

CLASS AGENDA

- **30 min:** What did you learn in the last week?
- **20 min:** Communicating Why, What & How
- **10 min:** Homework
- **Rest of Class:** Elevator Exercise/ Studio Time

**WHAT DID YOU
LEARN IN THE LAST
WEEK?**

**TAKE A MINUTE TO REFLECT
ON THE ONE THING ABOVE
ALL OTHERS THAT YOU
LEARNED**

COMMUNICATE

WHY



WHAT

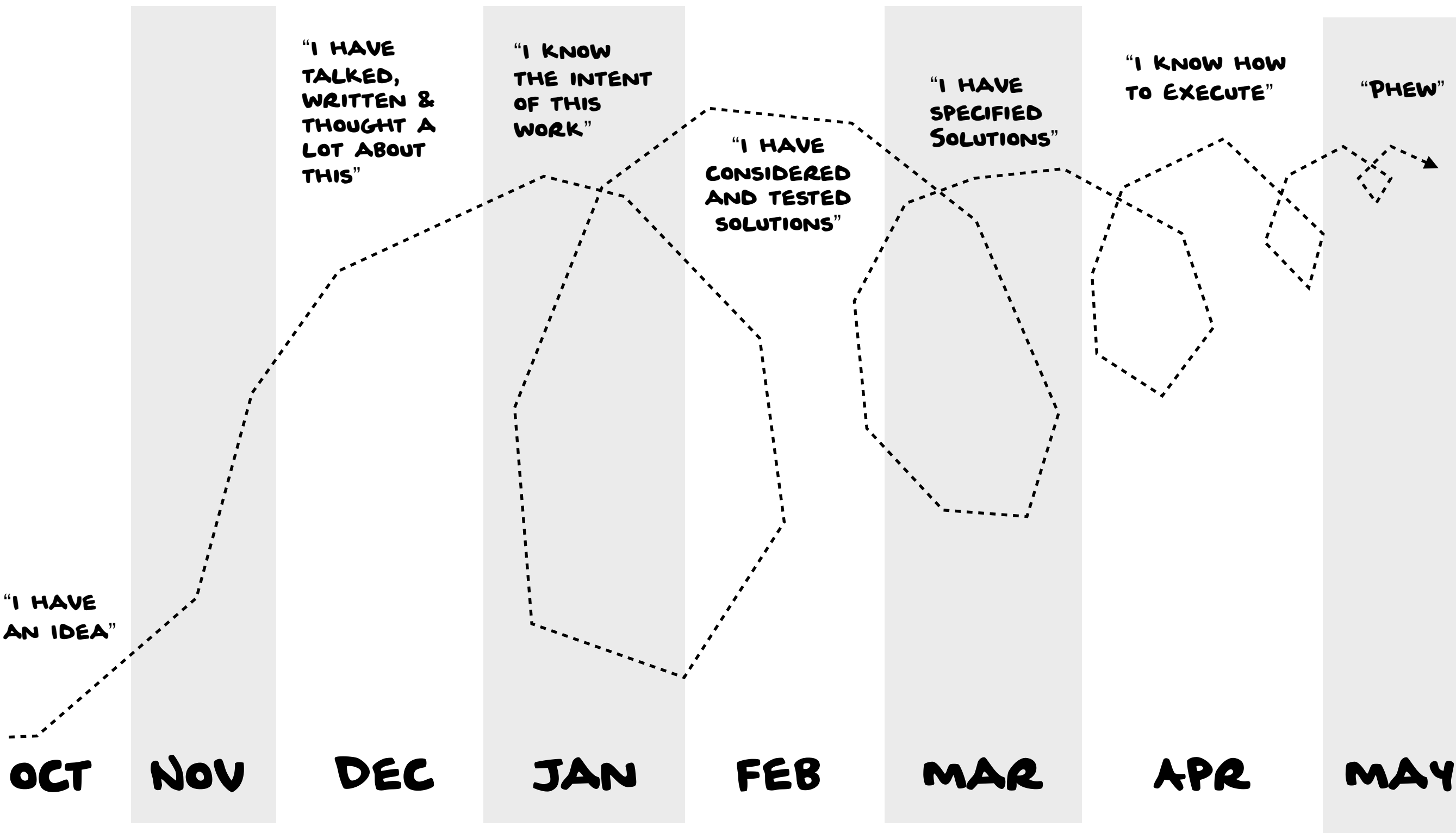


HOW



DON'T GET AHEAD OF YOURSELF

**KNOW WHERE
YOU ARE**



WHY

WHAT

HOW



INTENT

... REASONS

... GOALS

... OPPORTUNITIES

WHY



WHAT



HOW



SPECIFICATION

- **PHYSICAL OBJECT SPECIFICATIONS**
- **SERVICE DESIGN SPECIFICATIONS**
- **INTERFACE SPECIFICATIONS**
- **PROSPECTUS SPECIFICATIONS**

WHY



WHAT



HOW



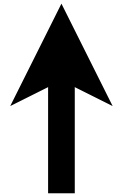
EXECUTION

- BUILT OBJECTS
- CODE
- PIXELS
- EDITED BOOK
- EVENTS

WHY

WHAT

HOW



INTENT

**BECAUSE INFORMATION
ARCHITECTURE IS AN IMPORTANT
CONCEPT THAT NOT ENOUGH
PEOPLE ARE GOOD AT YET**

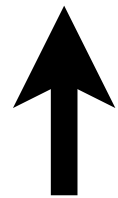
WHY



WHAT



HOW



SPECIFICATION

I WANT TO WRITE A SHORT AND
FOCUSED PUBLISHED WORK THAT
IS EASY FOR NEW AUDIENCES TO
UNDERSTAND THE BENEFITS OF
IA THINKING

WHY



WHAT



HOW



EXECUTION

HOW TO WRITE THIS BOOK:

- 9+ CHAPTERS
- 50,000+ WORDS
- 50 + ILLUSTRATIONS
- HIRING AN EDITOR
- WORKING WITH A PRINTER
- MARKETING A BOOK
- DEALING WITH IMPOSTER SYNDROME

TO ASSUME...

ASSUMPTIONS THAT ARE COMMON

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- **Resources:** “So-n-so knows how to do that...”

ASSUMPTIONS THAT ARE COMMON

- **Complexity Involved:** “This is simple...”
- **User Needs:** “What they need is...”
- **Resources:** “So-n-so knows how to do that...”
- **Time:** “Yea, a week should be enough...”

**SHOULD YOU BE
WORRIED AT
THIS POINT?**

REASONS TO WORRY

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- You have not started to test any solutions and have no upcoming plans to do so
- You have not worked to find a thesis advisor and/or an editor
- You haven't written anything useful for your book since December
- You have no plan

IDEAS THAT MAY HELP!

- A project plan with:
 - Milestones
 - Deadlines
 - Work Time
 - Time Estimates
- Use your calendar like a game of Tetris - don't forget to schedule down time (and meals if it gets really bad in there)
- Make a Google form to capture progress at a set interval - use your calendar to remind you about it

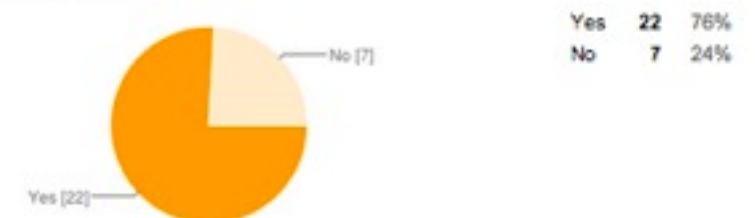
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Step 1: Alignment and Goal Setting		EST						
Interview Prep Call	1	31						
Write Interview Scripts	1							
Workshop Prep	2							
Stakeholder Interviews	6							
TRAVEL*	6							
Workshop Facilitation	5							
Documentation of Directional Goals and Ad Hoc Persona Prioritization	4							
Step 2: Research and Personas								
Ad Hoc Persona Creation	6							
Heuristic Review and Content Inventory of existing website	8		25					
Presentation of Heuristic Review Findings & Proposed Personas	2							
Step 3: Collaborative Design								
Session Prep	2							
TRAVEL*	6							
Collaborative Design Session	5							
Documentation of Outcomes	2							
Creation of Brief	2			40				
Documentation of Sitemap	6							
Presentation of Brief & Sitemap	2							
Step 4: Site maps & Wireframing								
Creation of Wireframes for 7-10 unique pages	14							
Creation of Content Template to match the sitemap	8							
Presentation, Iteration and Handoff	8							
Step 5: Oversight								
Creative and Development Oversight	8							

Mon 1/27	Tue 1/28	Wed 1/29	Thu 1/30	Fri 1/31
	Class 3 (SVA)			
			9:30 - 11:00 Poster Night Planning/Emails	10 - 12p WIAD Keynote
			11 - 1:15p Write Pratt Talk	12p - Fill out S
10p - 1p Jessie - IAS Chair Chat	12:15p - 1p Meet with	1p - 4p Jessica	1:45p - 3:30p Lunch with Pete	1p - 1:45p Information
1p - 2:30p IAS/14 Weekly Chair Checkin	1p - 3:30p Thesis E Structures & Interactions		3:30p - 6p Prep for SVA Class	2p - 3p Talk with Peter
2:30p - 3:30p Abby & Aaron Chat	3:30p - Lunch			3:30p - 6p Pratt Talk/WIAD TALK Graphics
4p - 6p Relax/Review Deck	4:15p - 6p Meet with Mustafa at GA	4p - 6p Grocery		
6p - 8p Understanding Information Architecture	6p - 8:30p Donna/Abby deviant happy hour	8p - 9p Discuss how our UX Resolutions™ are going, 29 days later, over drinks.		

How would you describe your mood this week



Did you Speak?



HOMework
THEN ELEVATOR

HOUSTON, WE HAVE A PROBLEM

- One of you has not blogged since 1/8
- One of you has not blogged since 1/15
- Five of you have not blogged since the 1/22
- Only 50 % *of you have been keeping up with blogging week to week*

Remember the online record of your thesis progress is a required part of this class.

FEBRUARY

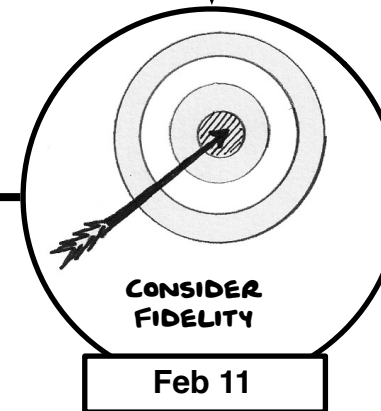
WRITE ABOUT
UNDERSTANDING
YOUR MARKET
AND TARGET
AUDIENCE

MAKE
SOMETHING TO
EXPLAIN YOUR
WORK IN AN
ELEVATOR



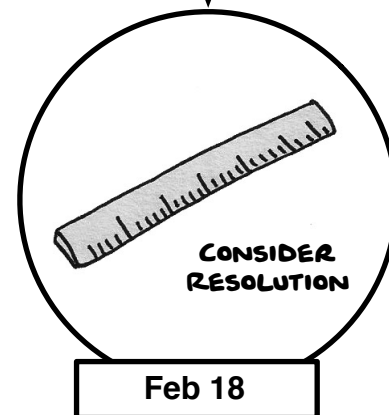
DRAFT AUDIENCE & MARKET
SECTION OF BOOK FOR EDITING

MAKE SOMETHING THAT
ENABLES TWO STRANGERS TO
CONVERSE ABOUT YOUR WORK



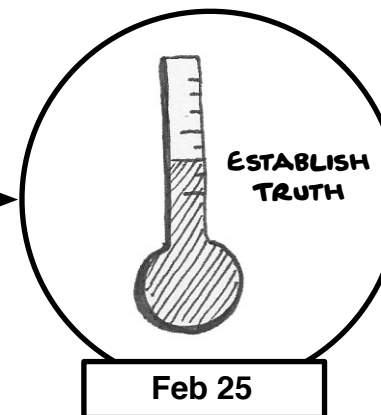
WRITE ABOUT YOUR INTEREST,
PROCESS AND INTENT

MAKE SOMETHING HIGH
FIDELITY & LOW RESOLUTION



WRITE ABOUT YOUR FINAL
SCOPE FOR THIS THESIS WORK

MAKE SOMETHING LOW
FIDELITY & HIGH RESOLUTION



DRAFT GOALS, RESEARCH
AND METHODOLOGY SECTIONS
OF BOOK FOR EDITING

MAKE A DOSSIER* OF SOMETHING
YOU HAVE DONE THIS SEMESTER

ASSIGNMENTS

Blogging Assignment (due by noon tomorrow)

Write about our experience in the elevator today,
also spend some time documenting your work over
the first month of this semester

Formal Writing Assignment (due next class)

Formalize Your Target Market and Audience Section to hand
off to an editor

Making Assignment (due next class)

Make something that enables two strangers to converse
about your work

Housekeeping Assignment (due Feb 25)

Hire an editor and an off campus thesis advisor

WORKSHOP

ELEVATOR TIME!

The elevator will always start at 7 and we will only go down to the first floor and back up.

If someone gets on the elevator, the presentation should not stop, instead engage them and adjust to include them in the discussion

*While you are not in the elevator, please **spend this class time making something** you have been meaning to find time for.*

2:00 **Round 1:**
Cassy
Kathryn

2:10 **Round 2:**
Charlotte
Sam

2:20 **Round 3:**
Richard
Clay

2:30 **Round 4:**
Joseph
Zena

2:40 **Round 5:**
Gaia
Emi

2:50 **Round 6:**
Matthew
Damon

3:00 **Round 7:**
Willy
Rona

3:10 **Round 8:**
Mansi
Abby