



Design Studio

BANJO
ROBINSON

&



What is a Design Studio?

A formal method to

- ▶ Focus design around **specific problems**
- ▶ Rapidly generate **many design solutions**
- ▶ **Involve stakeholders** in the design process
- ▶ **Involve developers** in the design process



The Pattern of Activities

Diverge (Sketch)

Brainstorm several individual ideas in order to generate a wide set of concepts.

Present & Critique

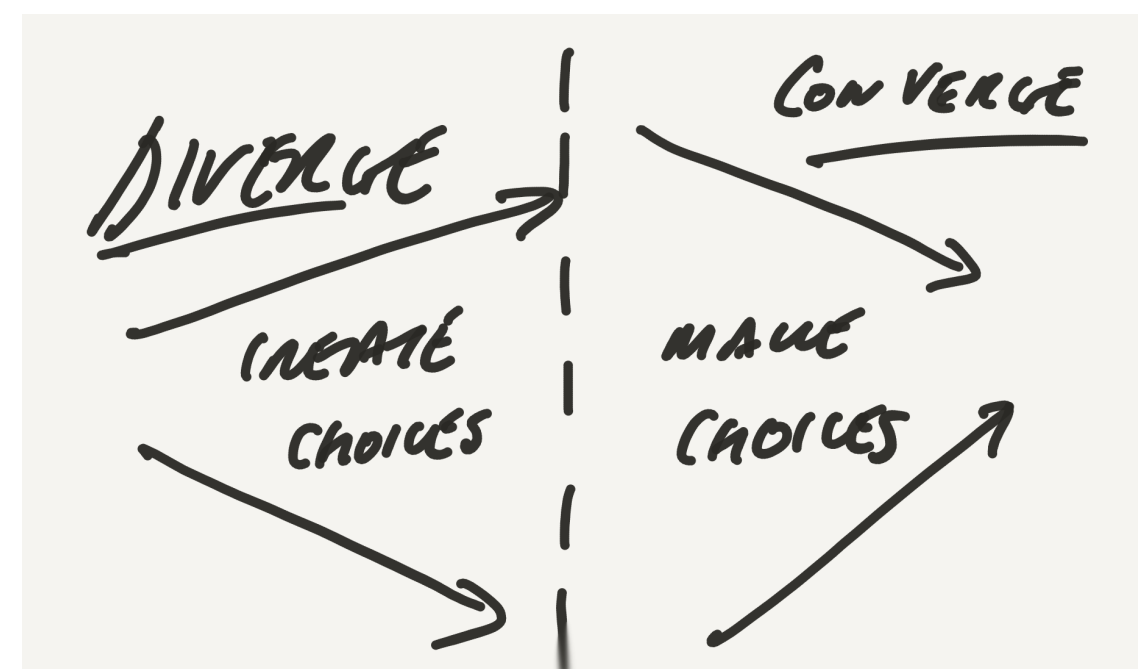
Present our ideas to each other and then have a chance to offer feedback and critique each other's ideas, identifying the strengths and weaknesses of those ideas.

Converge (Collaborate)

Together then we sketch a collaborative idea, making modifications or combining the strength of several ideas.

Prioritize

We identify common themes or elements and determine which ideas are highly valuable.



Benefits

- ▶ Fast
- ▶ Cost effective
- ▶ Helps visualise complex problems more easily
- ▶ Allows sharing of knowledge across various teams
- ▶ Helps getting an early commitment on design direction
- ▶ Can help overcome communication barriers



How do we do it?

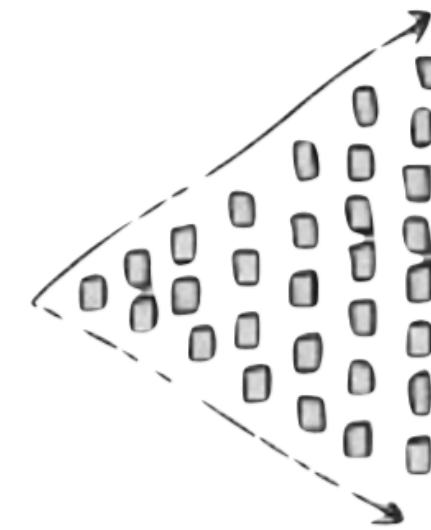
1. Determine Need



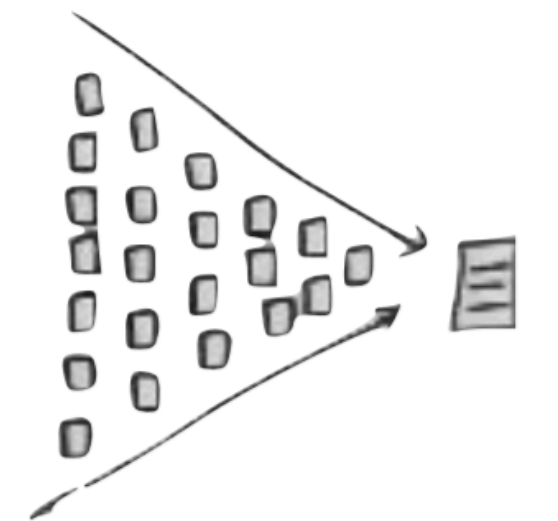
2. Define Design Problem



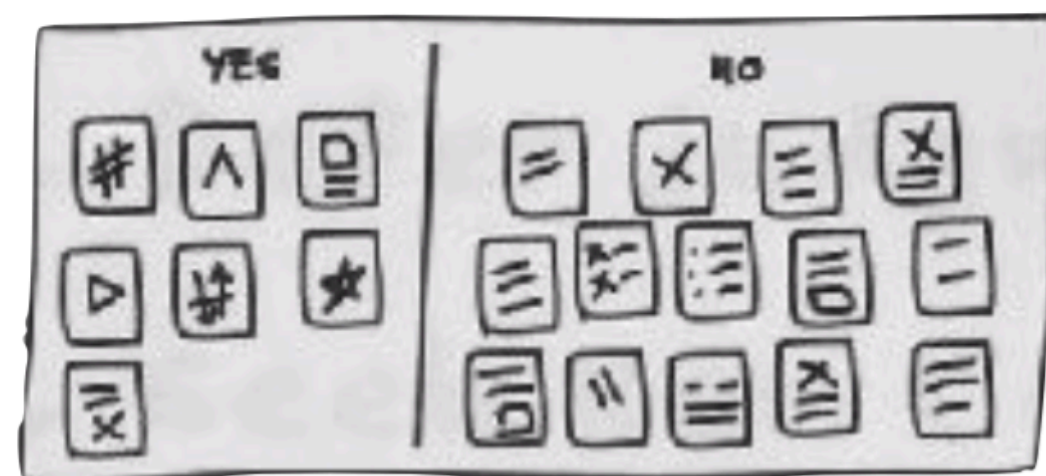
3. Generate Sketches



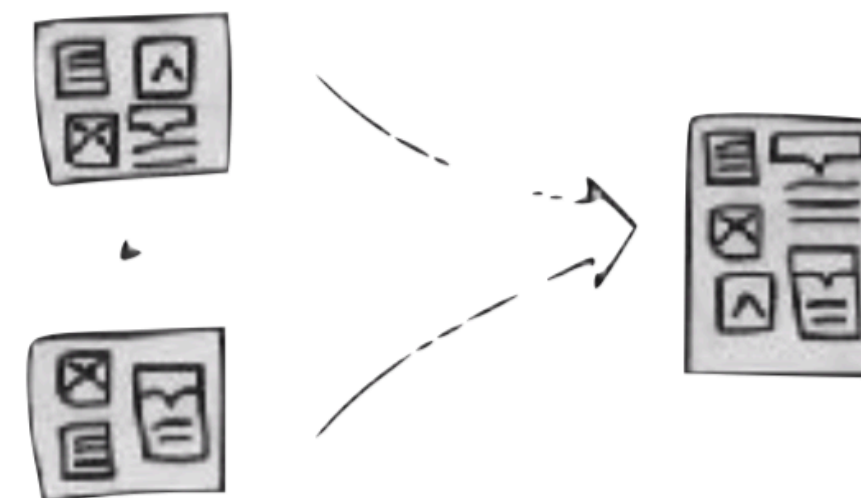
4. Evaluate Sketches



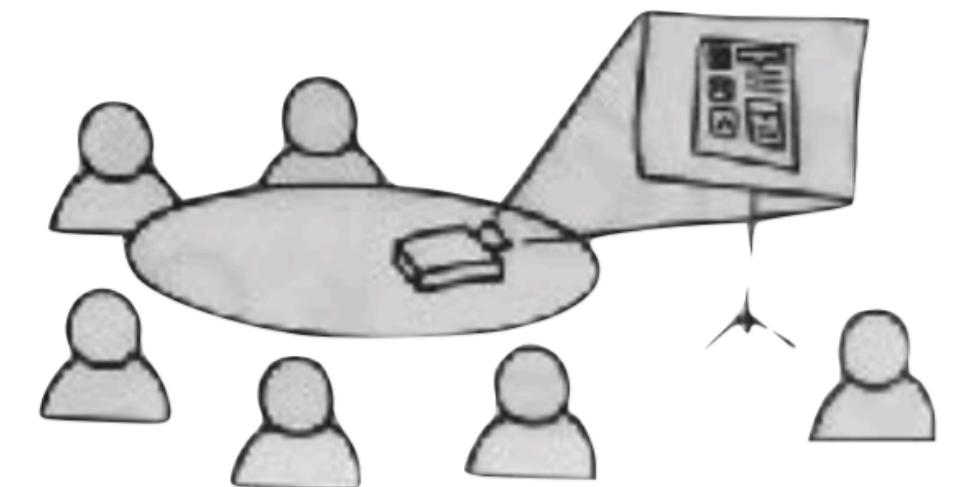
5. Vote



6. Mashup



7. Present Mockups



Agenda

1. Discuss the problem to solve (user's problem) - 5 mins
2. Sketch 6 solutions - 5 mins
3. Present and critique - 20 mins
4. Refine - 5 min
5. Create a final design - 25 mins



Define

- ▶ Discuss the problem to solve (5 mins)
- ▶ Sketch out a type of user to focus on
- ▶ Bring a prioritised set of scenarios or tasks to design for



Diverge

- ▶ Sketch 6 solutions
 - ▶ Create 6–8 concept sketches individually (5 mins)
 - ▶ Think about all the ways that a user can solve that problem.
 - ▶ It doesn't have to be within the framework of a digital design (yet!)
 - ▶ Think big, think wrong.



Critique

- ▶ Pitch your concepts to the team (2 mins)
 - ▶ Present 1–3 ways it solves the problem
 - ▶ Suggest 1–2 opportunities to improve the design
 - ▶ Does the design solve the problem?



Refine

- ▶ Refine your design (5 mins)
- ▶ Create one final version
- ▶ Steal from others



Converge

- ▶ Create final design (25 minutes)
 - ▶ Present final designs on table, walk around and silent view
 - ▶ Dot vote
 - ▶ Discuss the various designs
 - ▶ Collaboratively decide on the best solution or create a new one
 - ▶ If you can not make a decision or you are split – vote. Each person gets one vote.

