

identify

## background

the problem - no outlet for students to publish human-centered design projects

our users - DFAers + their sphere of influence

our community partners - Rice DFA studio leads

our mentor - Dr. Lisa Spiro

## broad HCW:

how can we create a design journal that students can use to publish and share their projects?



immerse

24 responses, representing 18 studios

survey results 50% don't have a process for publicly publishing projects

Of those that do publish,
78% are unsatisfied with the process

# key insight: pain point

many DFAers want to, but have trouble with, explaining their projects to people that are **unfamiliar with DFIAnguage** 

# key insight: love point

the most common responses to 'what do you love about DFA?' were the people, the design process and the social impact.

# user personas

# user persona "Samantha the studio lead"



#### background

- o computer science major
- studio lead
- seasoned DFA member



- ensure DFA is accessible
- see how other studios operate
- learn about how DFA skills can help post-grad

# "Nathan the new member"



#### background

- undeclared major
- sophomore
- new to DFA

#### wants to

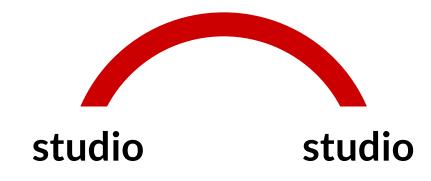
- get the nuts & bolts of DFA down
- understand why people love DFA so much
- share his project



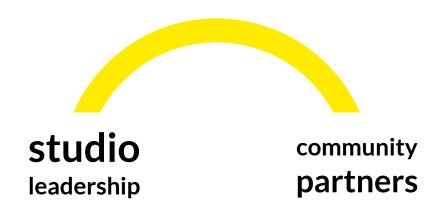
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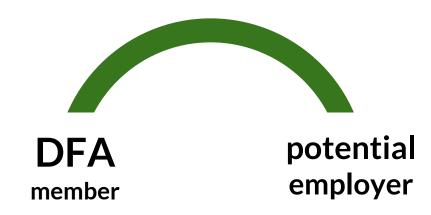
# what does an insight-driven design journal look like?

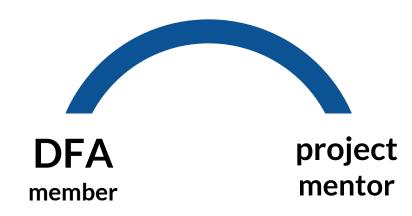


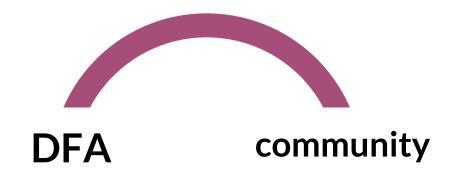


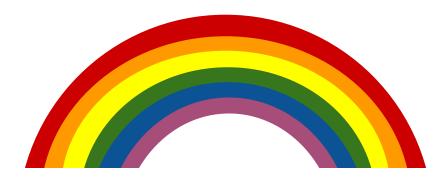












the design journal!

# what can we accomplish in one semester?

# scoping

# deliverables

#### deliverables

#### this semester:

a journal which reflects our insights on a **national level** yet is composed of **Rice projects** 

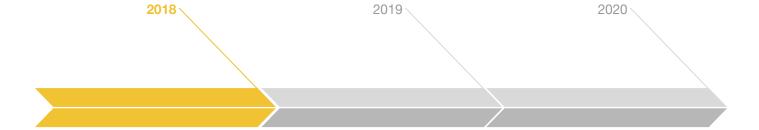
#### deliverables

#### this semester:

a journal which reflects our insights on a **national level** yet is composed of **Rice projects** 

#### in the future:

a journal which reflects our insights on a **national level** and is composed of **national projects** 



Have 100% of Spring 2018 Rice projects included in the design journal



Have 100% of Spring 2018 Rice projects included in the design journal Of interested studios, 50% representation in design journal



Have 100% of Spring 2018 Rice projects included in the design journal Of interested studios, 50% representation in design journal Of interested studios, 100% representation in design journal design goals

we want our design journal to...

- convey lessons learned during the design process
- make DFIAnguage accessible to the broader community

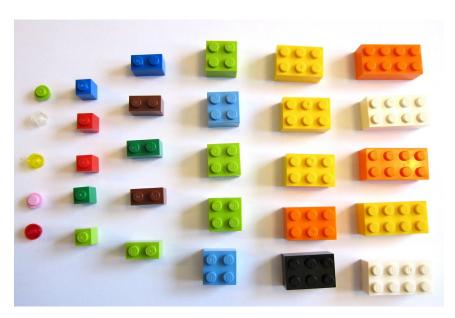
## **Narrow HCW:**

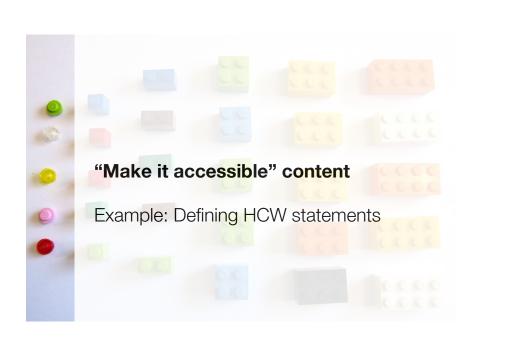
how can we teach a reader human-centered design after reading one issue of the journal?



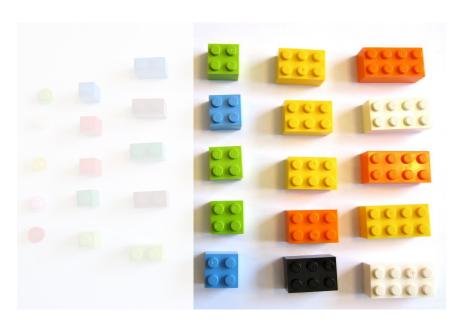
ideate

#### our content blocks:









#### "Spotlight" content

Example: Interview community partner

#### our content blocks:





build ¿

#### build!

next steps... next steps... next steps... next steps... next steps... next steps... next steps...

testing content blocks

building low-fidelity layouts

