

D3



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D3: Design By Games



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#1 software development is
not just about coding

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Can you imagine **Windows** without mouse?



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Our entire facility is digital. No paper, no film, no medical records. Nothing. And it's all integrated—from the lab to X-ray to records to physician order entry. Patients don't have to wait for anything. The information from the physician's office is in registration and vice versa. Physicians can walk around with a computer that's pre-programmed. They can review a chart from 100 miles away." —David Veillette, CEO, Indiana Heart Hospital (HealthLeaders/12.2002)



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Software Development to Solution Delivery



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#2 If you want to build a ship, better understand the sea first.



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Domain
Problem



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#3 There is no place
called 'unknown'



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Business Goal
ROI
Glimpse of what we are
going to build



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#4 Different Users need Different Tools



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Identify the users and their goals

Create tasks to make them achieve their goals

#5 It should work in the user context



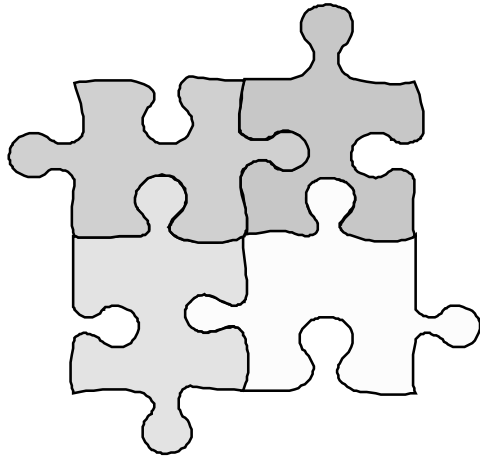
Gilbert



LOGIN USERNAME : PWD
SELL STOCK_SYMBOL

D3: Design By Games





Understand
Question
Design
Experience

#1: Meaning of Life



"We Die.

You will never hear these words spoken in a television ad. Yet this central fact of human existence colors our world and how we perceive ourselves within it. **'Life is too short,'** we say, and it is. **Too short for office politics, for busywork and pointless paper chases, for jumping through hoops and covering our asses, for trying to please, to not offend, for constantly struggling to achieve some ever-receding definition of success.** Too short as well for worrying whether we bought the right suit, the right breakfast cereal, the right laptop computer, the right brand of underarm deodorant.

Christopher Locke, "The Cluetrain Manifesto"

#1: Meaning of Life

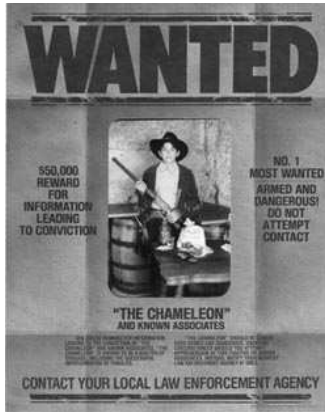
Is it worth doing?

What are we going to achieve?

How is it going to change the life of customer or user?



#2: Most Wanted



#2: Most Wanted



Customer

Name

What kind of business he is in?

How does he make money?

What's their IT budget?

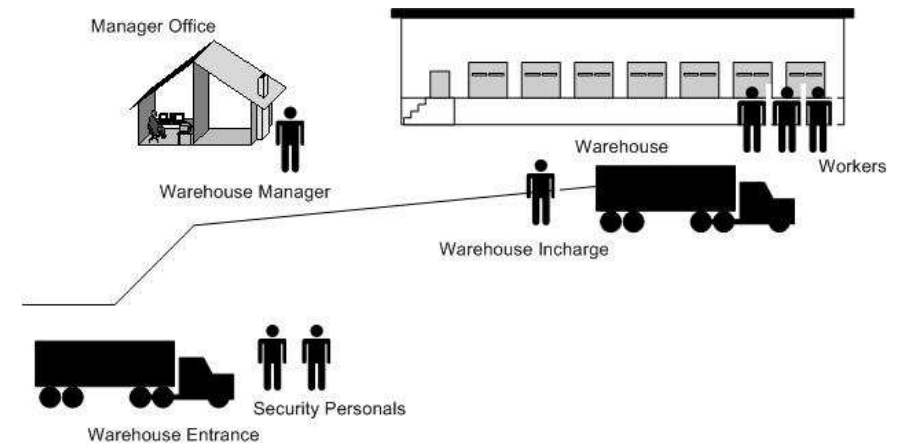
What's their need?

What could surprise him to look into our application?

#3: Domain Map

People
Places
Things
Action
Documents
Relationship

#3: Domain Map



#4: User Hunt

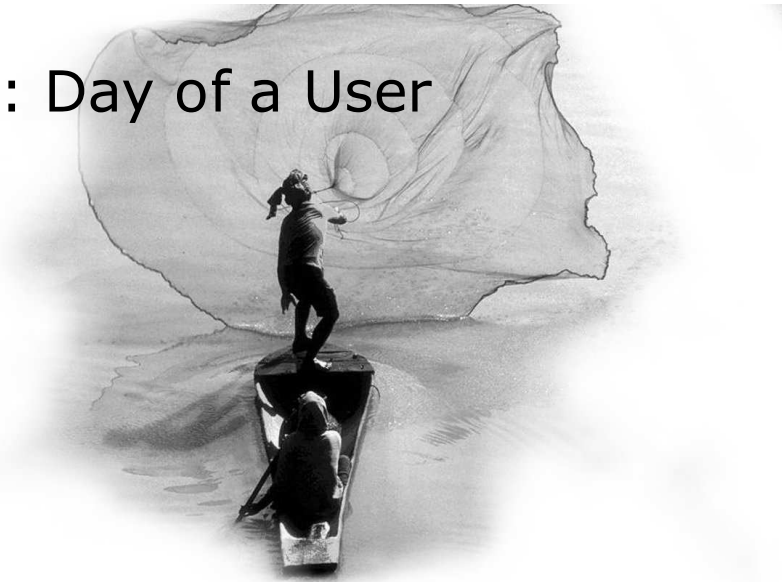


Shekar



Gilbert

#5: Day of a User



#5: Day of a User

- List of tasks
- Purpose of these tasks
- What context is it used?



Shekar



Gilbert



Shekar



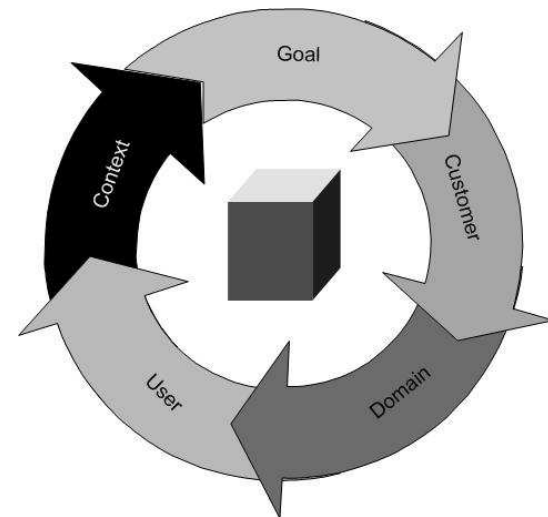
StocksDirect.com Agent



Gilbert



LOGIN USRNAME : PWD
SELL STOCK_SYMBOL



#6: Bruce Almighty



God is busy.
How can I help you?
-Sriram

#6: Bruce Almighty

Re-imagine the existing process

Identifying the tasks which can be automated.

Process Innovation

#7: Travel Agent



#7: Travel Agent

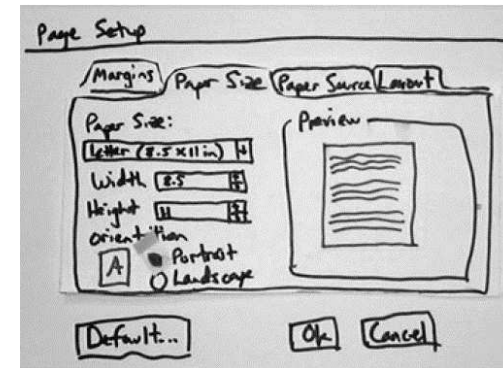
How and where the user will interact with the system?

How software should behave? (instead of what user should do)

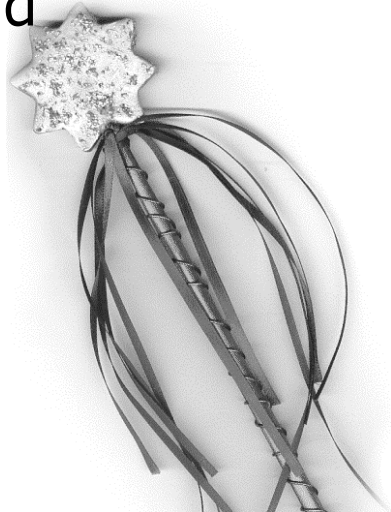
Innovation & Interaction



#8: Low Fidelity Prototypes



#9: Magic Wand



#9: Magic Wand

Google's Spell Check and Suggestion
IE's URL Auto Complete
Remembering username/password
Amazon's Recently visited products
Java Web Server's Connection Retry
Window's Auto Scroll



#10: Walking in the user shoe



“If the software were magic,
what would it do?”

www.DesignDrivenDevelopment.org