Design Studio Workshop
Learning by Doing

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The Basics of a Design Studio

"Design is not just what it looks like & feels like. Design is how it works."

– Steve Jobs

pax|media

Common misconception about UX: it makes software nice to look at.

What is a Design Studio?

(Someone) frames a design problem
they then assemble a team of designers, developers, and product managers and, in turn, each team member individually brainstorms ideas.

Members then share their ideas with their peers, who offer criticism and feedback. After additional rounds of brainstorming and group discussion, a smaller team takes the resulting ideas and produces a final design.

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Remember: The Innovation Process Has Four Stages and Eight Steps
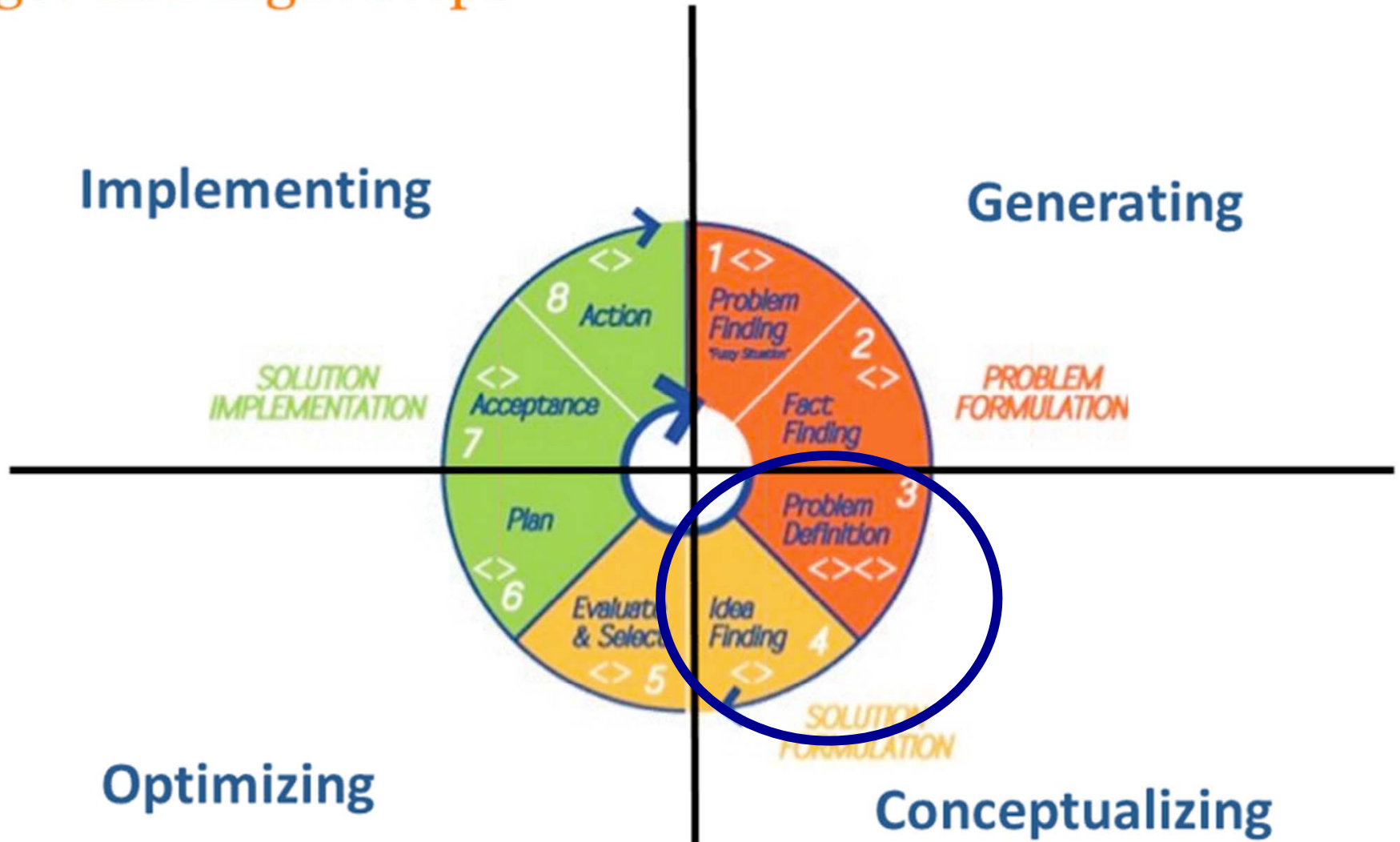
Why is a Design Studio better than traditional methods?

- **Design studio brings together a group** with (theoretically) diverse and balanced skill sets (such as design, product management, and development).

- **Design studio prescribes an iterative, creative process (explanation, feedback, voting).** Only surviving ideas are synthesized.

- **Design studio mitigates confirmation bias** in two ways. First, it starts with an explicit brainstorming period, which gets lots of ideas out on the table, before people get wedded to any one idea.

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What is the process?

- The team identifies a **Design Problem.** (*Illumination*)

- Each team works from a persona.

- Each member created a series of sketches in a short time period. (*Sketches*)

- Each of the team members pitches the ideas with the rest of the team. (*Present)*

- The teams critique the designs (*Critique*)

- Repeat the process—concepts from each round are: extracted, stolen, recombined, transformed (*Iteration*)

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Illumination

Shared understanding of:

- Business context

- Customers

- Challenges

- Market Opportunities

Audience identification (Personas)

- Who are you building this for?

- What are their needs/desires?

- What are their pain points?

- Do they have any limitations that might affect their ability to use the system?

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The Design Studio

Sketching   setting the mood

Everyone can sketch

- Sketching practice   1
    - Draw a circle
    - Draw a line
    - Draw a dot
    - Draw a square
    - Draw a triangle

- Sketching practice   2

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Scenario

The Design Studio Problem

How might we provide an accessible immersive experience that allows our users to book a vacation including transportation, hotel and any adventures?

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Design Studio Rules

Defer judgment

Encourage wild ideas

Build on the ideas of others

Stay focused on topic

One conversation at a time

Be visual

Go for quantity

From *Design Thinking for Educators*

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10 minutes
Think   and   rather than   but   to build on the ideas of others
You have paper, markers, post its, and sugar
Stand up, move around, keep the energy level high
 ot down your first ideas and then share with the group
Choose a facilitator who will write ideas on post its and put on sheet

Sketching

Individually, sketch as many ideas you can get down on paper as quickly as possible.

You will have FIVE minutes!

Presentation

Review your sketches and select the top two to present to the team.

You will have **three minutes** to explain what your end state and how you got there.

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Iterate

Feel free to:

STEAL

EXTRACT

RECOMBINE

TRANSFORM

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Critique

Select the top three to four ideas from the group.

Think about the problem space and answer these questions:

- **WHO**: Does the sketch solve the problem for the intended audience?

- **HOW**: Does the concept solve for the problem (can it be simplified)?

- **WHAT**: Is the solution effective in solving the problem? Is it compelling?

- **WHY**: Is this the problem we need to solve?

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Wrapping it up

What makes a good design studio?

- A well framed problem (problem finding)

- Channeling personas (fact finding)

- Time limits (keeps people from getting stuck on details)

- Divergent thinking (quantity, not quality)

- Generating lots of ideas

- Convergent thinking (making choices)

- The collective ideas of a team are better than the individual one—collaboration works

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Resources

- [http://www.uxbooth.com/articles/design studios the good the bad and the science/](http://www.uxbooth.com/articles/design-studios-the-good-the-bad-and-the-science/)

- http://www.uie.com/articles/design_studio_methodology/

- http://www.amazon.com/Design Studio Method Creative Sketching/dp/113802256X/ref=sr_1_1?ie=UTF8&qid=146280 7770&sr=8 1&keywords=design+studio

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Questions?

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