

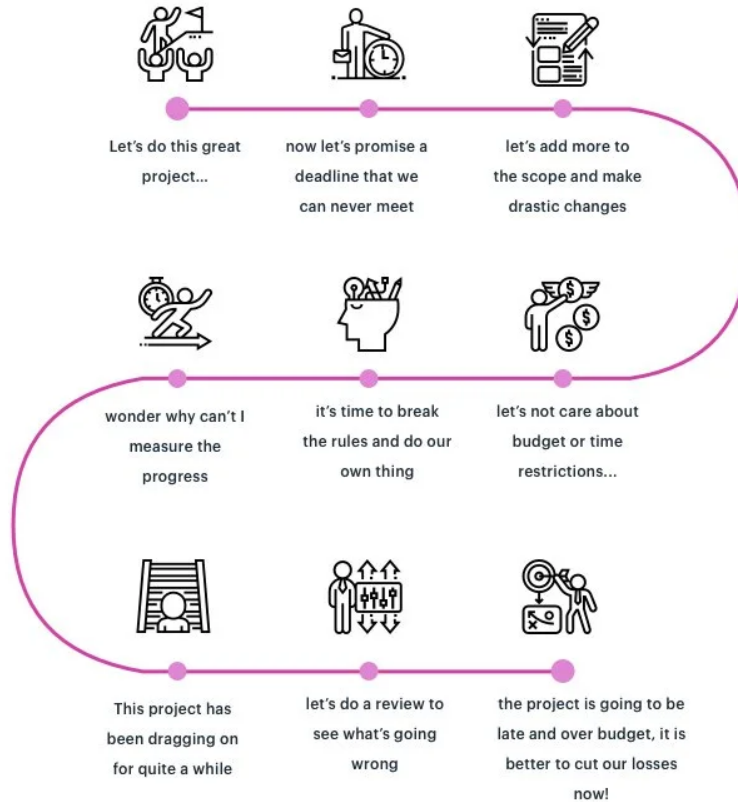
ITI0209: Kasutajaliidesed

03. Design Brief

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Why projects fail?



SMART

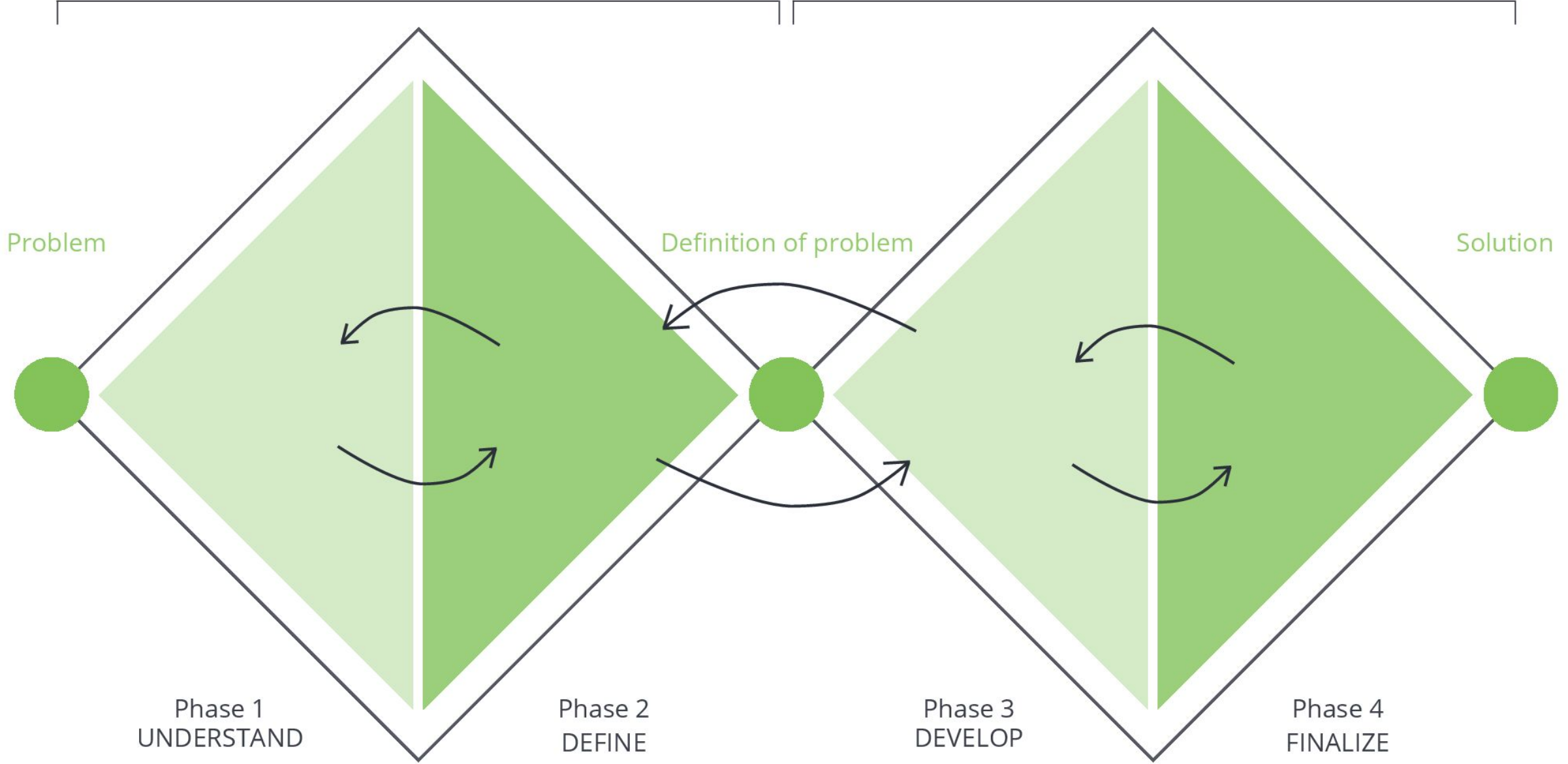
**Specific. Measurable. Achievable.
Relevant. Time-Bound.**

The Double Diamond is a simple visual map of the design process. The model is divided into 4 phases: Discover, Define, Develop and Deliver.

Like any of the Design Thinking methodologies, the process is iterative. This means that ideas are developed, tested and refined several times, with weak ideas dropped in the process.

ASK, LISTEN, SORT

CREATE, TEST, DESIGN



Phases

- **Understand/Discover:** Understand the issue rather than merely assuming it. It involves speaking to and spending time with people who are affected by the issues.
- **Define:** The insight gathered from the discovery phase can help to define the challenge in a different way.
- **Develop:** Give different answers to the clearly defined problem, seeking inspiration from elsewhere and co-designing with a range of different people.
- **Deliver:** Involves testing out different solutions at small-scale, rejecting those that will not work and improving the ones that will.

Project Brief

It is a quick summary for project stakeholders that should create a common understanding and communicate the project requirements without bogging the parties down with too many details.

UX Design Brief

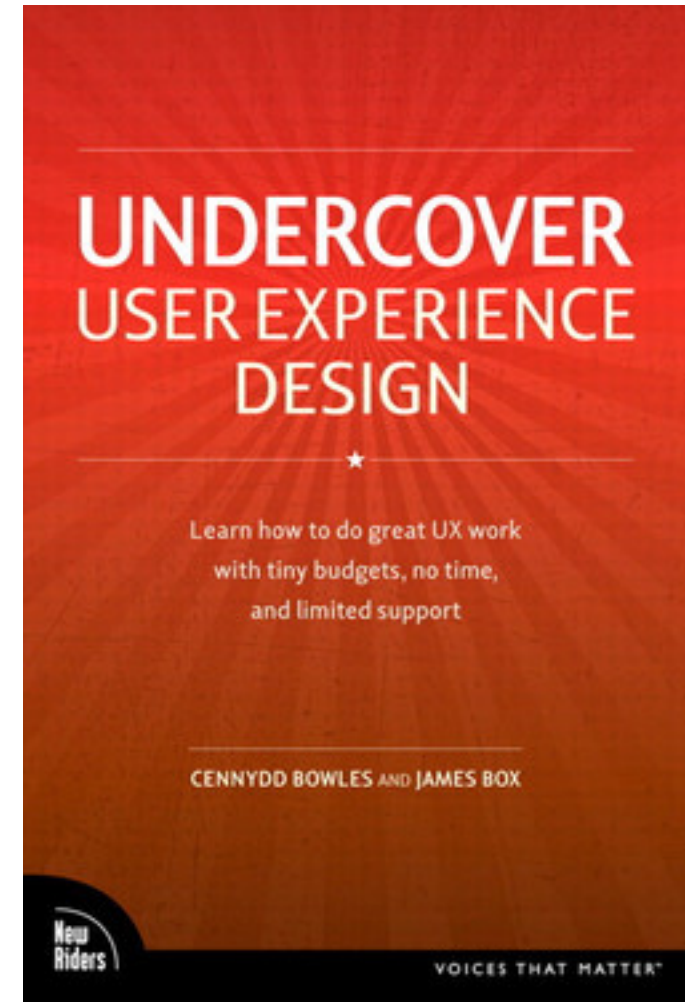
Covers all aspects of project being intialzied:

- Organization
- The application being built
- Users
- People involved
- Project itself

Undercover User Experience Design: Learn How to Do Great UX Work with Tiny Budgets, No Time, and Limited Support.

Cennydd Bowles. 2010

<https://www.goodreads.com/book/show/9039673-undercover-user-experience-design>



The organization

1. What's the organization's history?
2. What's the current standing of the organization?
3. What are the organization's goals?
4. Who are our competitors?
5. What are our strengths and weaknesses compared with them?
6. How is the organization structured?
7. How do we want the organization to be seen?

The site/application

1. What's the site for?
2. What's the site's history?
3. What does the site do well? Poorly?
4. What technical platform does it run on?
5. Does the site use a CMS?
6. What content management processes support the site?
7. How much flexibility for technical change is there?
8. How would you rate the site's usability? Structure? Content? Visual design?

Users

1. Who are the current users?
2. Are they the people the company is targeting?
3. What characteristics do they have?
4. Why do they use our site and not a competitor's?
5. What do users say about our site?
6. How do they use our site now?
7. What do users need to do for us to be successful?

People

1. What's your role in the project?
2. Who else is working on the project?
3. What are their roles?
4. What is the decision-making/sign-off process? How long will it take?
5. Who else do we need to talk to?

The project

1. What problem will the project solve?
2. What are the project's objectives?
3. How do they relate to the overall business objectives?
4. Why are we doing the project now?
5. What specific project requirements do you have?
6. What are the constraints (time, resources, technical, legal, and so on)?
7. What's causing them?
8. When do you think the project will be released?
9. Have we tried anything like this before? What happened?

The project ..

10. Does anyone else do this well?
11. What factors could make the project a success? Could we handle success?
12. What issues could throw the project off course? Could we handle failure?
13. How could we really screw this up?
14. How will we measure success or failure?
15. What's your gut feeling about the project??

A minimal brief:

Answers the following questions

1. What is the purpose of the service/product, what is it about and why is it necessary, what can be done there?
2. Who is it for, who needs this service/product? Why?
3. Who could this person be? What is his interest in using it?
4. Does this idea also have a commercial purpose? What is the model?
5. What functionality does the environment contain (purchase process, payment with bank links, ordering, product filtering, blog, etc.)?

Links

- The Double Diamond model: what is it and should you use it?.
<https://www.justinmind.com/blog/double-diamond-model-what-is-should-you-use/>
- Design Thinking models. The Double Diamond. <https://empathizeit.com/design-thinking-models-the-double-diamond/>
- User Persona Template. <https://docs.google.com/document/edit?id=1ipyqFwuog3QnwBX-HdWh03jDT3X-GJ2yImbvVJ9MSys&hl=en>
- How To Write a Perfect UX Design Brief? 10 useful tips.
<https://www.elpassion.com/blog/how-to-write-ux-design-brief#:~:text=In a nutshell%2C a UX,requirements%2C restraints%2C and opportunities.>

Thank you! :)