

About: IDEO Method Cards

The IDEO Method Cards were created in 2002 by IDEO, a 'global design consultancy', as a paper based "51-card deck to inspire design" ("Method Cards for IDEO"). In 2010, an iOS specific application was released based on the deck. While the design remained consistent with the original, IDEO incorporated useful functions that capitalized on the interactive qualities of a mobile based interface.

Design Problem

The design problem at hand is to take an existing, outdated product and, through a competitive analysis of the product and heuristic analysis, apply HCI principles along with user testing to create a fresher and more useful product available to a greater breadth of users. At its core, the IDEO method card principles remain the same. For example, one 'method' is "Flow Analysis" and, as do all cards, there is a respective "How?" and "Why?" as to applying the method to solve a design problem. The presentation layer of the principles and consideration of user interaction with the interface, however, will be re-written and prototyped. This is a design tool kit to be used with the one indispensable piece of equipment most adults carry with them at all times, their mobile and/or tablet devices.

Note: As the IDEO Method Cards are proprietary material, the prototype or apps created will need to remain private or attempt to seek permission of use from IDEO.

Users

Designers using the Method Cards may be in user research, experience design, usability engineering or the more traditional roles of web, print, and interface design. As designers we are often seeking inspiration and insight into design solutions. The cards have been used in the field and workplace to cultivate new approaches to design problems, supplying insight that leads to a solution.

Methods to Consider

Key to a successful execution of the product idea into a realized product will require iterative user testing, a simple visual and interactive design, as well as a reexamination of what users may find useful. For example, users may find voice memos/transcription a desirable accompaniment when creating card 'groups'. Initially, I would plan to recruit design related professionals and students to conduct user testing at least once in the design life-cycle. From an HCI perspective the project should apply core concepts of cognitive psychology/engineering and utilize common HCI models and theories. In general terms, it should allow users to "explore new approaches to problem-solving" ("Method Cards for IDEO").

Relationship to Product

As a UI designer by trade, my relationship to this type of application appeals to me from a design and development perspective. Additionally, I saw a need for expanding the existing product to a larger audience. My employer, CENTRI Technology, creates software for mobile systems but is not in the business of mobile app creation. As such, my experience in creating user interface layouts is a sound basis for the undertaking proposed but is not a work related project.

Citations

"METHOD CARDS FOR IDEO." Method Cards. IDEO, n.d. Web. 18 Jan. 2014.
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