

CATAPULT DESIGN WORKSHOP SERIES

WORKSHOP

GIVE THE PEOPLE WHAT THEY WANT

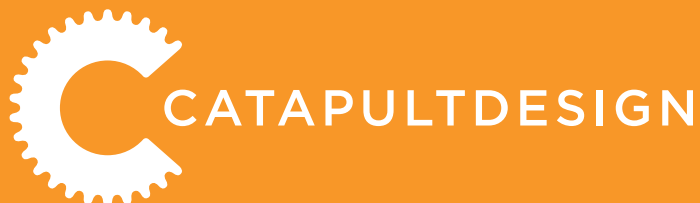
Participatory design encompasses a wide range of techniques and methods, some aiming to evoke research insight, some targeting actual design concepts, and others serving a more evaluative function. All share the core idea of involving end-users and other stakeholders directly in the design process.



AUTHOR Morgan is an anthropologist, sociologist, and cross-disciplinary problem solver working at the intersection between enterprise and social change. A Fulbright Scholar, he spent several years in Thailand and France studying language, absorbing culture, and teaching. At Tellme Networks Morgan facilitated strategy sessions and designed user experience for corporate clients. He is now a Strategist for Catapult Design, and instrumental in founding Catapult's development strategy at startup stage. Morgan has a BS in Cognitive Sciences from Stanford University.

The majority of our world's population lacks access to life's basic needs. We develop and implement human-centered products to help them thrive.

www.catapultdesign.org



GIVE THE PEOPLE WHAT THEY WANT

PARTICIPATORY DESIGN

More traditional, empathic design, uses the designer to channel the needs of the people who will use the product/service/etc. Participatory Design involves those people directly in the process, and can range from more extensive research to full stakeholder-driven design.

PARTICIPATORY DISCOVERY

“Participatory design in research,” or “participatory discovery,” focuses on having people express their latent desires and needs in a variety of ways.

Some techniques include:

- Drawing a current experience
- Designing an ideal product/experience (see activity)
- Building with legos, blocks, etc.
- Storyboarding a situation
- Making collages (usually involves having people bring in pictures or other elements that are meaningful to them in a given context)

Source: <http://www.boxesandarrows.com>

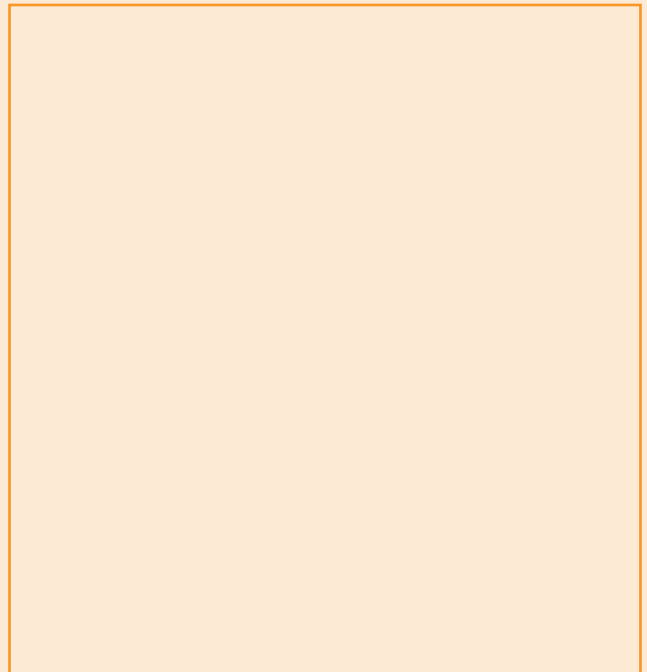
PARTICIPATORY DISCOVERY EXERCISE:

The brief: We’re looking into the experience of drinking hot beverages. There is no right or wrong answer for the following exercise

4min: Draw out your ideal product for drinking something hot. It doesn’t have to exist currently.

4min: Each participant discusses what he or she drew and why.

4 min: Each participant offers up thoughts on what meaning can be derived from one of the other participant’s sketches.



PROPOSAL

For your next design session, include two or three end-users as part of the process. Notice what changes about the dynamics of the team. Pay attention to how much effort is required to bring end-users up to speed, in which parts of the process participatory design is effective, and in which parts of the process it is less helpful. You may find it useful to construct guidelines or best practices for including end-users in brainstorming, synthesis, and prototyping based on your experience (if your organization doesn't have such guidelines already).

PARTICIPATORY DESIGN EVALUATION

Participatory Design in the prototyping and refinement phase involves end-users in evaluating and refining potential solutions. In general, this could be considered a variant of early-stage field-testing.

Make sure to take multiple prototypes to users in order to allow them to compare – may be reticent to criticize.

Common technique for this from software design: paper prototyping. Example: create multiple sticky-note screens and have people “use” the paper service.

Weblinks:

<http://designforservice.wordpress.com/2009/09/13/participatory-design>