

Syllabus

Interaction Design

Course context and learning objectives

Designers are more and more requested as professionals within companies of different nature and even governments. Design thinking has become a buzz-word and many old-fashioned consultancies started including it in their offer. But why? In a world where everything is connected and continuously sensing, where computers are getting invisible, but everything is a computer, the design process helps shaping new, relevant experiences giving new answers to complex challenges, by simply putting the people back at the center. From the design of a product to the design of an experience or a system, the growing complexity designers deal with has raised the need to identify appropriate methods and tools. These tools are currently used by non-designers as well. In this course we will learn and apply the basic tools of human centered design and use them to shape a solid concept for a new, innovative service.

Course schedule

The course is made of the following 6 lessons:

1. Introduction to design thinking and user research.
2. How to build a research plan.
3. How to make sense of the research results (aka Synthesis frameworks):
personas, archetypes and user journeys.
4. How to ideate and define a solid concept.
5. How to model and prototype a concept.
6. How to present your ideas.

Practical Exercises

The class will be split into groups.

Each group will:

- run a small research with real users,
- synthesise the results into a concept,
- build a high level prototype of the concept
- present the concept to the class.

Evaluation

Each member of a group will be evaluated on the final presentation.