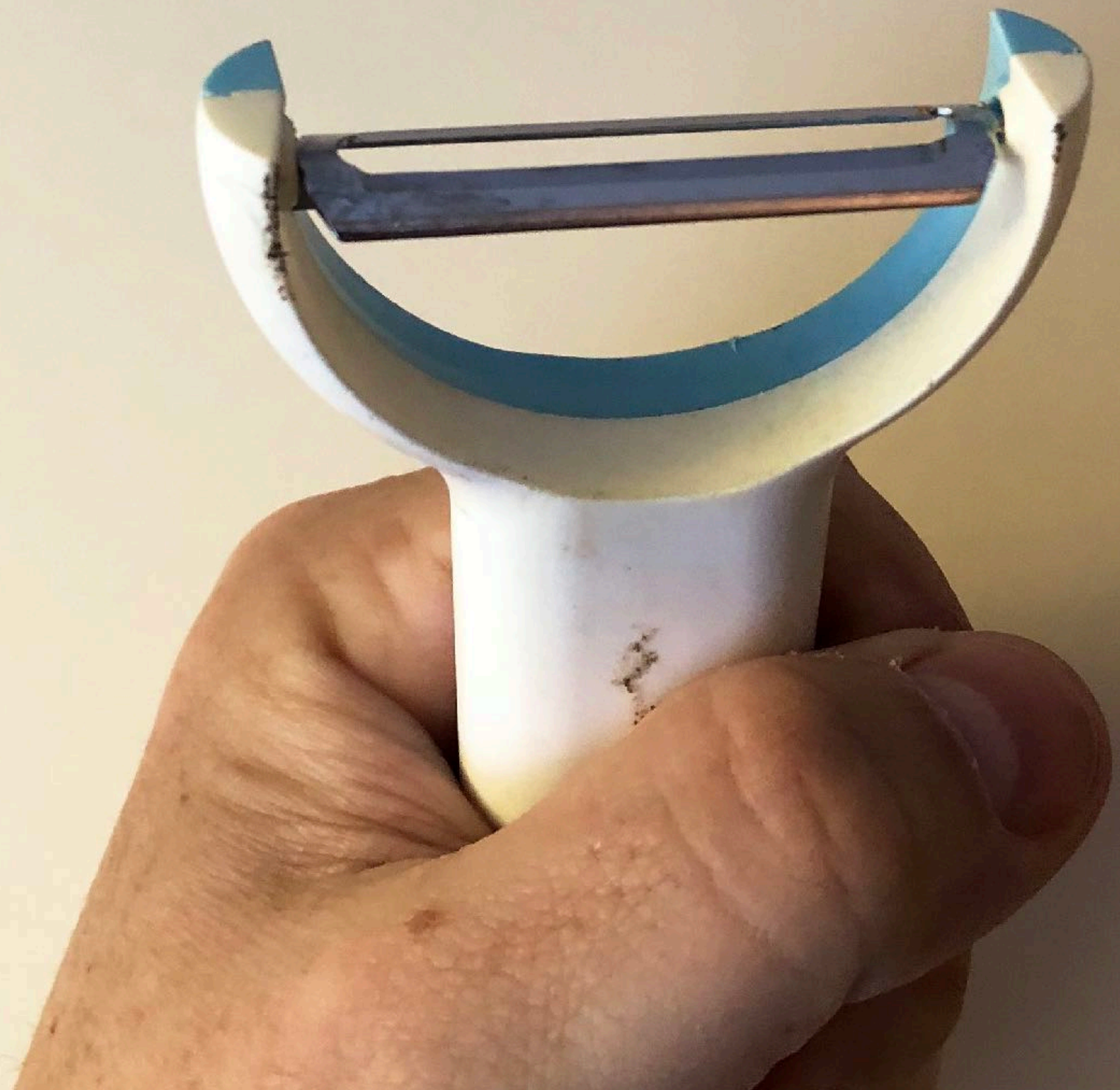
is how something will work / should work.

Designing

is working out how something will work / should work.

Good design is usefulness.





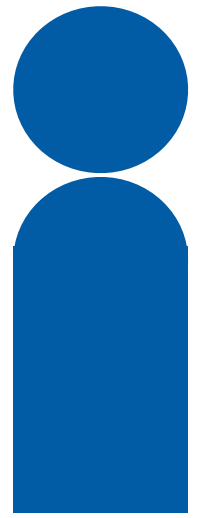
Design is mindful.

User centred design.

User centred people.

User centred teams.

User centred organisation.



A designer



The rest of the team



The design team



The delivery team



A team of user centred people

Sharing

Cooperation

Collaboration

Collectivism





“They slow us down to speed us up. By taking the time to discover, to understand, we avoid costly mistakes such as becoming too complex too early and sticking with a weak idea for too long.”

–Tim Brown, IDEO

Ego-less design.

Discovery

Alpha

Beta

Live

We are always discovering.

Understand the problem space.

Stakeholders

Delivery

Minister(s)

Users

Policy team

Government Digital Service

Operations

Product owner

Subject matter expert (SME)

User researcher

Content designer

Interaction designer

Service designer

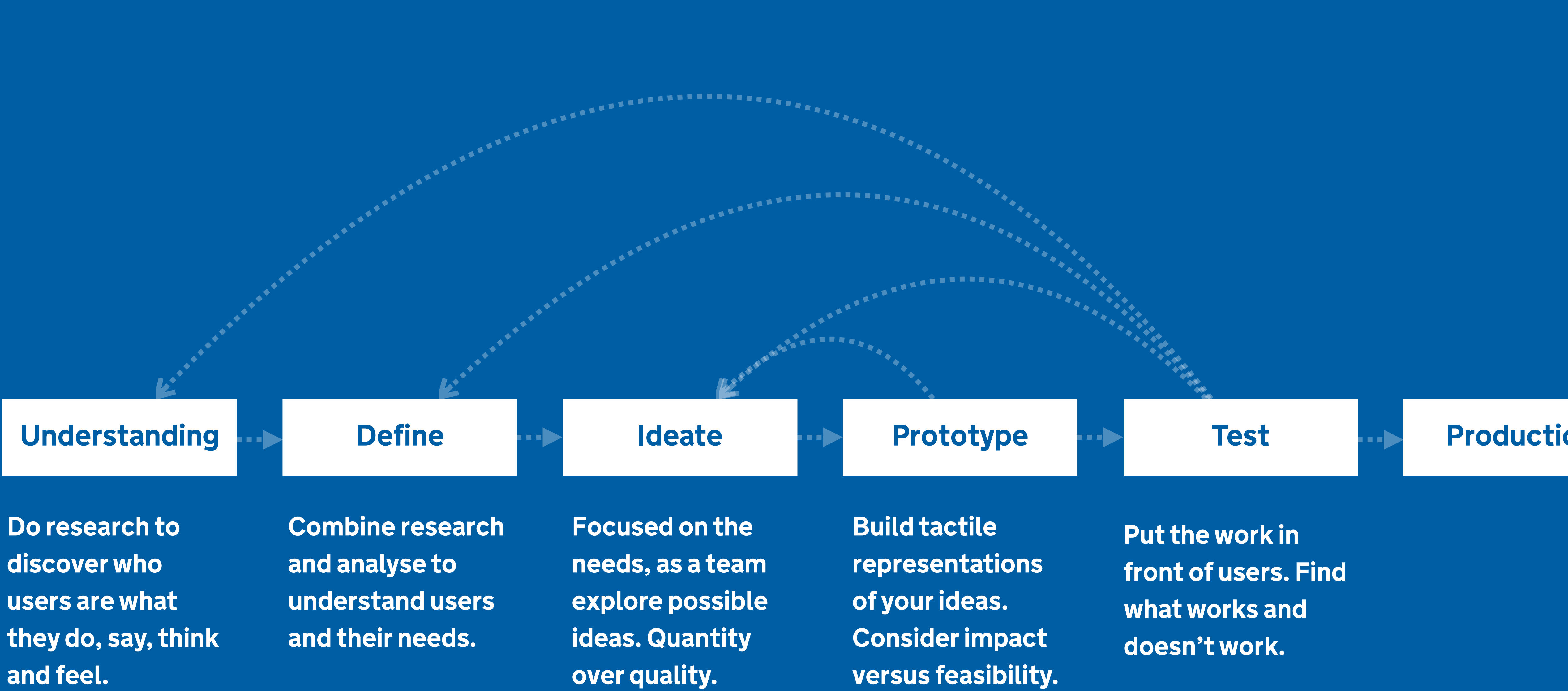
Business analyst

Delivery manager

Developers / engineers

Testers

Technical architects



Discovery

Alpha

Beta

Understanding

Define

Ideate

Prototype

Test

Production

Do research to discover who users are what they do, say, think and feel.

Combine research and analyse to understand users and their needs.

Focused on the needs, as a team explore possible ideas. Quantity over quality.

Build tactile representations of your ideas. Consider impact versus feasibility.

Put the work in front of users. Find what works and doesn't work.

Designing

Developing



Continual gradual improvement

What's the worst that could happen?

**Find what works –
and what doesn't work.**

**Finding what works needs
understanding.**

Frameworks.

Just.
enough.
process.

Context.

Context.

Context.

Agreement.

The goal

**Services and products that are
designed using knowledge over
assumptions.**

**“A prototype is an early sample,
model, or release of a product built
to test a concept or process or to act
as a thing to be replicated or learned
from.”**

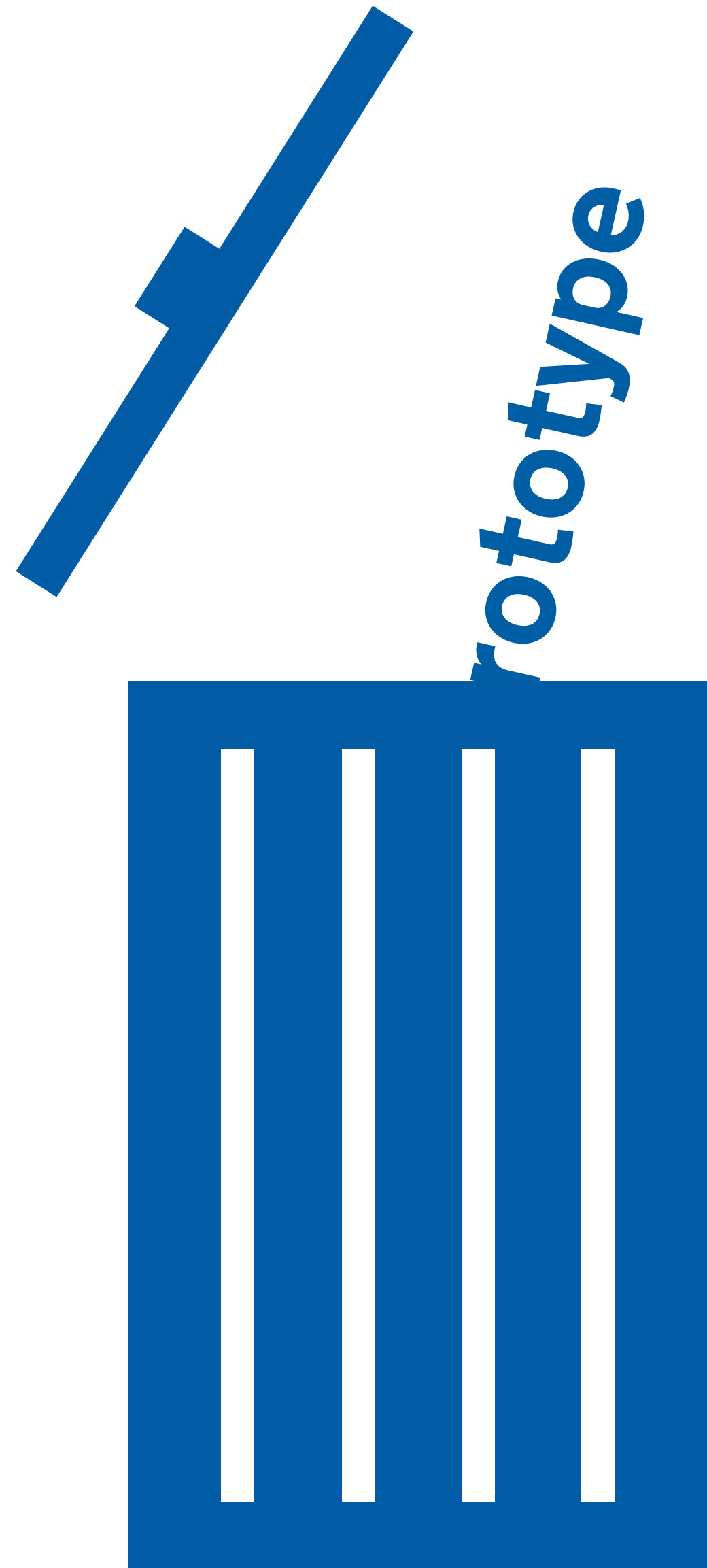
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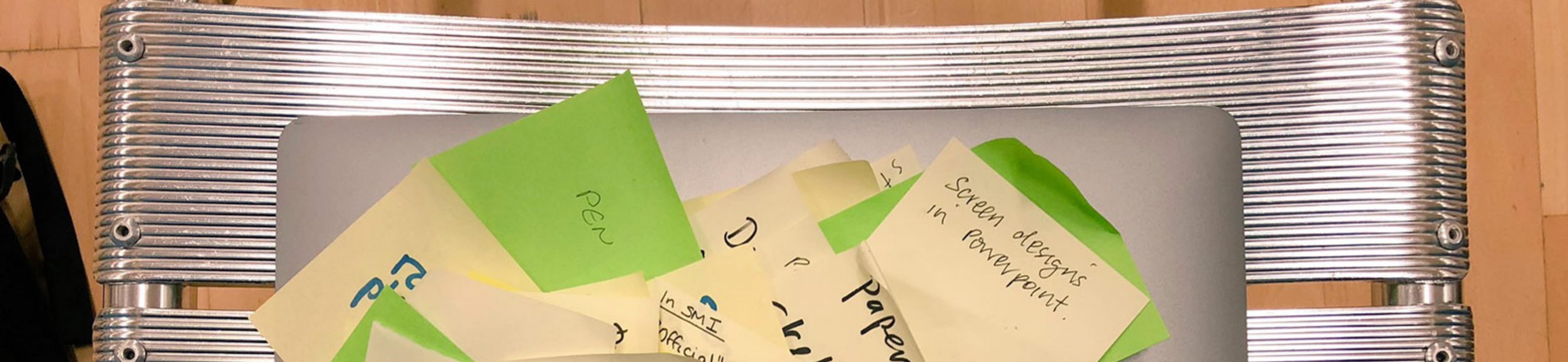
A prototype allows you to
**explore an idea, a thought, a theory,
an approach**

Prototypes are cheap, quick.



Prototypes are disposable.

**There is no one way to create a
prototype.**



43 types of prototype



IA work: Card sorting (physical or digital)
User journeys (2)
Service maps (2)
Role playing
Service prototyping and pop-ups
Wizard of Oz
Whiteboarding
Card and Post It service mock-up
Post Its for content architecture
Paper and Post Its for content design
Post Its (2)
Sketches (4) (including “pen and paper”)
Paper sketching
Paper UI sketch flow
Google Draw document
Wireframes
Wireframe user journey
Interactive wireframe (Balsamiq etc)
Axure (2)
Spreadsheets (2)
Do content in Google Docs or Word
Do “screens/pages” in Google Docs and click through
Clickable prototype using sketches/screen grabs in Marvel app
In-Vision

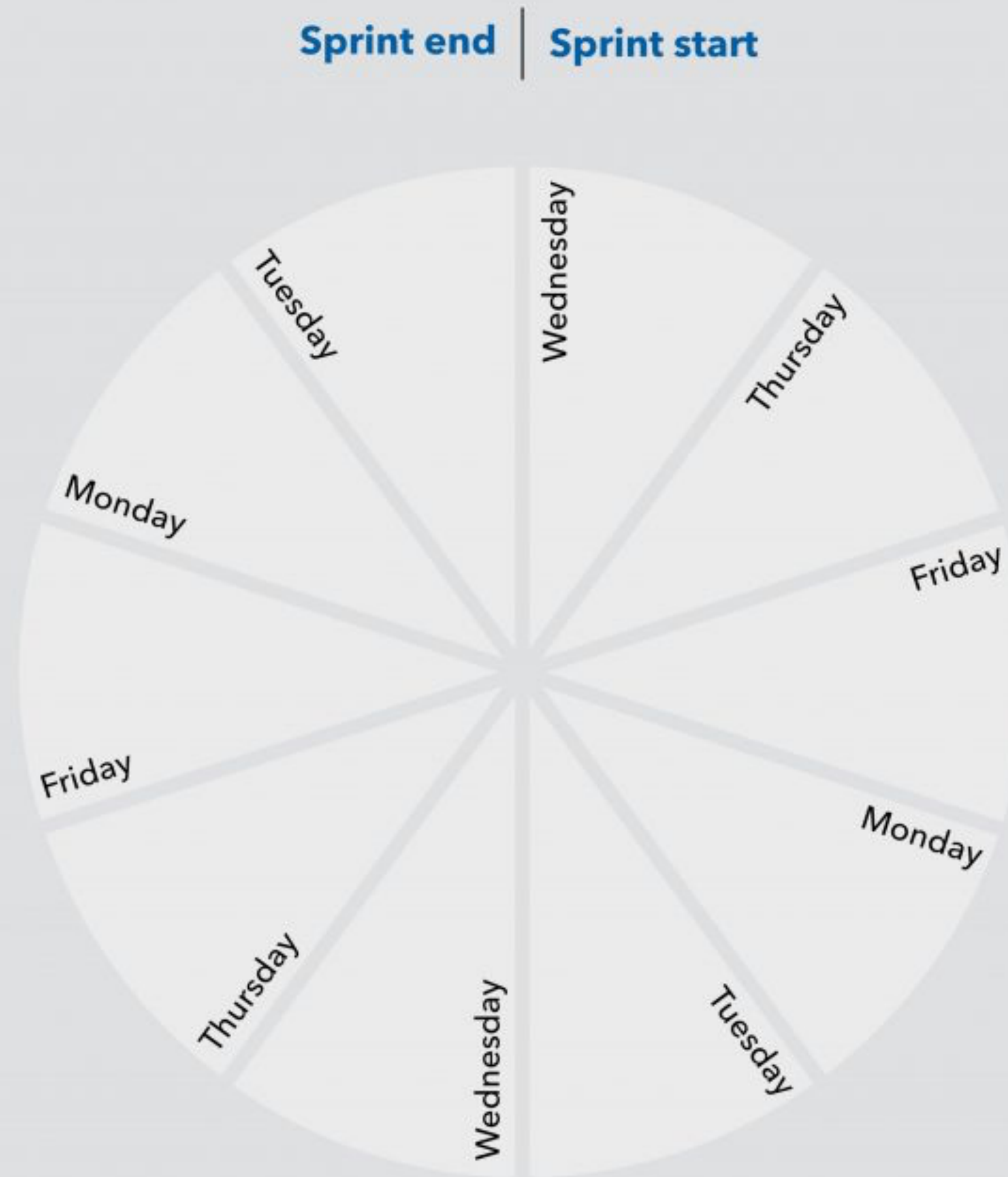
Screen designs in Powerpoint (2)
Presentations in Powerpoint (3)
Show page flow in Powerpoint
Design in Keynote (1)
Presentations in Keynote (2)
Sketch (app) (4)
Screenshots showing sequence, user flow, changed copy, overload text, etc / printed stages in a flow stuck on a table
Letters Posters
Call scripts
Storyboards
Videos
Chatbot
In-browser editing page’s code and screen grabbing (5)
Other HTML mock-ups
[gov.uk](https://gov.uk/prototype-kit) prototype kit (10)

- static
- “almost like the real thing”

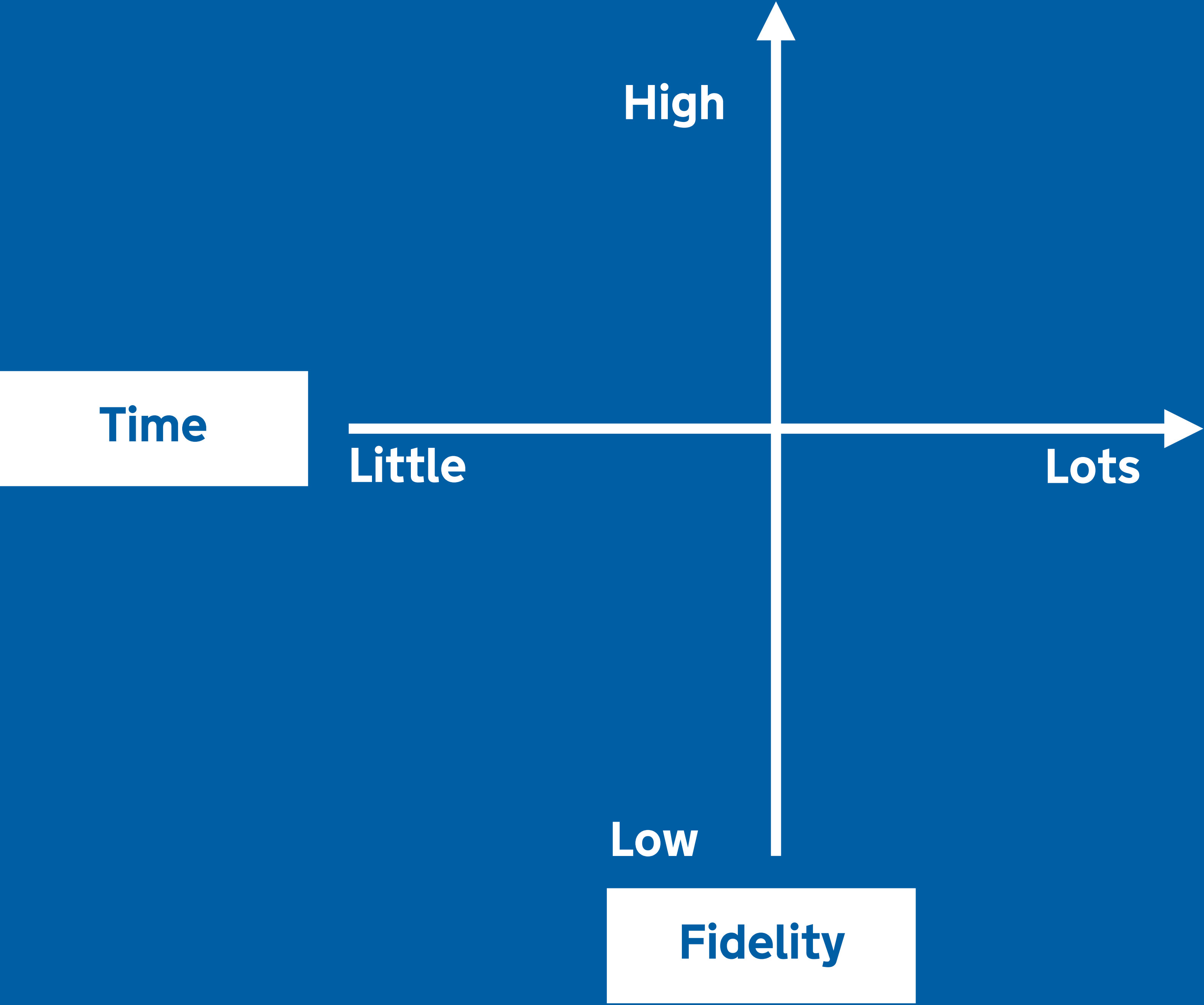
Verify prototype kit
B variants
AB testing
Doing changes to/off a “built service” (2)

Ask yourself every time

**What is the purpose of the prototype
you need?**



- sprint planning
- backlog planning (and scoring if its development work)
- design
- creating a prototype
- organising user research
- research days
- analysis
- playback
- iterating
- development



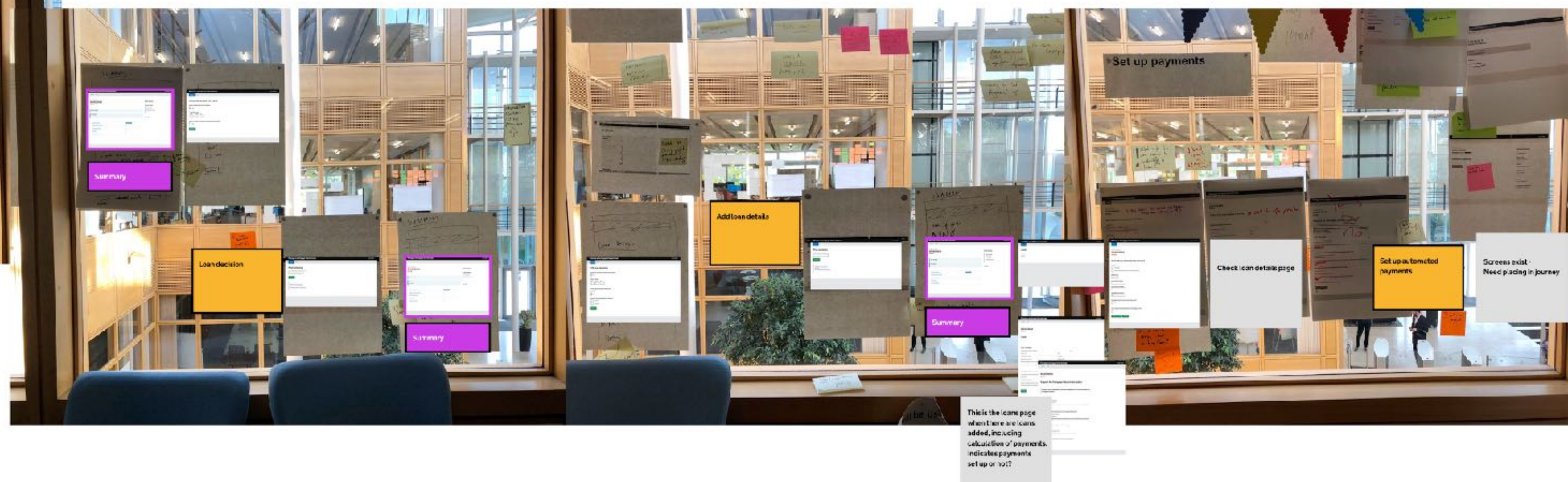
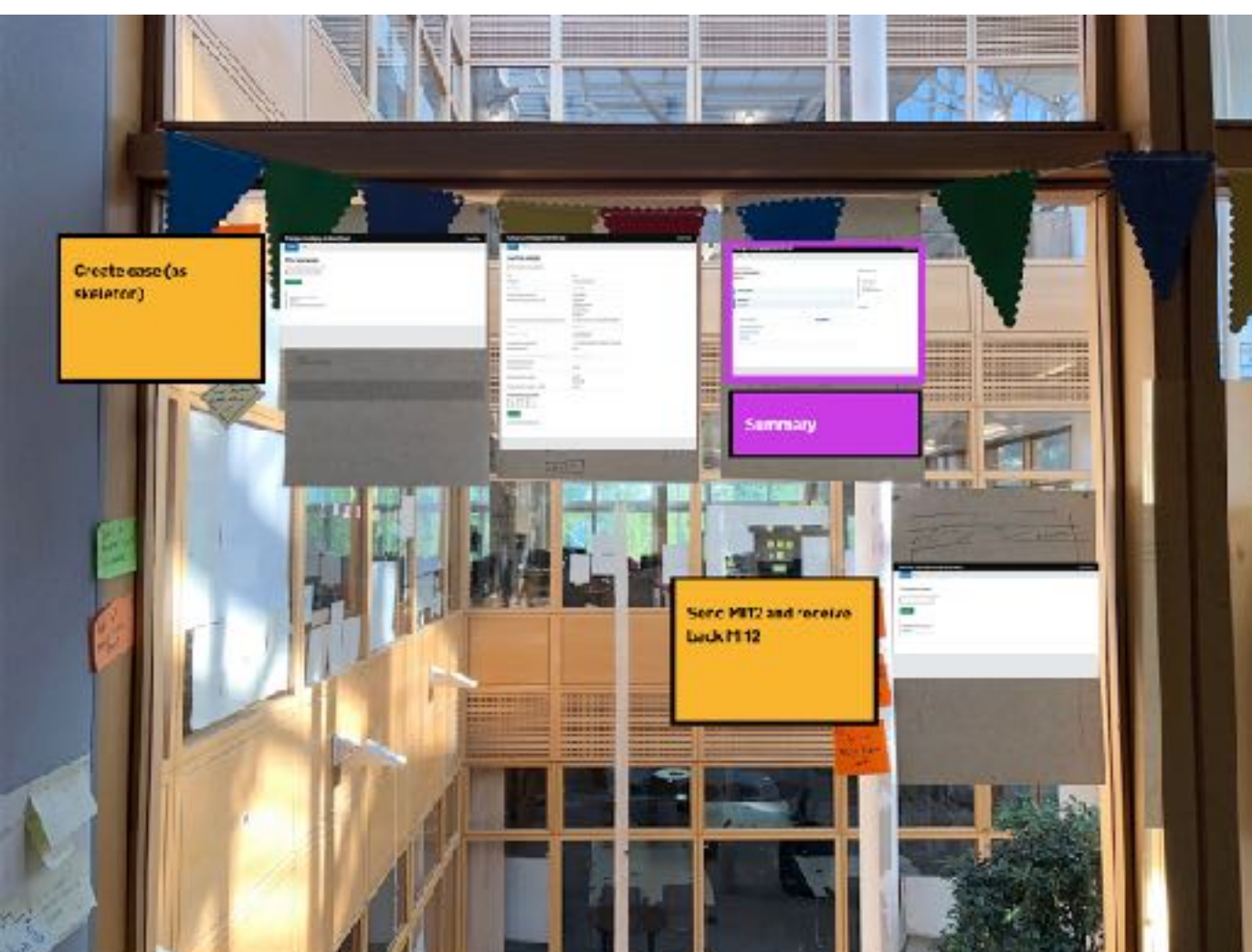
Low fidelity

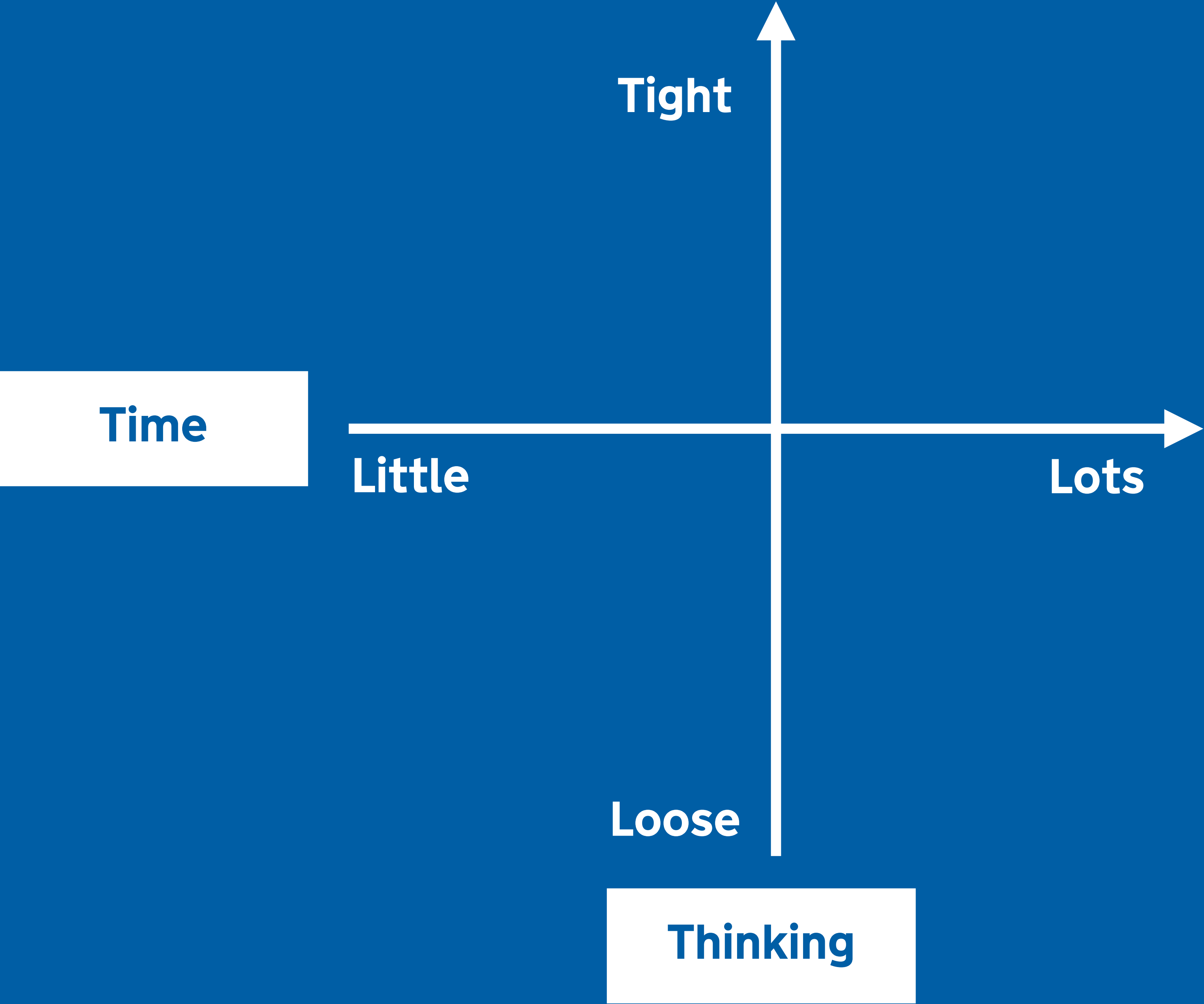
- Rough
- Quick
- Low cost

High fidelity

- Detail
- Need time
- Higher cost

**Fidelity is as much about your
thinking as it about what something
looks like.**





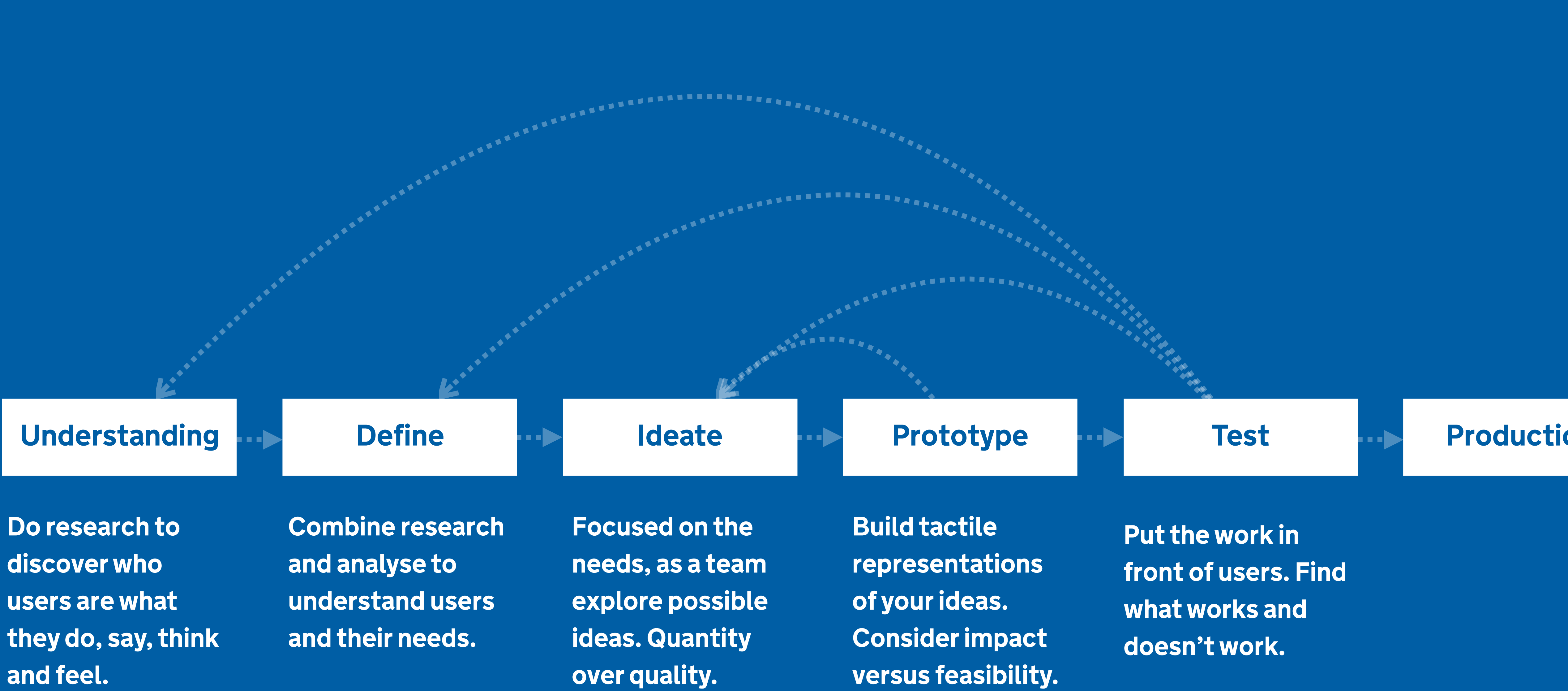
Learning by doing! (Not just talking.)

**“Design is the method of putting form
and content together.”**

–Paul Rand

Learn by doing analysis!

Designing is a process.



No more black boxes!

Work together! Work as one!

Continual gradual improvement.

Start with the needs*.

Thank you.

Feel free to get in touch

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