



Executive Summary

The 'refresh' of the IDEO Method Cards qualified the supposition that the original Cards could be improved in a number of ways and extended to a larger digital audience. The design process used was a linear set of steps:

- **Investigate:** examine the current product IDEO Method Cards in both paper and digital format (currently only available for iOS based devices)
- **Ideate:** From a design and development perspective balance the factors involved in improving the interaction and visual design with the potential to expand the product to a greater audience
- **Prototype:** Design and develop a working mobile prototype that can be evaluated by users. The target platform was Android as an IDEO Method Cards product does not exist as of yet for this very large segment of the general population.
- **Evaluate:** The prototype was tested with 6 participants, 2 of whom had used the IDEO Method Cards previously and had extensive design backgrounds.

The findings documented in this report highlight a number of improvements that could further the product and achieve the goal of an improved design ('refresh') as well as extending the availability of said product to a far greater number of users.

Background

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The design problem at hand is to take an existing, outdated product and, through a competitive analysis of the product and heuristic analysis, apply HCI principles along with user testing to create a fresher and more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 and app created are private and not distributable.

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.

Approach to Testing

The approach chosen to gather user feedback on the IDEO Method Cards Refresh project was a standard usability test interview with recruits operating a functional mobile device prototype. Unique to this test was that 4 of the participants were in person interviews while 2 were remote. The 2 remote users were also the only participants who had previous experience with the existing IDEO Method Cards. Finding design oriented recruits with previous use of the cards was difficult.

Prior to this test of the functional prototype, a test of the existing IDEO Method Cards was run as an exercise to iteratively drive the design and prototype (“Informance”). 2 of the 6 participants participated in both the original survey as well as the final design survey (“Evaluation”). Of these 2, one had experience with the Method Cards while the other did not. In the chart below those users with previous experience with the Cards are marked as “Y”, those without as “N”. The most significant feedback was derived from those users with previous experience with the Cards, highlighted in green. This is not surprising given the explicit utility and implied familiarity of design processes as directed to the target audience. Despite the existence of 18 or more design related card sets (Wölfel & Merritt, 2013), the Cards are not geared towards a general population.

	Participant							
	#1	#2	#3	#4	#5	#6	#7	#8
Informance	Y	Y	Y					
Evaluation			Y	Y	N	N	N	N

The **in person** set-up included the following devices and methods to collect data as the participants worked through the tasks:

- An Android based mobile phone with the app installed, “IDEO Method Cards”.
- A recorder to gather the participant’s feedback as they were working through tasks. The respondents were encouraged to ‘think aloud’ as they worked.
- A computer with the survey data served by the website typeform.com
- The facilitator read the tasks to the participants and subsequently typed their answers into the survey form
- The participant followed the facilitator’s task exercises and spoke aloud their thoughts

The **remote** set-up included the following devices and methods to collect data as the participants worked through the tasks:

- A link with explicit instructions for user set-up, <http://jhilwig.com/ISU/survey.html>
- OPTION 1: A link to the Android based app, “IDEO Method Cards” or
- OPTION 2: A website link to the HTML representation of the Android App.
- A website link (<http://vocaroo.com>) to allow users to record feedback as they were working through tasks or a request for the participant to use a familiar recording method. The respondents were encouraged to ‘think aloud’ as they worked.
- A computer with the survey data served by the website typeform.com
- The participant read the tasks to and spoke aloud their thoughts while simultaneously typing their answers.

- A website to capture user analytics, clicks etc.. was used, <http://www.ghostrec.com/>

Approach Outcome

In person testing was very successful while remote testing had a number of shortcomings. Arranging to call the participant on the phone and 'guide' them through the set-up could have prevented the majority of these shortcomings. One of the two remote users did not type their responses into the form and this is likely from the perception that since they were speaking they need not duplicate their audible thoughts to text. Transcribing all the participant audio obviated this fault. More distressing was the poor functionality of the website used to capture the user clicks and interaction, <http://www.ghostrec.com/>. While the focus of the study is on more qualitative aspects and not exacting factors such as time on task or time to target, the recordings are not able to lend any significant data to the findings due to the poor and unpredictable quality.

Participant Profiles

In order to conduct usability testing, participants were required to meet certain general criteria. For this purpose a participant screener was created with requirements that a participant must own a mobile device and should be at least 18 years of age. Secondly, they should have more than 30 mobile apps on their mobile device and have an interest in design of any field OR have used some form of the IDEO Method Cards in the past. Participant must not be an employee of a competitor of IDEO*.

*** Note: One participant reported in the interview of being a *future* employee of IDEO however which was not caught in the screener.**

Also, participants must not be employed in usability or User research fields.

In general, usability testing with 6 participants was targeted, all with an expressed interest in, or formal study with, design related fields. Half of the users reported Android OS as their primary mobile environment while the others reported iOS. The participants ranged in age from 8-45 and was comprised of 84% female users.

Usability testing was conducted with 6 participants. Given below are their pseudonym and profiles:

1. **Karl**- Male, 40 years old, with no formal design background. Employed as a social worker at a hospital.

The Ethics of Testing Children

As one of our participants was a minor, aged 8, we felt we should quantify the special attention given to the respondent to ensure ethical treatment of the cognitive disparity between child and adult subjects.

Children need special consideration when recruiting and subjection to usability tests. As can be seen in the copy of the Questionnaire in this report, the END USER AGREEMENT is the first item presented. The participant must read through and agree to this statement before beginning. Additionally, points were verbally emphasized with the participant by the moderator as to what personal information will be used in the report. The moderator noted that the following would be used:

- First name
- Profession
- Approx age
- Direct quotes in text, not audio, format

And the following personal identifiers would **NOT** be included in the report:

- email address
- last name
- place of business
- video or audio recordings

A child not of teenage years likely has little notion of the degree of privacy loss when posting or agreeing to such identifiers as, for example, a last name or email address.

The key factors to stress with a child, including special considerations should entail:

- informed consent from a parent, guardian, or teacher and the consideration of the parent, guardian, or teacher being present during testing
- stressing to the child that it is the application or system that is being tested and not their abilities. They should understand that there is no right or wrong answer. This is a difficult concept for them to understand.
- "After testing, reward children by commenting on how helpful they were. Explain to them that all of their hard work helped you to see exactly which things need to be fixed." (Hanna, Ridsen, & Alexander, 1997)

2. **Sally***- Female, 8 years old, with not formal design background.
* **Note: See callout “The Ethics of Testing Children”**
3. **Annie**- Female, approx. 45 years old with no formal design background. Employed as a senior program manager at a software company.
4. **Layla**- Female, approx. 30 years old with some formal design skills. Employed as an Executive Assistant at a software company.
5. **Kendra**- Female, approx. 25 years old with extensive formal design skills including a Masters Degree. Previous user of the IDEO Method Cards.
6. **Shelly**- Female, approx. 23 years old with extensive formal design skills including a Masters Degree. Previous user of the IDEO Method Cards. Future IDEO employee.

Using participants who are outside of the target demographic can serve a number of purposes. Chief among those is to evaluate the simplicity, or lack of, in regards to operating a system or navigating an interface. This is why the expression “so easy my grandmother can figure it out” is used to describe a simple (usually desirable) product. Demographics of those whose cognitive and ergonomic faculties are either emergent or diminished can be good indicators as to the ease or difficulty of a task. However, special considerations and accommodations need be made to ensure participants comfort, privacy assurance, and accurate feedback.

Tasks

Card Tasks

1. Launch the app entitled “IDEO Method Cards” and pause on the home screen.
 - a. *While on the home screen, what do you think you can do with this app?*
 - b. *Who makes this app?*
 - c. *What does wildcard do?*
2. Choose Cards
 - a. *What are the four categories of Cards?*
 - b. *What color is the Try category?*
 - c. *What do you think the white icons represents?*
 - d. *At the bottom of the screen, there is a ‘tab’ entitled Groups. What do you think will be on that screen if you were to press that?*
3. Next, go to a view in the app that will show a list of all the cards and pause on the screen.
 - a. *Approximately how many cards are in the app, estimate but do not count*
 - b. *What color is the list item “Social Network Mapping”.*
 - c. *Do you remember the category or type of card “Social Network Mapping” is?*
4. Next, click Social Network Mapping.
 - a. *How did IDEO use this card?*
 - b. *In what way would you use this card?*
 - c. *What would be the benefit of using this card?*
5. Return to the screen that showed the cards in a list view.
6. Return to the screen that showed the cards in a grid.
7. Find a view that would allow you to read the cards as if they were actual paper laid out in front of you.
8. Read the last card in the Ask category.
9. Exit the app.

Group Tasks

1. Launch the app entitled “IDEO Method Cards” and pause on the home screen.
2. Go to the Groups section.
 - a. *How many cards are in the “Old stuff I’ve used” category*
 - b. *Delete a group.*
 - c. *Create a new group.*
3. Go back to the Cards view by pressing the Cards tab at the bottom of the screen.
 - a. *Click on any card to show the big card view (a single card)*
 - b. *How would you add this card to an existing group. Note: there is no method to do this as of yet, but what would be a good way(s).*
 - c. *How would you add this card to a new group that does not yet exist?*
4. Exit the app

Setting Tasks

1. Launch the app entitled “IDEO Method Cards” and pause on the home screen.
2. From the home screen, choose either Cards or Groups
3. You are interested in reading a bit more about how these cards were made as well as the company who made them. Can you find a spot in the app to accomplish this?
4. Change the apps colors to “Neon” and return to the Card or Groups page you were on.
5. Exit the app

Questionnaire

See Appendix, Questionnaire

Testing Environment

Configuration A

Testing was done in 3 different environments. 2 of the participants participated in the study from their home environment and the configuration was as in Figure 1. 2 of the participants participated in the study from an office (place of business) environment and the configuration was as in Figure 1.

Configuration B

Lastly, the remaining 2 participants completed the tasks remotely in their home environment and the prescribed configuration was as in Figure 2

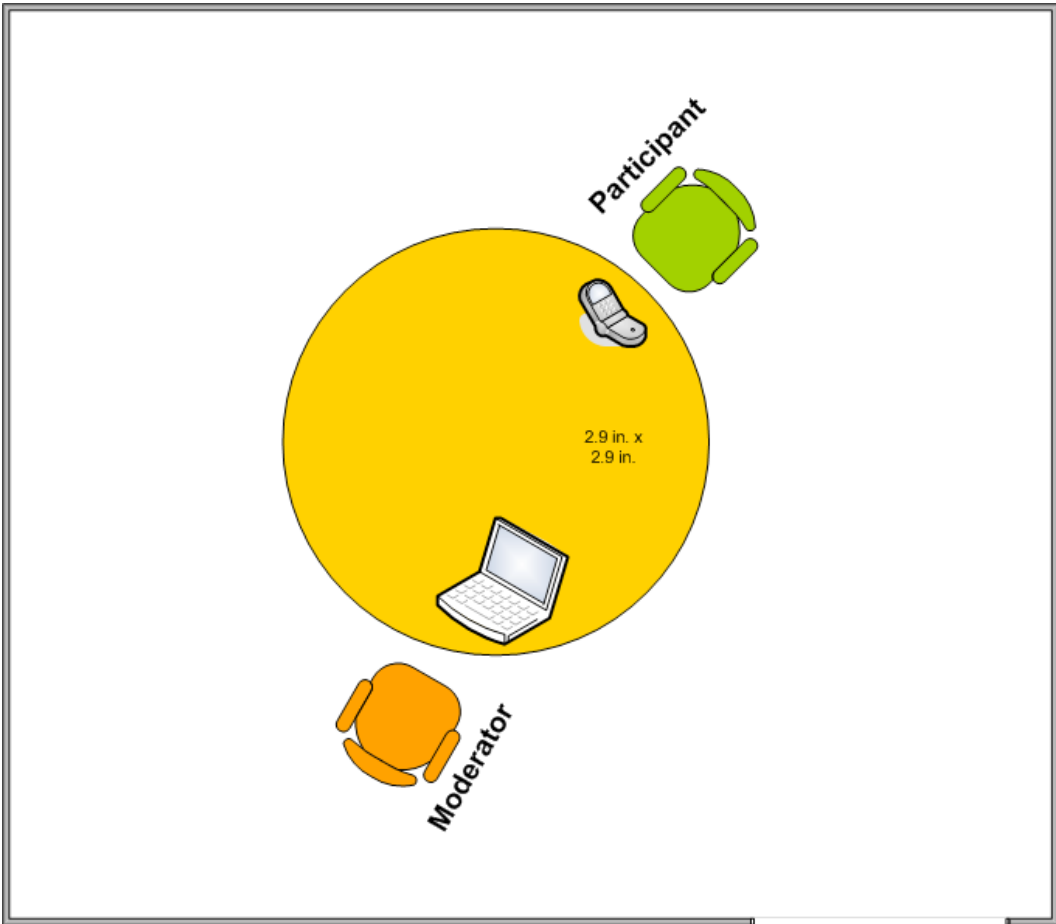


Figure 1: test environment, moderator/participant

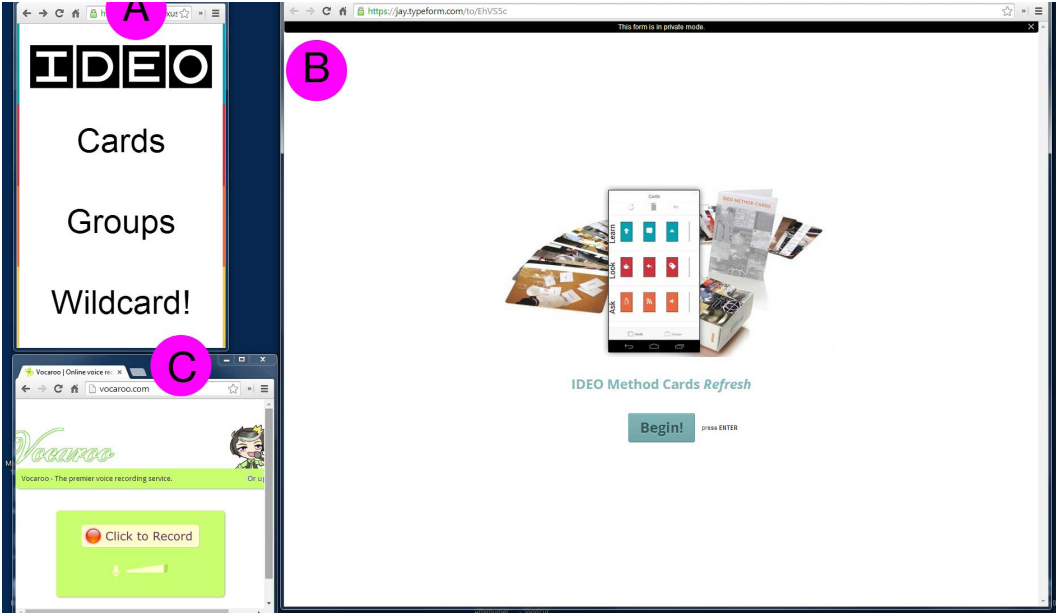


Figure 2: remote test environment
 Browser window configuration (3 total)
 A- prototype, B- survey, C-audio recording

Approach, Conclusion

Remote testing was a challenge and not entirely successful. My instruction set/form was very explicit, simple, and terse. The desire was to balance a set of simple instructions with making the directives very explicit. Knowing that users don't read (Nielsen, 1997) the creation of a longer and even more laborious set of explicit instruction would likely 'lose' some of the participants or create more confusion. Additionally, my belief is that the one remote participant who did not type their answers was using previous experience of possibly running a user test wherein the audio recording is the chief or only input source. As such, they did not think to type their answers. The questionnaire should also have been customized to the participant as in-situ or remote, wherein the recruit was running the prototype as a simulation through a web browser. Conventions in the questionnaire were specific to the mobile prototype (e.g. exit the app which was not possible through a browser interface).

Only two candidates were involved with both the initial ("Informance") deck feedback loop and the prototype, Karl and Shelly. Despite the lack of repeat candidates, we should have had a set of post test questions exclusively for these two candidates to directly compare what were considered limitations of the original deck directly to the refresh.

Results

Task Analysis

CARDS SECTION

Task 1: Launch the app entitled "IDEO Method Cards" and pause on the home screen. While on the home screen, what do you think you can do with this app?

This task posed no problems for users although one user commented "Assuming I can select any of the categories...", a slight implication that the text selections are not actionable.

Task 2: Who makes this app?

Quite clear with one respondent commenting "as the logo is on the top of the page". As this application serves as both a design utility as well as a referent of the brand, the IDEO acknowledgment need be clear.

Task 3: What does wildcard do?

Quite clear with the notion of a random card being displayed on press. The 8 year old, Sally, noted it could be "a little bit cool and very dangerous".

Task 4: Choose the "Cards" tab

What are the four categories of Cards?

This task posed no problems but two respondents commented on the scrolling as the user interface layout dictates both horizontal and vertical scrolling in a single user view.

"The horizontal and vertical scrolling is an awkward affordance when I'm trying to scroll horizontal and it scrolls vertically instead."

Task 5: What color is the Try category?

100% success rate. This was a task meant to gauge users ability to reveal content below the 'fold', that content which did not entirely fit on the visible user view.

Task 6: What do you think the white icons represent?

The responses here were varied but perhaps the most informative feedback was from the expert user, Shelly, and the child, Sally. Sally stated "Because if you look at the card they will provide information about the card." The goal was to present an iconographic symbol with semantic significance related to the method, that it would presuppose the text based description of the method. While Shelly noted "The icons are inconsistent and too abstract. They are mostly useless because they don't communicate anything."

Task 7: At the bottom of the screen, there is a ‘tab’ entitled Groups. What do you think will be on that screen if you were to press that?

The results here were divided with some respondents stating they would be presented with groups of cards (randomly) while others felt they would get the categories of cards (Look, Learn, Ask, Try) in an ordered group view. Of note is that participants reporting previous experience with the IDEO Cards described functions inconsistent with the functionality of ‘Groups’ in the original, IDEO, deck of cards.

Task 8: Approximately how many cards are in the app, just a quick estimate.

The average response from the 6 participants was 36, while the true deck has 50. One respondent, Kendra, responded “7 or 8” which signifies either an error in the test sequence or view. The goal of this task was to see if users understood they could scroll the list view and understand the breadth of methods available.

Task 9: What color is the list item “Social Network Mapping”?

This task was successful as a way finding exercise and should re-enforce the importance of alphabetical targeting in long list discovery.

Task 10: Do you remember the category or type of card “Social Network Mapping” is?

Only 1 participant was able to recollect the category.

Task 11: How did IDEO use the Social Network Mapping card?

Only two respondents, Karl & Shelly, was able to discern the pattern of the text description of the IDEO Method Card, as below.

HOW: the way to apply this method

WHY: the reason to use this method

Non marked footnote: smaller type to give the user background as to how IDEO used the method

Task 12: In what way would you use the Social Network Mapping card?

All respondents, except for Layla, understood that this card was promoting a sense of mapping amongst social groups or relationships. Kendra noted an example wherein the card could “identify specific groups or perhaps clubs in a high school” as a basis for ethnographic study.

Task 13: What would be the benefit of using the Social Network Mapping card?

All respondents had a good sense of how this may personally benefit them except the child, Sally. Karl, in particular, summed it up nicely with “To understand how people work together as a group, socially or professionally.”

Return to the screen that showed the cards in a list view. Return to the screen that showed the cards in a grid. Find a view that would allow you to read the cards as if they were actual paper laid out in front of you.

Task 14: What is the last card in the Ask category?

This task was meant to gauge whether the top bar navigational icons were clear and if so, that the respondent realized that macro view allowed scrolling through an entire category. Time on task here varied. Approximately one third of respondents found the view, selected the red “Ask” category card, and scrolled to the end with no hesitation or puzzlement. Another third, struggled with attaching the iconographical meaning of “cards laid out in front of you” with the middle most icon in the top navigation bar. Once the view was chosen, however, they were able to complete the task in an acceptable time frame. The last third of respondents, two users, either had technical difficulties or were unsuccessful in finding the correct view in an acceptable amount of time and we consider this a 33% failure rate for this task.

GROUPS SECTION

Go to the Groups section

Task 15: How many cards are in the “Old stuff I’ve used” category?

This was simple task and all respondents understood how the Group titles were placed as well as the cards belonging to the group.

Task 16: Delete a group. Briefly explain how you accomplished this...Note: there is no method to do this as of yet, but what would be a good way(s).

4 of the 6 respondents found and identified the trash icon on the group title row as the signifier of a delete action (e.g. "Press the garbage can"). One user went initially to the three dots icon in the upper right of the screen, pressed it, noted that the resultant menu contained no delete based entry, and then noted the trash can icon on the groups. She noted, "I didn't see the trash can." Additionally, our expert user, Shelly suggested making the icon larger for users. Kendra stated "I don't know why I would want to delete the card.." suggesting that the distinction between a single card and the groups are not distinct enough.

Task 17: Create a group. Briefly explain how you accomplished this...Note: there is no method to do this as of yet, but what would be a good way(s).

All users except for the child understood that clicking the plus icon in the upper left of the screen would create a group while on the groups page. Sally said that she would go to the 'ABC' icon (upper tab navigation) and try typing there. Shelly noted that is the application uses a plus symbol metaphor for 'create', we should consider a minus symbol for delete (not a trash can).

Task 18: Go back to the Cards view by pressing the Cards tab at the bottom of the screen. Click on any card to show the big card view (a single card).

How would you add this card to an existing group. Note: there is no method to do this as of yet, but what would be a good way(s).

Most users responded with a request for the plus icon as they used in the task to create a Group. This seems like the most logical and consistent action. Shelly also described a gesture that could be incorporated wherein a user presses and holds on a card and a contextual menu is displayed with the Add actions.

Task 19: How would you add this card to a new group that does not yet exist?

This task sought to quantify a logical method for the Add action when no group creates and whether the participants would respond with a request to collocate the new group action with the existing group names or not. The majority of respondents confirmed that the New Group action requires proximity to the existing groups names, if any. Another user double-tapped and responded that is was more of an exploratory gesture than a belief that the action would result in a new group dialog or menu.

SETTINGS SECTION

Task 20: You are interested in reading a bit more about how these cards were made as well as the company who made them. Can you find a spot in the app to accomplish this?

4 of 6 recruits were successful in completing this task within an expected amount of time. 1 participant navigated through the cards looking to see if a particular card contained information about the company. She eventually discovered the three dots icon in the upper right and was successful, but not within an expected time span. One respondent noted that "there's no real indicator what may be in the three dots." 1 participant, Sally, was unsuccessful in locating.

Task 21: Change the apps colors to "Neon" and return to the Card or Groups page you were on.

Participants did not have difficulty with this task, except for the child who could not locate the Settings menu. Those who switched colors were pleased with the action. The average response to the statement "*Finding the themes was easy*" was 4.17 stars out of 5 as agreeing to it's ease.

POST TASK QUESTIONNAIRE

A. How important is personalization to you in mobile apps, 5 being very important (being able to change colors or add an avatar, for instance)?

The average rating was 2.83/5 of 5 stars which would may collaborate Nielsen's sentiment that when it comes to interface personalization, "many users don't avail themselves of customization feature" (Nielsen, 2009). Considering the Cards Refresh project, however, with their heavy emphasis on solid color and design, revisiting personalization in the future would be advised.

B. Finding the Card text categories (Learn, Look, Ask Try) was easy.

The vertical, 90 degree oriented text on the Cards home screen was easy for all respondent to find with a rating of 4.67/5

C. Finding the Themes was easy.

Likewise, finding and changing the theme was successful with the average rating of 4.17/5. After the users had discovered the three dots (Settings menu), this task was understandably easy.

D. I found the visual design of the cards appealing.

Users for the most part found the visual design pleasing, rating it an average of 4.0/5 stars. Some commented on the positive aspects of the interface being “simple and minimalistic”. However, our expert user Sally, had some valuable input that will be incorporated in to our Evaluation section.

E. I found the navigation within the app easy to understand.

In general, this rated similar to the responses regarding visual design. Their average rating was 3.67/5 agreeing with more stars if they found navigation easy. It should be noted that our youngest respondent, Sally, reported navigation as difficult and only assigning 1 star to the statement.

Task Evaluation

The following table examines the task groups that correspond to the three dominant bodies or sections of the app: Cards, Groups, and Settings

Task 'Group'	Rating	Fix(es)
Cards	●	The Cards section suffered from a number of confusing elements that led to discoverability, findability, and comprehension faults that should be addressed
Groups	●	The main focus should be on evaluating the iconography and consistent metaphors for adding a single cards as well as adding a new group.
Settings	●	Slight consideration should be given for the icon used to disclose the Settings menu.

- – major problem, requires fix
- – minor problem, may require fix or adjustment
- – no/little problem, no fix or cosmetic

Cards-recommendations

PROBLEM: Iconography needs to be significant and meaningful. As the participants worked through the tasks they noticed (eventually) the correlation between the IDEO method and the iconography. For instance, the Fly on the Wall method is represented by a ‘bug’ icon. Our expert users, those with extensive design training, raised numerous red flags around the use of generalized iconography, how icons that do not immediately convey exacting meaning can lead to confused users and disastrous results.

FIX: The icons used were a byproduct of the front end framework used, ionic. The icons themselves can be seen at <http://ionicons.com/>. While the designer of the project did view each topic singularly and evaluate against the icon set, many concepts are too complex and require a custom icon.

FIX2: Resort to more photographic imagery. The expert user Kendra noted that “Were they (the icons) be more effective photographs? Maybe or maybe not.” Due to the diminished ability of photographic imagery to scale as do fonts and vector data, it is advised to balance the portability and time required for development of the app with subjectively more appealing photographic imagery.

PROBLEM: Simultaneous horizontal and Vertical scrolling. It was observed during the in person interviewing and expressed by the remote participants that the scrolling of cards view was initially confusing and/or difficult.

FIX: reserve more vertical space on the right hand side of the interface for the scrollable touch surface. Consider adding a faux vertical scrollbar to emphasize the scrolling nature, although no participant had trouble finding the Try category which is initially out of the visible viewport region.

PROBLEM: Text based content related to the method is not entirely meaningful or clear to participants. The core focus of the cards is for users to pick a method see HOW it is used, WHY it would be used and how IDEO used it in a real world example. Very few users, even those 2 participants who had previous experience with the Cards, were confident when asked, in non-obvious language, how or why they would use the cards or the example IDEO used them in.

FIX: Spell out the directives more fully.

HOW to use: instead of How:

WHY would you use: instead of Why:

IDEO example: instead of just a footnote with implied understanding of IDEO history with the method

PROBLEM: Top Tab navigation, icons are not entirely clear.

FIX: Consider reevaluating the design of the icon to its attached view. Macro View 1 and Macro View 3 icons seems somewhat successful in a user understanding what would be presented upon clicking on the icon control. Macro View 2 icon, however, caused some confusion and should be re-designed.

Groups-recommendations

PROBLEM: The interface does not present an entirely clear way for the user to either add or delete a group. 5 of the 6 participants understood quickly and accurately that the plus icon would create group. However, the trash can icon was too small and is potentially inconsistent with often bundles actions of create and destroy.

FIX: Consider a different treatment of the plus icon so that it does not fade into the interface as much as it does in the prototype.

FIX2: Consider using a minus sign for delete, This is a dominant iconographical metaphor on iOS platform but less so on Android.

PROBLEM: Adding a single card to a new or existing group not entirely understood or discoverable by the users.

FIX: This functionality was not built out save for the control being visible in the interface as a non actionable element. As with the recommendation of making the plus icon stand out more in the create groups action, so too consider that consistency for adding a card to a group.

FIX2: Add a gesture that may be discovered by users. Shelly noted the app Pinterest using a press-long hold gesture action to add to your Pinterest page. Additionally, this gesture could spawn a contextual menu with the functions "Add to an <existing> group" or "Add to a New group".

Settings-recommendations

PROBLEM: The icon representing the various settings in the app are not entirely clear nor findable.

FIX: consider additional cross platform iconic metaphors for settings (e.g. a gear icon instead of three dots).

FIX2: Consider a draggable side menu, 'slider', that is gaining popularity as a discoverable cross platform UI component

The following table examines the individual tasks within the app.

Task	Rating	Fix(es)
#1	●	
#2	●	
#3	●	
#4	●	Consider refining the simultaneous horizontal and vertical scrolling so users are able to more easily scroll side to side and up and down.
#5	●	
#6	●	Iconography should be reviewed or created anew to avoid confusion with their meaning and relationship to the Methods.
#7	●	The concept of Groups is not fully understood by participants. This may be more of a discovery issue. Consider adding a Sample (fake) Group and some tutorial like text to indicate to the user the intent of Groups.
#8	●	
#9	●	
#10	●	While respondents were not able to remember the category of a particular Card (“Social Network Mapping”), more than adding an indicator of the Category to the list view, possibly consider removing the Categories altogether. Participants do not find high value in the Categories: Learn, Look, Ask, try.
#11	●	As noted in the Cards section feedback previously, revise how the content of the Method is presented.
#12	●	
#13	●	
#14	●	As noted in the Cards section feedback previously, re-consider the top three taps navigation icons or interaction. For instance, perhaps one could navigate the 3 macro views with a slider control, zooming in and out to expose more or less of the breadth of the Card deck.
#15	●	
#16	●	Reconsider the icon for Delete action.
#17	●	Possibly revise the + (Create) icon to allow for easier targeting/visibility.
#18	●	
#19	●	
#20	●	Reconsider the icon use for the ‘Settings’ menu
#21	●	

- – major problem, requires fix
- – minor problem, may require fix or adjustment
- – no/little problem, no fix or cosmetic

Post Task Evaluation

Feedback was gathered on a number of factors while the users works through the tasks as well as direct questioning following the completion of the task set.

Personalization: Majority of users responded that being able to personalize their mobile apps was a low priority. This would include such functions as adding your picture or avatar to your personal profile, changing colors , fonts, etc.. of the app itself. Oftentimes, personalization gives the user a greater sense of ownership and, more importantly, sense of being in control of the system or interface. The IDEO Method Cards are a highly oriented Design based tool targeted at a specific design based audience. When viewing single card, the great swatches of color are visually powerful against the minimal white interface. While this function may or may not be used by the end users often, there is not ample evidence to eliminate this feature from the app. As once respondent noted however when comparing the icon based imagery with the original photographic based imagery, “Were they (icons) be more effective photographs? Maybe or maybe not.” Shelly noted that she would like to see more (presumably) photographic images that would convey HOW to use the method. The photographs in the original IDEO deck were commented on in the previous survey as “Some of the pictures are more appealing. Like, some of them, I don’t want to click on. They don’t look very interesting...”

Recommend: Reconsider the iconography throughout as noted elsewhere in this report. Reconsider photographic imagery directly showing human subjects demonstrating the method.

Wayfinding: In general the apps functions were mostly discoverable and intuitive to the 6 respondents. Recommend: This report lists several findings on the apps iconography that should be reviewed.

Recommend: Research additional gesture based interactions to enforce visible action controls. As an example, the user could add Card to a group by clicking the plus icon or they could double tap the card. Discoverable and easily learned simple gestures are appreciated by intermediate and expert level users. As Apple notes in the HIG, be wary of custom gestures that are not understood within the mobile OS and avoid relying on gestures as the sole interaction method (“*Os x human interface guideline*”).

Visual Design: In general the simple and minimal design was met with positive affirmations. However, it is significant to consider the recent and exhaustive paper by Wölfel & Merritt as to the ‘landscape’ of Design Card products. Their research looked at the entirety of card-based design tools (18 + in total) and made recommendations on improvements in an effort to elevate the various Card based system from novelty or branding gimmick to a more helpful or inspirational state (Wölfel & Merritt, 2013).

Recommend: One of the expert users had some design feedback that should be considered.

- Work on the typography throughout the app. Font-size, line-height or leading, kerning could all be improved. From a development perspective, the app utilizes the system fonts inherent within the core OS itself. As such, some of the typographical control is surrendered to the rendering engine and typeface qualities of the system OS. There is potential exploration for using a customized typeface within the app.
- Padding: Some of the type, icons, and other elements are not centered correctly in their parent element. Due to the nature of the development, this aspect of the UI would need to be considered from a device form factor perspective, (e.g. iPad vs iPhone vs Android specific rendering).
- Cards, Macro Tab Views. The respondent noted the 1st view as somewhat meaningless given the lack of meaning of the iconography and lack of any additional orthographic cues. Consider switching Macro View 2 as the default view and the list item view as the second, Macro View 2.
- Consider more textual applications to the Cards
- Consider more natural, audible events to accompany interaction

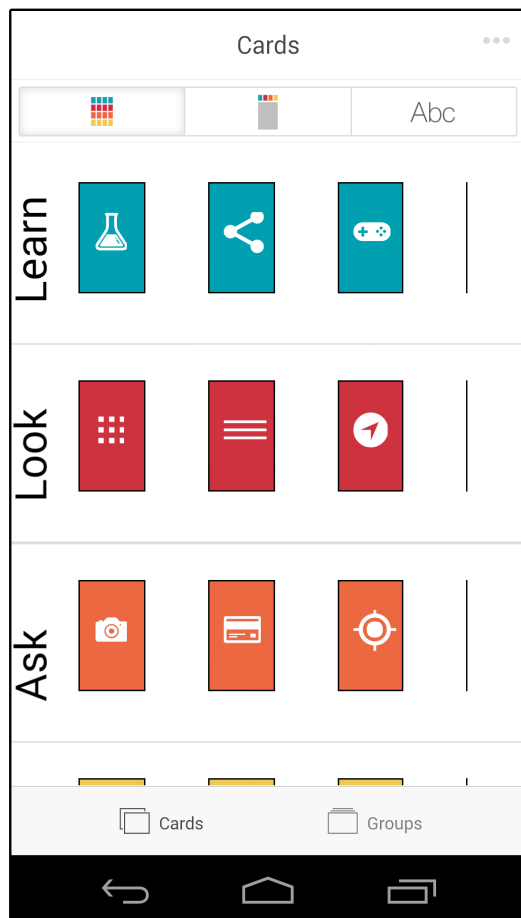
Interaction Design

All adult users commented that navigation and interaction, save for the simultaneous horizontal and vertical scrolling on the default Cards view, was adequate. One user commented that they would think they could “drag a card to a group”. This would need additional research and prototyping to see if this type of interaction is feasible and intuitive. An expert user, additionally, commented they thought “Be(ing) able to tag what a Method is good for (like the ability to add transcription” would be beneficial. As part of the wire framing aspect of the project, we did add in methods for both text and audio based meta-data tagging on individual or group Cards. This should be noted and classified as a New Feature Request/Improvement.

Mock ups of DRAFT revisions

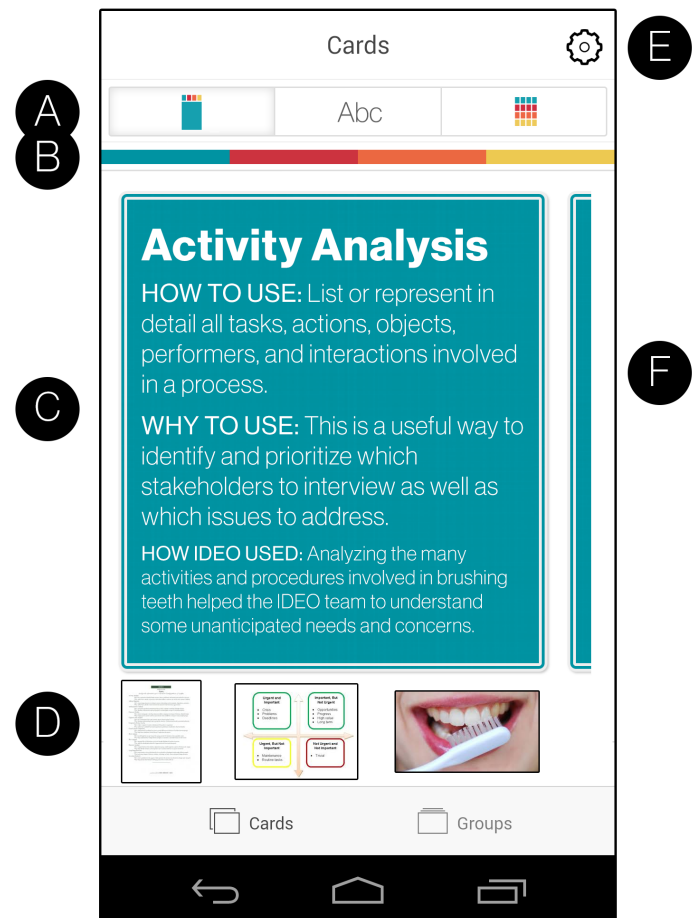
Based on the feedback, an iterative approach to revising the Cards was taken with the following cursory result. Note that these are draft updates and should be further refined in the development stage prior to re-testing.

Prototype View

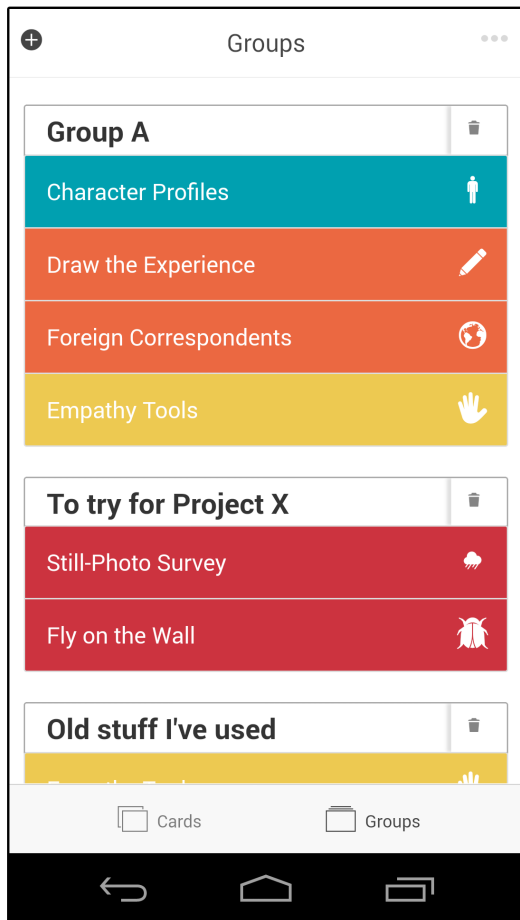


Potential Revisions DRAFT

- A, Different Default Macro Card View
- B. Removal of Categories Learn, Look, Ask, Try (Scroll through categories by color swatch rectangles)
- C. Removal of icons and revised typography
- D. Associated methods visualized with relevant imagery on HOW, WHY and HOW IDEO used.
- E. Revised Settings icon
- F. Larger area reserved for vertical scroll touch surface (when needed)

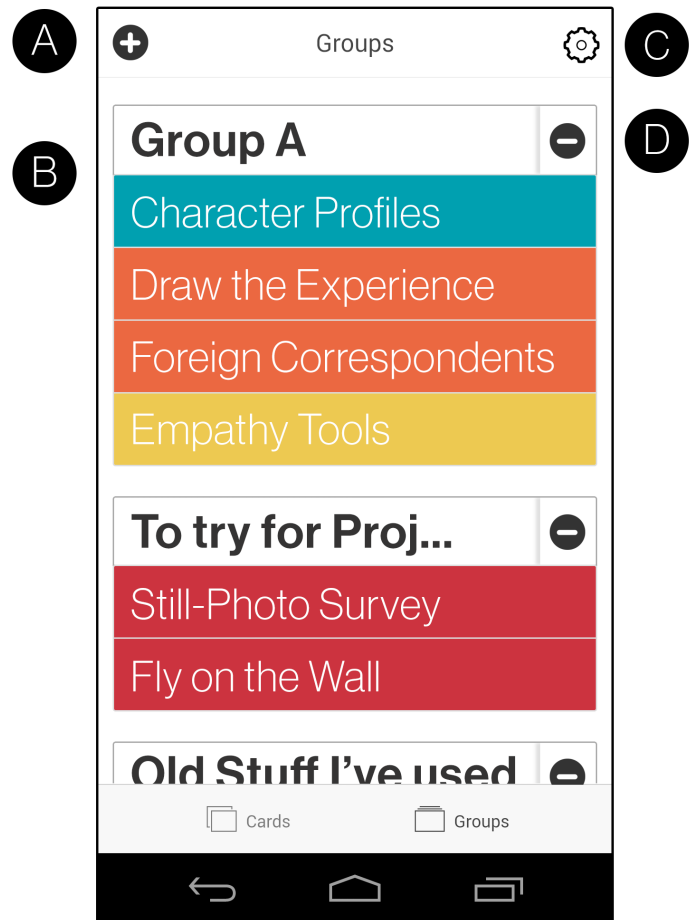


Prototype View

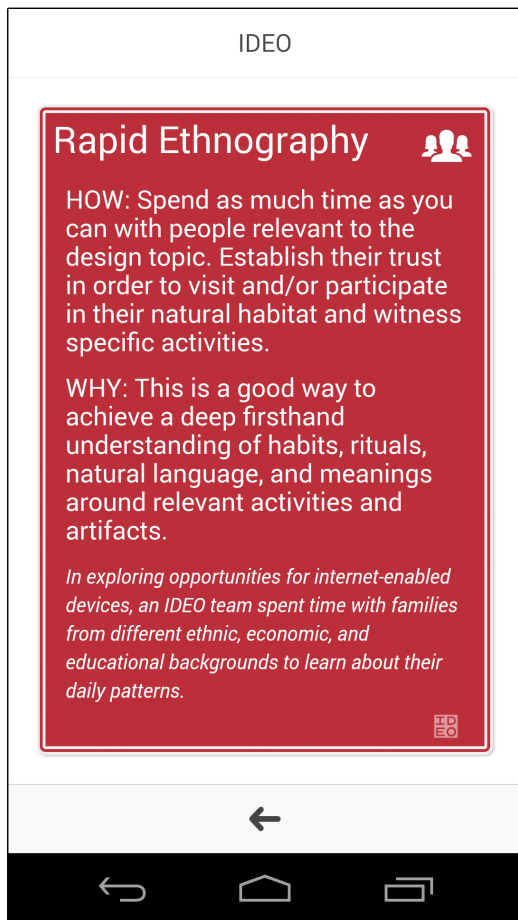


Potential Revisions DRAFT

- A. Revised Create icon
- B. Removal of icons and revised typography
- C. Revised Settings icon
- D. Revised Delete icon

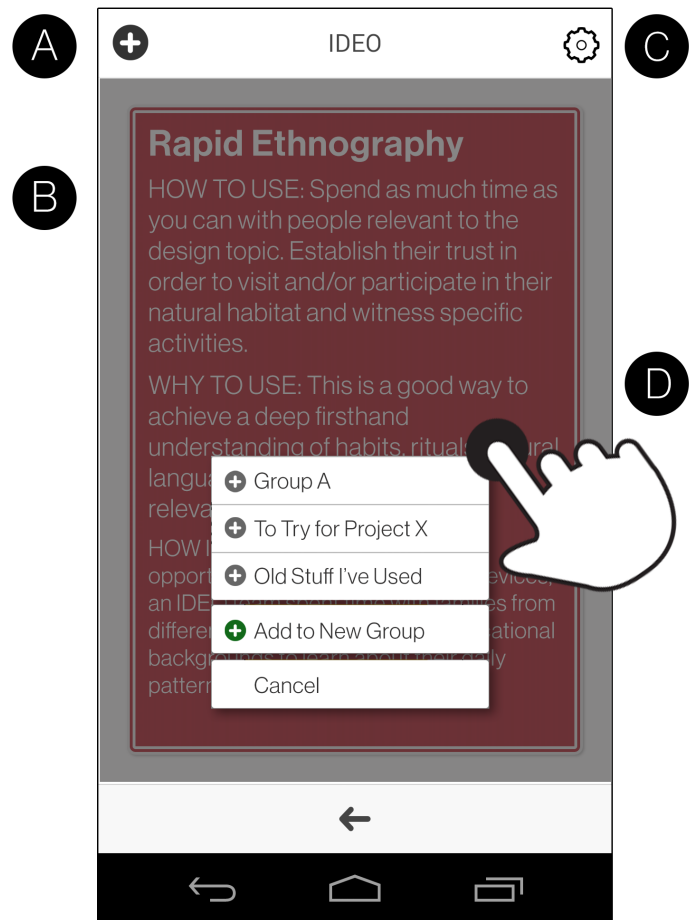


Prototype View



Potential Revisions DRAFT

- A. Revised Add to Group icon
- B. Removal of icons and revised typography
- C. Revised Settings icon
- D. Potential interaction for contextual menu pop up



CITATIONS

- Hanna, L., Ridsen, K., & Alexander, K. (1997). Guidelines for usability testing with children. *interactions*, 4(5), 9-14.
- Nielsen, J. (2009, Aug 17). *Customization of uis and products*. Retrieved from <http://www.nngroup.com/articles/customization-of-uis-and-products/>
- Nielsen, J. (1997, Oct 01). *How users read on the web*. Retrieved from <http://www.nngroup.com/articles/how-users-read-on-the-web/>
- Os x human interface guidelines*. (n.d.). Retrieved from <https://developer.apple.com/library/mac/documentation/userexperience/conceptual/applehighguidelines/UEGuidelines/UEGuidelines.html>
- Wölfel, C., Merritt, T., Method Card Design Dimensions: A Survey of Card-Based Design Tools. In P. Kotz, et al. (Eds.): *INTERACT 2013*, Part I, LNCS 8117, pp. 479–486. IFIP International Federation for Information Processing (2013).

Appendix A: Participant Interview Transcripts

Karl

Jay: So we've got to begin audio recording go to here.

Karl: It didn't open up the page on here yet.

Jay: That's not, well, you don't have to do that yet. So begin audio, go to here. So use the procedure, so can you read through that?

Karl: I did read that.

Jay: Okay, so you understand?

Karl: Yeah.

Jay: Okay.

Karl: Do I say my name?

Jay: Yeah.

Karl: Should I just use my first name?

Jay: Yeah, just first. Because I'm audio recording it, so could you read the whole?

Karl: Oh, I have used the Ideo Method Cards paper cards, or the iPhone app for a project or have explored them as a potential tool. I'm clicking no. Ideo Method Cards is a collection of 51 cards representing diverse ways that design teams can understand the people they are designing for. They are used to make a number of different methods accessible to all members of a design team. To explain how and when the methods are best used and to demonstrate how they have been applied to real design projects. Have you used any similar tool or tools to help inspire design? I'm clicking no.

How important is personalization to you in mobile apps? Five being very important. Being able to change colors or add an avatar for instance? I am clicking three.

I used the following mobile OS as my primary daily device. I'm clicking Android.

Launch the app entitled Ideo Method Cards and pause on the home screen. I'm launching the app. Okay, I'm clicking continue. While on the home screen what do you think you can do with this app? I can click on cards, I can click on cards, groups, or wild cards. I'm clicking okay.

What company makes the cards? Ideo. Okay.

What do you think wild card would do if you selected that? It would randomly select a method card. Clicking okay.

Next choose the cards category and pause on the screen. I am clicking, I am pressing the word cards. I'm clicking continue.

What are the four categories of cards? Ask, look, learn, I'm trying to see the fourth card but I can't, there. It's try.

Jay: That's good.

Karl: Finding the card text categories was easy. Choose more stars if you agree or less stars if you disagree. I'm clicking on three.

What color is the try category? Yellow.

What do you think the white icons represent? I think they represent relationships, print, and travel. I'm clicking okay.

At the bottom of the screen there is a tab entitled groups. What do you think will be on that screen if you were to press that? Different groupings of cards.

Next go to a view in the app that will show a list of all the cards and pause on the screen. I'm clicking on a button in the upper left of the screen that shows a grid of different colored cards totally 16 cards. I clicked it and it's still showing me the same page.

Jay: Is there anything else you could try?

Karl: I'm clicking on cards at the bottom of the screen. I'm clicking on the three dots in the upper right. Hitting cancel, clicking on the middle, upper middle icon with four of the cards, colors. I don't know if I'm in the right place.

Jay: What if it was a text based list you're looking for?

Karl: I'm clicking on, then I'll click on ABC. Okay, that's it.

Approximately how many cards are in the app? Just a quick estimate? I would guess 40.

What color is the list item social network mapping? Red.

Do you remember the category or type of card social network mapping is? I don't remember but I would guess, I don't remember.

Next click social network mapping. I'm clicking on the word social network mapping on the screen.

How did Ideo use this card? They use it to articulate how and why environment design could support the connections, the interpersonal and professional connections within work groups.

In what way would you use this card? I would use it to study the relationships between people in my workplace both personally and professionally.

What would be the benefit of using this card? To understand how people work together as a group.

Return to the screen that showed the cards in the list view. I'm hitting the back arrow located under the definition of social network mapping. Next return to the screen that showed the cards in a grid. I'm clicking on the four rows of colored cards at the top left. Continue.

Find a view that would allow you to read the cards as if they were actual paper that were laid out in front of you. I'll click on the middle icon on the upper row as the four colors and the blank sheet beneath it. Clicking continue.

What is the last card in the ask category? Clicking on the orange A and I'm swiping to the left to get to the last card and it is Word concept association. Clicking okay.

Exit the app. Clicking on the three dots on the upper right then. No.

Jay: That's okay, there's no exit, just hit the home key. I should just remind you we're testing the application, not you, so there's no right or wrong. So there's some good things.

Karl: Launch the app entitled Ideo Method Cards and pause on the home screen. I'm launching the app and I'm clicking on cards to go back to the home screen.

Go to the group section. I'm clicking on the word groups at the bottom of the screen. Continue.

How many cards are in the old stuff I've used category? Three.

Delete a group. Briefly explain how you accomplish this. I clicked on the trash can sign, no, that doesn't work. I clicked on empathy tools, that doesn't work.

Jay: Okay, I'm sorry. So I need to add to this that some of the functionality isn't completely built out but the thing you said first, the trash icon is, if it was built that would work. And you actually said that, so that's good.

Karl: I would press the trash icon. And then press the name of the group. Or vice versa.

Create a group. Briefly explain how you accomplish this. I would click on the plus symbol at the upper left and then I would, okay, I would click on the plus symbol on the upper left of the screen and then type the name of my group.

Go back to the cards view by pressing the cards tab at the bottom of the screen. I'm pressing the cards tab. Click on any card to show the big card view. Single card. I'm clicking on the camera under ask. Continue. How would you add this card to an existing group. Note there's no method to do this as of yet but what would be a good way? I would click on the plus sign at the top of the screen if there was one and click on the option to add to a group name that already exists or I would have the option to create a new group name and add it at that point.

How would you add this card to a new group that does not yet exist. I would click on plus symbol and then click on option to add new group. Add to new group, then I would name the group and the card would be added to this group.

Exit the app. I clicked on the home button.

Launch the app entitled Ideo Method Cards and pause on the home screen. I'm launching the app and I click the back, I clicked on the back arrow and then the cards button at the bottom. From the home screen choose either cards or groups. I chose choose cards.

You are interested in reading a bit more about these cards, how these cards were made as well as the company who made them. Can you find a spot in the app to accomplish this? I'm clicking on the three circles up at the top and then clicking on background. This brings me to the background of Ideo, so.

Change the apps colors to neon and return to the card or groups page you were on. I'm clicking to back out of background and I'm clicking on the three dots again and I'm clicking on theme and I'm clicking on neon and then I'm using the back arrow and now I'm back at the cards page I was on.

Finding the card text categories was easy? Five.

Exit the app. I exited the app.

I found the visual design of the cards appealing. Choose more stars if you agree or less stars if you disagree. I'll choose four.

I found the navigation within the app easy to understand. Choose more stars if you agree or less stars if you disagree. Four.

100 percent complete. I'm clicking submit. And I'm clicking on done.

Jay: Thank you, that was good.

Sally

Jay: What is your name?

Sally: Sally.

Jay: Thank you. Next question. I have used the Ideo Method Card paper cards or iPhone app for a project or have explored the potential tool? Yes or no?

Sally: No.

Jay: The Ideo Method Cards is a collection of 51 cards representing diverse ways that design teams can understand the people they are designing for. They are used to make a number of different methods accessible to all members of the design team, to explain how and when the methods are best used and to demonstrate how they've been applied to real design projects. Have you used any similar tool or tools to help inspire design?

Sally: Yes.

Jay: Okay. How important is it to be able to make things, to personalize things in a mobile application. So personalization means you can pick a picture of an avatar that would represent you in a game, or a color or give a character a name. So is that very important? That would be five, or is that not as important? That would be one. Or somewhere in between.

Sally: I would call four.

Jay: Four, okay, good. You don't use a mobile phone right now, correct? So launch the app entitled Ideo Method Cards and pause on the home screen. Okay, so pause means don't do anything, just wait at that. So we'll continue, you did that, good. While on this home screen what do you think you can do with this application?

Sally: I already saw you doing this. You can write, write the so first you can write the words and with different kinds of cards and groups and a wild card and you can like resort colors down from the phone.

Jay: And change the colors? What company makes these cards? Can you tell?

Sally: Ideo.

Jay: Ideo. Otherwise known as Ideo, it's like idea but Ideo. Good. What do you think wild card would do if you selected it?

Sally: It would be a, well it would be a really cool card and it would be a little bit cool and very, very, very dangerous. Dangerous sometimes.

Jay: Okay, okay, good.

Jay: Okay, next choose the cards category on your phone and pause on the screen. Okay. Continue. What are the four categories of cards?

Sally: Learn, look, ask, try.

Jay: Perfect. You did better than your mom did there. Okay. Finding the text, card text categories was easy. Do you agree with this? Choose more stars if you agree or less stars if you disagree. So finding those four categories, was that hard or easy?"

Sally: Easy.

Jay: So how many stars? Was it super easy? That would be five. Or just easy, or in between?

Sally: Five.

Jay: What color is the try category?

Sally: Yellow.

Jay: Good. What do you think those white icons, the icons are those little pictures, what do they represent?

Sally: Look represents typing, what do they even mean?

Jay: What do you think?

Sally: Lines.

Jay: Okay, so in general there's little pictures for all the cards. What do you think they're there for? Why are they even there?

Sally: Because if you look at the card they're for information about it.

Jay: Good. At the bottom of the screen there is a tab entitled groups. What do you think will be on that screen if you were to press that? Don't press it, please. What do you think would be on it?

Sally: I think it would be a lot of stuff that were like groups of cards.

Jay: Very good. Next go to a view in the app that will show a text based list of all the cards and pause on the screen.

Sally: What kind of app?

Jay: So this is the app, but there's a way if you press something in here to show a text based list. This is like, they look like pictures, so something that's all words. Like a big long list. What would you press?

Sally: I'd press this one.

Jay: What else do you think you could press from this screen to show a text based list? Okay, so, I think that is unsuccessful, which is fine. So let me show you. So a text based list would be see at the top there's these three if you press that, so does this look more like text and not pictures and stuff?

Sally: No.

Jay: It doesn't look like that? Okay.

Sally: Kind of.

Jay: That's okay, that's fine. And now, approximately how many cards are in this app? Just guess, you don't have to count them, just scroll through, what do you think?

Sally: I just want to count one if I can, ten or something, it's not ten.

Jay: Don't count.

Sally: I'm not, I'm just counting one.

Jay: Okay.

Sally: 60.

Jay: Okay. Good. What color is the list item social network mapping? You'll probably have to look at the screen to try to figure that out. Look at the phone screen.

Sally: Blue? I mean yellow. Yellow.

Jay: Okay

Sally: Well I don't know what they're like saying actually.

Jay: Okay, so what it's asking is can you find one of these that says social network mapping?

Sally: Not that one.

Jay: You can scroll down, yup.

Sally: I should choose this one. No.

Jay: Okay, want me to help you? So.

Sally: Oh yeah.

Jay: Social network mapping. What color is that?

Sally: That is red. What is unsuccessful mean?

Jay: It just means that we weren't able to find it right away, which is fine. It's not a test of you, remember? Do you remember the category or type of card social network mapping is? There were four categories.

Sally: Look.

Jay: Good.

Sally: Try.

Jay: Actually you were right. Social network mapping is the look category.

Sally: It is? I didn't even know that.

Jay: That's fine.

Sally: I was just looking for the first one it was look so I just guessed. I was just about to say another one.

Jay: That's fine. Next click social network mapping.

Sally: Okay, now where is it?

Jay: Okay. So how do you think Ideo used this card? By looking at the text that's on there.

Sally: He used this card by reading and then picturing and then he like, he drew a photo, a little photo and he named the name and then he like said social network mapping.

Jay: Okay. Good. In what way would you use this card?

Sally: I would write it all by myself and then I would read what I actually wrote and then I would draw the picture that I wanted to draw and then I would name the name that I drew.

Jay: Okay, very good. What would be the benefit of using this card? I mean what would you use it for? Why would you use it?

Sally: Like if you wanted, what is this?

Jay: I believe that's a little brief case.

Sally: If you wanted to go to the airport and you got mixed, like you got mixed up when you got to the airport like which plane you want to go on and like then you would like look on your phone and then you would get on the Ideo, Ideo and then you would get the social mapping and press on the button and then you would read all of it and then you just finished.

Jay: So reading it might help you? Okay, good. Very good. Return to the screen that showed the cards in a text based list view. Perfect. Okay. Next return to the screen that showed the cards in the grid. The grid is like a bunch of squares.

Sally: This one. Oh yeah, a bunch of squares.

Jay: Perfect. Find a view that would allow you to read the cards as if they were laid out in front of you. Does that feel like the view? Very good. Excellent. What is the last card in the ask category?

Sally: Is word concept association.

Jay: Very good Sally.

Sally: It looks like it says ass.

Jay: That's wonderful, I'm glad you could figure that out. That's very good. Okay, now exit the application. Okay, so launch the app entitled Ideo Method Cards and pause on the home screen.

Sally: I don't know how to launch the app so.

Jay: Okay. So pause there, we're at pause. Continue. Go to the groups section.

Sally: Where are groups section.

Jay: How would you get? There you go, perfect. How many cards are in the old stuff I've used category?

Sally: Three.

Jay: Very good. Delete a group and note the application isn't fully built so some of these things may not actually be built but if you were to delete a group what would you do?

Sally: I would delete this one.

Jay: I know, how would you do it? Can you explain what you're doing?

Sally: Well, because, well the other ones have more, the other ones, I saw the red one has more so I would delete the red one.

Jay: Okay, but how would you do it? What would you press?

Sally: I would press the garbage can.

Jay: Okay, perfect. Okay, how would you create a new group? Say you wanted to create a new group.

Sally: Well, I would write another, I would write different cards, not just red, I would write one yellow and one orange and one blue.

Jay: That's good. So how would you create that group? Like what would you do in the application to create it? What would you press or do?

Sally: Well, I would actually just create type it on, well not type it, but press the, I would press, I would write the name of the, the name and then I would create a photo and then I would do the information.

Jay: Okay, is there anything that you could see on here that you could click to start typing a name? Like how would you actually create the group?

Sally: So I would press maybe ABC or something and then I would just, I maybe would exit out and I would log in. Can I write, I would try, can people write cards and then it would show up and then I could pick a card or pick a color.

Jay: Okay, you would search for it. Okay, very good. Go back to the cards view by pressing the cards tab at the bottom of the screen. Click on any card to show the big card view or a single card.

Sally: The big card view. Nope.

Jay: So go back to them. So click on any card to show a big card view. No, whatever one you'd like. Good. How would you add this card to an existing group. Like remember we said we might create a group and remember some of these things aren't built so like in your head if you were looking at this card and you wanted to add it to a group, how would you do it?

Sally: I would put, I would write more cards and then I would put them all together and add it a whole entire group.

Jay: Okay, so you mean like you would write, like say there's like a button or something that says more cards and then you? Okay. I see. How would you add this card to a new group that does not exist? Would that be the same way or some other way?

Sally: Well, I would delete some of them and then I would add some other ones that would actually exist.

Jay: Okay. Exit the app. Okay. Launch the app Ideo Method Cards and pause on the home screen. I know, same thing. This is the way we do testing. No, no, just press it to launch it. We want to do the same thing we've been doing. Pause on that screen. From the home screen choose either cards or groups. Whichever one you want. Okay. You are interested in reading a bit more about how these cards are made as well as the company that made them. Can you find a spot in the app that would show you that? Okay. Is that what you think? Okay. Okay so I'm going to show you. This is, if you press that little thing up there it gives you some options. So can you change the colors to neon and return to the group? Usually if you want to change something it's called, I'm going to give you, it's called a theme. Because I know you don't know that, so, and can you change it to neon?

Sally: Neon. Where is it, oh yeah, there, okay.

Jay: And then return to the page you were on.

Sally: How do I?

Jay: Do you think that finding that themes was easy or hard?

Sally: Hard.

Jay: Okay, how many stars was it?

Sally: Two.

Jay: Two. Okay. Good, very good. Exit the app.

Sally: I have to exit the app.

Jay: And then we're done with the phone part. Did you find the design, the way the app looked nice or not so nice? If you found it nice you'd give it a lot of stars. If you thought maybe not so much, not so many stars.

Sally: Well, four I think.

Jay: Okay, good. Do you find that it was easy to find stuff in the application or not so much? If it was easy a lot of stars. If hard, one.

Sally: I would call it hard.

Jay: Okay, how many stars.

Sally: Or one.

Jay: Okay. Submit. Thank you for your time.

Annie

Jay: Okay. So you agree. So I'll just read these questions and then you can answer. One of the things I should stress is that once we get into the application that we're testing the application, not you so there's no right or wrong answers, it's basically whatever you can find with it. So I have used the Ideo Method Cards paper cards or the iPhone app for a project or have explored them as a potential tool. And then you can just answer. We know that's no.

Annie: So at this point, no.

Jay: Yes. I already gave you a background, but the method cards are a collection of 51 cards representing diverse ways that design teams can understand the people they are designing for. Have you used any similar tool or tools to help inspire design?

Annie: Not for design, no.

Jay: How important is personalization to you in mobile apps? Five being very important. Personalization can be being able to change colors, or add an avatar, things like that.

Annie: Two.

Jay: I use the following mobile OS as my primary daily device.

Annie: Android.

Jay: Do you ever use any other? Or are you pretty much solely Android? I mean unless it's for a project.

Annie: These days it's Android.

Jay: Okay, so now if you would launch the app entitled Ideo Method Cards and pause on the home screen.

Annie: Okay.

Jay: While on the home screen, what do you think you can do with this app?

Annie: I, just by looking at the screen I'm not sure. I assume I can select any one of these cards, groups, and wild card.

Jay: Okay.

Annie: And then based on the description that you gave me that cards, I don't know if it's individual cards come up and then like cards under groups and wild card just something comes up.

Jay: Okay. Okay. What company makes the cards?

Annie: I don't know if Ideo is just the name of the product or the company. So the only thing I could guess is Ideo.

Jay: Okay, good. It is Ideo.

Annie: Okay.

Jay: It seems like that's good. What do you think wild card would do if you selected it?

Annie: It would just throw you any card from within.

Jay: Okay. Next, choose the cards category and pause on the next screen.

Annie: Okay.

Jay: Okay. What are the four categories of cards?

Annie: Learn, look, ask, and try.

Jay: Excellent. So the scrolling, did that seem acceptable or a little unusual?

Annie: Not unusual at all. I'm not sure if it's the device or my difficulty in getting it to scroll but it made sense to me that when I saw three here and I could see the top of the cards that there was another one.

Jay: Okay. Okay. Finding the card text categories was easy. Choose more stars if you agree or less stars if you disagree.

Annie: Five.

Jay: What color is the try category?

Annie: Yellow.

Jay: Okay. What do you think the white icons represent?

Annie: The white icons meaning the white icons on each of these cards?

Jay: Correct.

Annie: Specifically in try?

Jay: Just in general.

Annie: Oh, something specific to that card. So a theme perhaps for that card.

Jay: Okay. Okay. At the bottom of the screen there's a tab entitled groups.

Annie: Yes.

Jay: What do you think would be on that screen if you were to press that?

Annie: the very first screen had cards, groups, and wild cards so I think it will take me to a similar screen but of the groups separated in a different way.

Jay: Okay. Separated. Okay. Next go to a view in the app that will show a text based list of all the cards and pause on the screen.

Annie: Not that.

Jay: That was.

Annie: Okay.

Jay: It didn't register, that is correct. Okay and just by guessing approximately how many cards are in the app? Just a quick estimate.

Annie: 40.

Jay: What color is the list item social network mapping?

Annie: Red.

Jay: Okay. Do you remember the category or type of card social network mapping is?

Annie: Try?

Jay: Yeah. Next click social network mapping. How did Ideo use this card?

Annie: How did they use it? It's defining social network mapping, explaining what it is or how to find it and why it's important or why it's used.

Jay: Okay. Anything else?

Annie: I don't think so.

Jay: Okay. In what way would you use this card?

Annie: I would use this in just understanding social network mapping and seeing how it could apply to work that I'm doing or relationships with people I work with.

Jay: Okay. So how it could apply to some work you're doing or maybe social relationships at work.

Annie: See my work is, because I don't do design, my first thought is in planning purposes and understanding the relationships between the people.

Jay: Okay.

Annie: And how about it's social?

Jay: Okay. That's good. I know these are kind of, if you're not, they're just kind of for designers, so I know a lot of questions are like.

Annie: That's okay.

Jay: What would be the benefit of using that particular card?

Annie: An awareness of social network mapping and how to apply the knowledge of it to your design. And the knowledge of it and then understanding the people that you're building it for.

Jay: Okay.

Annie: And that would then, could affect the design.

Jay: Okay. Excellent. Okay. return to the screen that showed the cards and the text based list view. And next please return to the screen that showed the cards in a grid. It should, yeah, it's acting a little bit funny for you. Okay.

Annie: That one worked to so I could do it either way.

Jay: Find a view that would allow you to read the cards as if they were actual paper laid out in front of you. Excellent. What is the last card in the ask category?

Annie: Word concept association.

Jay: Okay. Exit the app, please. Okay, great. We're about two thirds of the way done.

Annie: Okay

Jay: Launch the app entitled Ideo Method Cards and pause on the home screen.

Annie: Okay.

Jay: Go to the groups section. How many cards are in the old stuff I've used category?

Annie: Three.

Jay: Okay. Delete a group. Briefly explain how you accomplish this. I should add that as you can tell not everything is fully built but if you could just, your first idea. Okay.

Annie: I hit the trash can but it's not doing anything. Is that a me not connecting? Is that the right way?

Jay: That is the functionality not being built, but that's exactly what we were hoping for, okay. Create a group. Briefly explain how you accomplish this.

Annie: Okay, so the first thing I did was I looked at the three dots to see if there was a menu item and then I saw the plus on the other side and so I'm touching that which nothing is happening yet but I think that's probably the right way, right?

Jay: Yes, correct. Yeah, and that's another part that's not quite there.

Annie: Okay.

Jay: I'm glad you went to the dots, that's interesting. So, go back to the cards view by pressing the cards tab at the bottom of the screen.

Annie: Oops, sorry. I should listen to you before I do things.

Jay: Click on any card to show a big card view, or a single card. Okay. How would you add this card to an existing group? And I'm going to just say there is no way to do that, but what would you think would be?

Annie: Well the first thing I notice is this arrow which looks like it's a directional so I would push that and see if something happened.

Jay: Okay.

Annie: Because I don't see anything else on here. I don't see any menus, the only other interaction thing that I can tell for sure is the back button.

Jay: Okay. Okay great. How would you add this card to a new group that does not yet exist. So that's kind of a similar question.

Annie: I'm afraid it would be the same thing because I don't see any other way unless there's like a double tapping on it.

Jay: No, that's good. That's great.

Annie: Oh, that was the card icon, not an action icon. So I really don't, Ideo doesn't do anything.

Jay: Okay, yeah, so, that's even more limiting without that icon there's really nothing. Okay. So no method. You did the double tap which is good. The double tap, was that surprising?

Annie: That it went back to where it did? Yeah, I wasn't sure if it would do anything.

Jay: Okay. But you tried it.

Annie: Yeah.

Jay: That's great. Okay. Exit the application again. Okay. Launch the app entitled Ideo Method Cards. From the home screen choose either cards or groups. You are interested in reading a bit more about how these cards were made as well as the company who made them. Can you find a spot in the app to accomplish this?

Annie: Use the cards, so the question did include how to use the cards, right?

Jay: You're interested in reading a bit more about how these cards were made as well as the company who made them.

Annie: So background in that menu.

Jay: Okay. The three dots. I'm not sure what those three dots are called. Okay, could you change the app colors to neon and return to the card or groups page you were on?

Annie: Oh should I go back to the?

Jay: It doesn't actually matter. You could be on cards.

Annie: Use the cards them, neon and then go back.

Jay: Excellent. So here's a statement. Finding the themes was easy. More stars if you agree, less stars if you disagree.

Annie: Oh, five.

Jay: Exit the app please. Okay, last two questions. I found the visual design of the cards appealing. More stars if you agree, less if you disagree.

Annie: I think four.

Jay: I found the navigation within the app easy to understand.

Annie: Yes. Five.

Jay: Okay, excellent. Saves it. Doesn't crash. Great! Thank you Annie, that's perfect.

Annie: That's it?

Jay: Yeah, sorry it took a little longer for restarts.

Annie: No, not at all. That's great.

Jay: You uncovered some good feedback I think. Especially since you're an Android user. Some of the stuff I'm getting is people who don't use Androids so it's more like, it's more like the platform they're testing and not the app. You certainly know your Android so that's good.

Annie: Excellent. Very cool.

Jay: Thank you!

Annie: You're welcome.

Layla

Jay: Okay. So, begin. This is just like the background stuff and it's basically what I told you so I'm recording but not using anything personal about you, your email or any of that stuff.

Layla: Okay.

Jay: And I should stress that we're testing the application, not testing you. Like there's no right or wrong answers so.

Layla: Oh sure.

Jay: What is your name? So this is a statement, so I have used the Ideo Method Cards the paper cards or there's an iPhone version for a project.

Layla: No.

Jay: So this was the background kind of, the Method Cards is a collection of 51 cards representing diverse ways for design teams can understand the people they're designing for.

Layla: No.

Jay: So you haven't used any tools like that or?

Layla: Design cards or anything like that.

Jay: Yeah, I know, there's not really, yeah, it's hard to find people with these. How important is personalization to you in mobile apps? Five being very important and one being not so important? So that's things like changing the colors, adding a picture of yourself?

Layla: Three.

Jay: Okay. I use the following mobile OS as my primary daily device.

Layla: Android.

Jay: Okay. So if you would launch the app entitled Ideo Method Cards and pause on the home screen. Okay. So while on the home screen what do you think you can do with this application?

Layla: What do I. what is the first thing that comes to mind? That I think it does?

Jay: Yeah, just looking at that.

Layla: Well, I think you could either just go to cards and then link up to groups, other people and then wild card, it seems like a, I don't know.

Jay: Okay, so link up to other people. Like maybe there's?

Layla: Other groups of people? Or is it cards? I'm not sure.

Jay: Okay, that's fine, that's good.

Layla: The wild card I don't really know what it would be.

Jay: Okay.

Layla: Or is it cards, groups of cards and then, I don't know what the card is, wild card.

Jay: What company makes the cards?

Layla: Ideo.

Jay: What do you think wild card would do if you selected it?

Layla: I would say a random card, that's what it would be.

Jay: Okay, and right now there isn't actually a function attached to that, but I was thinking probably that was exactly what it would do. So next choose the cards category and pause on that screen. Okay. Oh yeah, I lock orientation because of weird. What are the four categories of cards?

Layla: Try, ask, look, learn.

Jay: Okay. Finding this, is a statement. Finding the card text categories was easy. Choose more stars if you agree or less stars if you disagree.

Layla: As far as what the categories were up here? Is that what you mean?

Jay: yes.

Layla: Five.

Jay: What color is the try category?

Layla: Yellow.

Jay: So what do you think the white icons might represent?

Layla: I would, I don't know, maybe I don't necessarily understand what the thing does, so that's.

Jay: Okay.

Layla: But if it's a design thing, I don't know how to explain it, like looking for pictures, or not looking for pictures, asking for pictures or certain things. Looking for data.

Jay: Okay.

Layla: Learning to use tools maybe? I don't know.

Jay: Okay, that's good.

Layla: Try to print.

Jay: Okay. At the bottom of the screen there's a tab entitled groups. What do you think would be on that screen if you were to press that?

Layla: Possibly grouping of like pictures or cards?

Jay: Yeah, that's kind of the same question. Okay, so next can you go to a view in the app that will show a text based list of all the cards and pause on that screen. Good. And just a ballpark figure, approximately how many cards are in the app? Just an estimate?

Layla: How many cards I think are in the app?

Jay: Yeah.

Layla: 60?

Jay: Okay. What color is the list item social network mapping?

Layla: Red.

Jay: Okay, so do you remember the category or type of card social network mapping is?

Layla: Ask?

Jay: Is that what you meant?

Jay: That's what I meant, yeah. So next could you click the social network mapping. So, can you tell me how did Ideo use this card?

Layla: To me it seems that they kind of tracked the social network, what people were using and then used that to I guess, maybe, you know, preferences? Or what they might like or use most?

Jay: Okay. Or see what they used most?

Layla: Yeah, and you know, the social networking side.

Jay: Okay. In what way would you use this card?

Layla: I don't know.

Jay: Okay, that's a perfectly fine answer. What would be the benefit of using this card?

Layla: Well, it seems to kind of track relationships between co workers or people working in the same space, whether that's physically, or whatever they're using in their job and their space.

Jay: Okay. So tracking within their workspace or their job like environment. Return to the screen that showed the cards in a text based list view. Okay. Next return to the screen that showed the cards in a grid. Can you find the view that would allow you to read the cards as if they were actual paper laid out in front of you?

Layla: Read the cards as if they were actual paper?

Jay: Yeah, like you know, a deck of cards, doing solitaire or something. Kind of something that might look like that. That's actually, so does that speak to you as kind of cards laid out?

Layla: No.

Jay: It might not. Okay. Can you tell me in that particular view, what is the last card in the ask category?

Layla: Tell? Or the last card?

Jay: The last card in the ask category.

Layla: Oh ask. Word concept association.

Jay: Could you exit the app please. And then launch the app entitled Ideo Method Cards and then might have to, that's good okay. Could you go to the group section. How many cards are in the old stuff I've used category?

Layla: Three.

Jay: Delete a group and briefly explain how you're doing this. Remember not all the things are fully functioning but if you can kind of explain as you're.

Layla: Delete a group?

Jay: Yeah. So first you went to the three dots thing.

Layla: Yeah. I can see a little trash can.

Jay: Okay. What do you think the trash can will do?

Layla: Trash it? Delete it?

Jay: So that is an example of something that's not built. Create a group and explain as you're thinking how that would work.

Layla: Plus.

Jay: Plus, okay. Could you go back to the cards view by pressing the cards tab? Okay. And could you click on any card to show a big card view or a single card? So this is another function that may not be built, but how would you add this card to an existing group and there isn't any way now but I'm just looking for ideas to how you might, or what you've seen in other applications or something.

Layla: Probably use the plus sign again. It seems to be a running thing. And then I could group and could select a group or create a new group.

Jay: Yeah. Okay. How would you add this card to a new group that does not exist?

Layla: Oh, I would have put it in the same.

Jay: The same. So if we did have that plus sign there and you had hit it?

Layla: It would have a drop down.

Jay: It would have a drop down and you would?

Layla: Just like the three dots did, how it would pop where ever, add to existing group, add to a new group.

Jay: Okay, so it might show the groups and add to new group kind of thing. Okay.

Layla: Yeah, another pop up.

Jay: Like the three dots thing. I don't know what the three dots are really called in the world. Okay, that's good and let's see. Exit the app, please. And then launch it again. From the home screen choose either cards or groups. So you're interested in reading a bit more about how these cards were made as well as the company who made them. Can you find a spot in the app to accomplish this?

Layla: I'm able to exit out of here or not?

Jay: I mean, you could be in the cards or group view it doesn't matter. So you're just looking for kind of like background on the company or the cards.

Layla: Maybe historical analysis, but I don't think that's where it is. Use of cards, background, oh well there it is.

Jay: Okay, not that's good, that's good.

Layla: Seemed kind of odd.

Jay: Okay. Why do you think it seems odd?

Layla: I don't know.

Jay: There's no right or wrong.

Layla: Because there's not really anything telling you that, I don't know. Like, I guess you know you get an app and you just play with it and you figure it out usually. Now I would know where to go but there's nothing kind of saying that's where you would find the information.

Jay: So there's no real indicator saying what might be in there.

Layla: No, and when I clicked on it before I didn't know what that was, understand what it meant.

Jay: Okay, good, okay. Can you change the apps colors to neon and return to the card or groups page you were on?

Layla: Change the cards?

Jay: Change the colors of the app or the theme to neon and return to the card or group view.

Layla: No, no, change. Theme.

Jay: Okay, no that's good.

Layla: There it is, right? Neon.

Jay: Okay, good. Okay. So here's a statement. Finding the themes was easy. More stars if you agree, less stars is you disagree.

Layla: I mean, three.

Jay: Okay. And that is mostly, so could you exit the app and I just have two questions. A statement, I found the visual design of the cards appealing. More stars if you agree, less stars if you disagree.

Layla: Yeah, the cards were, you know. I'm sure if I knew what each of them meant then it would make more sense, but yeah.

Jay: Okay, so, how many stars would you give the design?

Layla: Oh, I can't look back at it?

Jay: Sure.

Layla: Probably a four. Simple.

Jay: How about I found the navigation within the app easy to understand.

Layla: A three.

Jay: Okay, good. That is it. Submit, thank you. I will send you a gift card.

Layla: I passed!

Jay: There's no right or wrong answers. I appreciate you taking the time, it's very helpful.

Layla: I'd like a certificate saying that I passed instead of a gift card.

Jay: Thanks Layla.

Layla: You're welcome.

Kendra (remote)

Kendra: Okay, so I'm on question number five and it's asked me what do I think I can do with the app. Well, at first glance it seems very similar to you know, the same thing that I can do with the Ideo cards, though I don't know what the wild card would be, so yeah, so that's it.

So what company makes the cards? Ideo because the logo is on the top clear.

Question number seven. What do you think wild card would do if you selected? Well, I think it would just show me a random card. I mean not in the sequence, right? So, it would just show me a card, it would be say for example, even if I'm in the middle of a design project, so, how to maybe synthesize my findings or things like that. I think it would be probably any random card.

Next choose card category. Okay, so I'm clicking on the card category. Okay.

What are the four categories of cards. So, yeah, there's look, ask, learn and try.

So question nine. Finding the card text category was easy. Choose more stars if you agree. If finding the category was, yeah, much easy, I mean it's right there.

What color is the try category? It's yellow in color.

What do you think the white icons represent? Okay, so I think the white icons represent, I mean, I would say what the cards would, you know, the value you would get in the cards. For example, let me see. So the first one has like a heart one, so I would probably say it would have something to do, it would be more empathic with your users or things like that. So, say for example, though I wouldn't know what the bug icon would represent, so, I mean some of them I can guess, but I wouldn't say they are 100 percent clear what they would represent, but I can get a vague idea as such.

So question number 12. The bottom of the screen there is a tab titles group. What do you think would be on the screen if you were to press that? Well, I imagine if I pressed that then I would get just the four specific groups like I do since I'm familiar with the Ideo, the existing Ideo app, so I think that would do that.

So, let me try it, I mean it doesn't say to try, but yeah, okay, so, yeah it does group.

Next go to a view in the app that will show a text based list of all the cards and pause on the screen. Yeah, so that's what groups would do right here so, yeah. I mean that's what I would assume it would do.

Approximately how many cards are there in the app? I would say, yeah, I would say just based on, I would say each of them represent one card so, yeah I would say seven or, I mean, yeah, seven or eight, just a quick estimate. Yeah.

What color is the list item social network app? What color is the list item social network? Okay. Go back, I can't find social network mapping. Ah, so I didn't go, I went to the groups, okay. So ABC would get me to text. Okay. What color is the list item social network mapping? That would be red.

Do you remember the category or type of card social network mapping is? Not really. Since it's, yeah, it's look, right? Learn, look, ask, try, so yeah the second one.

Next click social network mapping. Okay. Notice how did Ideo use this card? Notice different kind of social relationships in a user group and the network of their interaction. So how did Ideo use this card? I didn't quite get the question. Are you asking me how Ideo, the existing app used it or how does this specific app use it?

In what way would you use this card? Well, I mean it would depend on the project of course but, it would be again, dividing people on type, you know as it clearly says social groups, so it could be something you know, as specific as you know, different clubs in the say in a high school or it could be something very, very specific so it would be like different type of people within a club. Different age groups, or I mean, the relationships they have. I would say it depends on the project, so.

What would be the benefit of using this card? Question number 18. Yeah, it will definitely it will help maybe, maybe would help me find patterns which I didn't know exist and would probably make me, you know, add more, I mean look in different directions, add more design details, maybe cater to a specific group, user group which the product was not catering to before so yeah, something like that.

Return to the screen that shows the cards in a text based view. Okay. Next return to the screen that showed the cards in a grid. Okay, done. Press enter. Find a view that would allow you to read the cards as if they were actual paper laid out in front of you. Okay, so let me see. The first one, showing the cards, right. Oh there are more, let me see. I think I am having problems looking at the interface since I'm using it on a browser and now on a mobile device so some of it is hidden. I would say the way first, the default screen, it feels more like it is laid out as, oh, it scrolls like this. Okay, so I would say the very first screen, the default screen sort of like lays it out in a line so I think that looks more like it for actually laid out in paper.

What is the last card in the ask category? Okay. The last card in the ask category, so I need to scroll all the way to the right and so it is something with an arrow, something to do with direction. Okay, just a moment. Okay, I seem to be having problems going to it using the browser. Okay. Okay, so Word concept association. That is the last. Ask people to associate descriptive words with design concepts or features in order to show how they perceive and value issues. Clustering users perception helps to evaluate and prioritize design features and concepts.

Okay. Now I need to exit the app. Okay. So just in this case, yup. Okay, done. Launch the app titled Ideo Method Cards and pause on the home screen. Okay, go to the group section. Okay.

How many cards are in the old stuff I've used category? Okay, so I restarted. Okay. So, I restarted it and how many cards are there in the old stuff I've used category? How many cards are there? Right now I see three cards.

Delete a group. Briefly explain how you accomplished. There is no way to do this as of yet, but what would be good ways? Okay. Delete the card so, I don't know why I would want to delete a card, but say i wanted to delete a card I would, I would probably select the card and once I've selected the card I can go to the recycle bin or the trash can icon there and delete it probably. I mean that would seem, so say for example if I were to select empathy tools and historic analysis, together so probably the recycle bin would show me if I had selected two and then like ask for a confirmation before deleting. So yup, probably that.

Create a group. Briefly explain how you would accomplish this. How would I create a group? Okay, so groups, I would probably, I would probably find, find somewhere where it is, you know, like a very obvious button that says create a group. Like a different section where it says create a group or probably, yeah, the, so my, yeah, I would go to the left hand side corner. I see a plus sign, maybe that would give me the settings, or probably, yeah, so that's how you know, maybe I'll create a group, name the group and then drag cards to the group. I mean that's how I would imagine it would go. Yeah.

Go back to the cards view by pressing the card tab at the bottom of the screen. Okay. And okay, click on any card to show the big card view. Okay so I'm clicking on the bug one. Okay, fly on the wall. Fly on the wall. Observe and record behavior without interfering with people's activities. Okay. Why it's useful to see what people actually do within real context rather than accept what they say. Okay.

How would you add this card to an existing group. Okay, yeah, I would say, I would probably search for an icon on the top left hand side, again, plus icon probably that lets me you know, add to your group and it already has the name of the group I've created or if there's nothing created, if it's a group is not created then let me create a group and then add it to it probably.

How would you add this card to a new group that does not exist. Yeah, so, yeah, I sort of like answered the question. If there's a group that does not exist it would just ask me you know, it would give me the option to add to an existing group or create a new group if there's no group. So yeah. Okay exit the app again. Done.

Launch the app and pause. Okay. Launching the app again. And done, okay. And pause on the home screen. From the home screen choose either cards or groups. Okay. Let me choose cards.

Are you interested in reading a bit more about how these cards were made as well as the company who made them? Can you find a spot in the app to accomplish this? I would probably say three dots up there. Yeah, but, I mean there's not clear about or anything, but yeah I would say the three dots at the top. So yeah, background, so yeah. I would be more familiar with the term about the company rather than background, but yeah, background works too.

Change the apps color to neon and return to the card that you were on. Okay, change the app's color to neon. So theme, and then it would be neon. Okay, I selected it and there are two arrows, one at the bottom and one at the top. I'm clicking the bottom one. Okay, yes, now they're neon. That's cool.

Finding the theme was easy. Choose, okay, yeah, finding the theme was pretty obvious. And exit the app again. Okay.

I found the visual design of the cards appealing. Yup, they were simple and minimalistic. But yeah, I mean, I guess they were good. Those icons you get used to it so you sort of remember them.

Would they be more effective than the existing photographs? Maybe. Maybe not.

I found the navigation within the app easy to understand? Yeah, most of it was easy.

Okay, how do I go, submit.

Shelly (remote)

Five. While on the home screen what do you think you can do with this app? So what I think I can do is three different options. So I think I can probably press cards, groups, or wild card and then I can probably also look at some information about Ideo.

Six. So the company that makes this is Ideo. Disclosure: I've actually interned at Ideo and I will be going to work there full time so I'm very familiar with kind of what they do.

Seven. I think wild card would be something which is more random or something where I myself can try to combine different things together. So it would be like basically taking two half methods and combining them together to see what that could create.

Okay, now I've pressed the cards category. The four categories of cards are learn, look, ask, and try. I had to scroll though. I think it said to pause, but.

Finding the text categories was easy. The one thing that was kind of awkward was sometimes when you're scrolling, you end up scrolling horizontally instead of vertically in each of the two segments. Especially when you're trying to scroll up or you've gotten to the bottom so that's kind of an awkward affordance where I'm really trying to scroll vertically and it ends up scrolling horizontally instead.

The color of the try card category is yellow. Kind of an odd question to ask. So the white icons, I think they probably refer to maybe a topic of each of the cards. I mean I kind of assume they're just kind of random considering that they're probably icons from the noun project, we all use those. But it's kind of a way to I guess explore what a topic could be.

Groups. So I assume that the groups are going to be maybe groups of methods. So rather than having them grouped into try, ask, look, learn there could be other ways of trying to group the cards. So for instance it could be like, I don't know brainstorming or interviewing. But then that wouldn't totally make sense because then one should just change the ask, try, etc groups.

Text based lists of all the cards and pause on the screen. So I assume that's going to be the top, one of those. Oh yay, found it. Well I assume there's 50, I think there were 50 or 52 in the original set.

What color is the list item social network mapping? It's red.

No I do not remember what color the category of social network mapping is, or what category it is. To be honest it doesn't really matter to me what the, like when I initially look at the whole Ideo method cards I don't look if I'm looking at the ask or the learn or the different categories. I just look at them to inspire me. So to have things grouped in that way isn't necessary for me.

Okay, click next. Social network mapping. How did Ideo use this card? How? Helps articulate how and why design good, support connections between different working. So, the thing is for me, I would want to see a visual of what this would actually look like. So for me just reading the text is really not useful. So actually my dad bought me this book which is called Universal Methods of Design and therefore every method they just have, they have a lot of text and then they have images and there's really the examples that show or inspire the way I could do something. So for me I'm a very visual person as I'm a designer and to just read text wouldn't be, it wouldn't inspire me to think about how I would visually do this. So, the way I would use this card is if I would then kind of try to, like usually when I feel stuck in the design process I try to come up with ways to, to get unstuck or to move forward. So I would think like, oh, okay, so if I'm trying to understand like how people within a large group interact I would then try to, to map out what those relationships are and what those interactions are and I would probably do that in a very visual way. So for me it's like the inspiration comes from like sparked idea that I can do social network mapping rather than it explicitly explaining how or what to do.

So eighteen, what would the benefit of using this card be? So, for instance, the project I'm working on right now which has to do with the healthcare system and the way patients interact with physicians, I can use this to kind of map out who are all the other people that they are actually interacting with. So there is, you know your family, there's your doctor, there's maybe a specialist, there's a nurse, there's a pharmacy and then trying to map out like how these people would interact with each other. So I think in that sense the card or the benefit of using this card is that it would kind of prompt you to realize things that you probably hadn't already thought of. So it would help me dive deeper into an area I haven't explored yet. But it really just provides a framework or mental model for understanding to spark kind of mappings of research.

Okay going back to the screen. Okay, return to screen show cards in a grid. Yup. Find the view that would allow you to read the cards as if they were actual paper laid out in front of you. Okay the prompt is kind of confusing but I assume it's the third, the middle option which I haven't done yet which would then make sense. Oh yeah, here I go, I can kind of scroll through them. The only thing is, in Safari at least, this, because there's a top bar and the navigation bar, you can't see the bottom of the cards. It's kind of too bad so I can't scroll down at all.

The last card in the ask category is word concept association. And the end is cut off and the icon is chopped off. Okay, so I'm not actually using the app, but just in Safari. I guess I'll just refresh instead. Oh no, it's not possible. Okay, going to groups. How many cards are in the old stuff I've used category? There are three.

Delete a group. Briefly explain how you accomplish this. Oh, well there are little delete buttons there. Oh, okay, now I get why you asked. I would make the delete button a bit bigger though. It's not really noticeable that it is a button.

Trash can. Create a group, okay, that's, briefly explain how you accomplish this. Okay so you press the plus button. Plus button. I think also like, to be consistent in your iconography, so if you're using a plus to create something too then you probably should use the minus for deleting.

Go back to cards view by pressing the cards tab at the bottom of the screen. Yup. Click on any card to show the big card view. A single card. Okay.

How would you add this card to an existing group. Well, what I naturally did was tap and hold hoping menu would pop up similar to what Pinterest does in their pin, etc. Yeah, so then I would just, if you had the tap and hold then you could have like add to new or add to existing and that would just be in the menu option. I can't exit the app, but I'll just go back.

You're going to have to enter the tiny url or bit.ly link. Okay, back at home screen. Choose either cards or groups. Well, I'm going to go to groups since that's newish. You're interested in reading a bit more about how these cards were made as well as the company who made them. Can you find the spot in the app to accomplish this. Yes, the little three dot, dot, dots. Oh, maybe that's not where. Well, I think the dot, dot, dots. Oh, so there it said background and I thought, so background, I was thinking like background, well about would have seemed more appropriate.

Okay, let me change the colors. Okay, neon color, oh Jesus. So the neon green is like impossible to read with white text on. Also, the orange isn't actually neon. Yeah, I'd say themes was easy. I can't exit the app.

Oh, find the visual design of the cards appealing? Well, it's, oh the natural color theme is nice. I think there's some typographic or spacing things that seem a bit off that don't make total sense where it's kind of inconsistent. For instance the trash can not being centered then the use of the drop shadow next to the trash can and then the way that in the groups at least, the text, so that line is way shorter and the text isn't centered like it is in the other lines. So in the groups that seems very bizarre that you would do that. And then the other thing that's kind of off is the icons on the cards page, the icons aren't centered. And then, each card, I would say there's a lot of if you did more typographic explorations I think it could look a lot better. So it really seems like it's very copied from the way the current cards look. Like how the how and why are capitalized. We could find a different way, like the hierarchy of the information. The other thing is the icons are very inconsistent in their style. They also don't really seem to mean

anything. Like they're so abstract it doesn't make sense.

Yeah, the navigation was very clear I would say for number 28. Submit.

Okay, so for my last kind of feedback I would say that for group headings like the title headers, that just looks odd. So they seem out of place. So I would work on the group title, like group A, like that heading and that whole area. I think for the, like the rest of the, like if you cleared up that and the trash cans and were a little more consistent in the icon design which you probably don't do. Otherwise I find the good font. I kind of, the challenge that I see is that I don't feel inspired by how I could go about actually using this to feel inspired because the, it's just text and the icons don't mean anything related to the actual method so I have nothing visual to go off of. So I think like one thing that I would love to see is all the different ways that someone has used this method. So if people could submit like oh I used this method and I created something that looks like this. Because that's often something I do. So for instance for blueprinting I will go off and Google like, oh what are all the different ways people have done a blueprint for me then to go and try to do that. And I think especially for designers they're very, very visual people. The other thing I feel is that for me the way the categories are broken down never really made sense or that wasn't the way I ever used them. So, I understand that like, okay so for ask those are all the things that you could do instead of, or it could be part of an interview kind of question scenario while try is like okay, let's put ourselves in this situation but it's also like okay, we could do this in a brainstorm with a client. And then look and learn, so I guess like in theory they make sense but for me it's usually more about okay what is it I want to understand? I want to, I want to find a way of capturing insights, or I'm wanting to find a way to analyze my information. So maybe it's more broken into like parts of the design process or something. I think that's something where you can think about doing, I would say the, of your three different ways of being able to browse through the cards, I would say the first one where you have the four categories and then being able to scroll through them with the icons it's for me the most meaningless because the icons aren't actually communicating each kind of method. So that doesn't explain to me, oh, that's what that is. So I think my preferred way of navigating is probably the second one where you can see all the cards and then you can quickly go through it or the text list format because then I can kind of just read and see, but then again I'm still missing like, oh, what does this method physically look like. Because I want to, for instance, cognitive maps, I want to see like oh, so what are the different ways I could do a cognitive map? Or, yeah.

And then for, yeah, I was just thinking about groups and then how again here I would like to see more, because I actually never thought the groups would look like this when you first kind of presented what groups were and what I thought they would be. But I guess it makes sense to kind of have a to do list of what could be cool to do, or something we should use on a project but the thing is methods aren't planned out like oh I'm going to do this and then I'm going to do this. They're more, they come more natural and more random, but it could be cool to have a bucket list, like oh I want to try this or to be able to tag what a method is good for so you could search based on what it is what you wanted to do so there's more meta data connected to each one.

And then, lastly on the whole them idea, so I really like how you can see a preview of the colors at the top and I think there are some nice color combos that you have going, but, okay, I can't reach the bottom one because on the iPhone there's a lot of, yeah, it's too short, the screen. But I honestly would say that picking a theme is probably the least important thing. I would want it to just come in one theme that works well. So for instance I think if you try your themes and then see which one looks the, well, the best. So, I would probably skip the neon, I mean that kind of looks like Post-It colors which is very Ido-y but the green is just too sharp, you can't read the white on that. Well the, I think the natural is my favorite, though I would make the light green slightly darker but that's by far my favorite color combination because there the colors are more harmonious and they work together because I don't think that the color differences are kind of significant in kind of breaking them into the different categories.

Okay, I think that is all the feedback I have right now but it's a really cool looking app. I could try getting in touch with Ido to see if they're interested in working with it but I really think that it needs to be a little more visual. Okay.

Appendix B: Questionnaire

I have used the IDEO Method Cards (paper cards or the iPhone app) for a project or have explored them as a potential tool.

6 out of 6 people answered this question



"IDEO Method Cards is a collection of 51 cards representing diverse ways that design teams can understand the people they are designing for. They are used to make a number of different methods accessible to all members of a design team, to explain how and when the methods are best used, and to demonstrate how they have been applied to real design projects."

Have you used any similar tool/tools to help inspire design?

4 out of 6 people answered this question



How important is personalization to you in mobile apps, 5 being very important (being able to change colors or add an avatar, for instance)?

6 out of 6 people answered this question



2.83 Average rating



I use the following mobile OS as my primary daily device:

6 out of 6 people answered this question



3	None/Don't use	1 / 17%
4	Blackberry	0 / 0%
5	Nokia	0 / 0%
6	Other	0 / 0%
7	Windows Mobile	0 / 0%
8	iPhone & Android combination	0 / 0%

Finding the Card text categories was easy.

Choose **more stars** if you agree or **less stars** if you disagree.

6 out of 6 people answered this question



4.67 Average rating

1	☆☆☆☆☆	5 / 83%
2	☆☆☆	1 / 17%

Finding the themes was easy.

Choose **more stars** if you agree or **less stars** if you disagree.

6 out of 6 people answered this question



4.17 Average rating

1	☆☆☆☆☆	4 / 67%
2	☆☆	1 / 17%
3	☆☆☆	1 / 17%

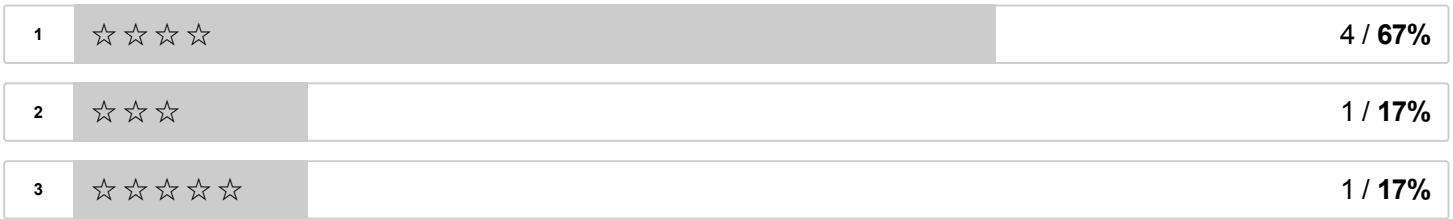
I found the visual design of the cards appealing.

Choose **more stars** if you agree or **less stars** if you disagree.

6 out of 6 people answered this question



4.00 Average rating



I found the navigation within the app easy to understand.

Choose **more stars** if you agree or **less stars** if you disagree.

6 out of 6 people answered this question



3.67 Average rating



Appendix C: Prototype Screens

IDEO Method Cards

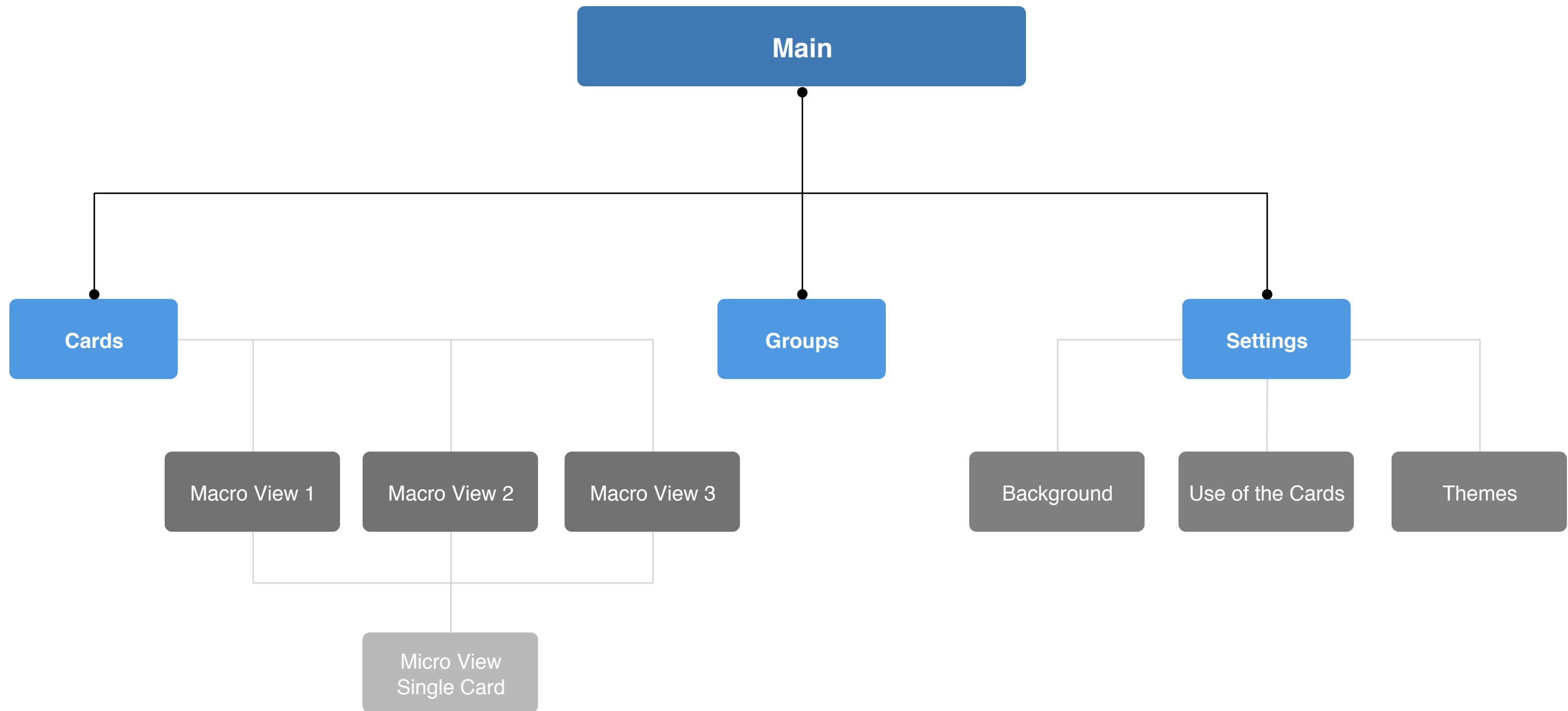
MODIFICATION DATE Fri Apr 04 2014

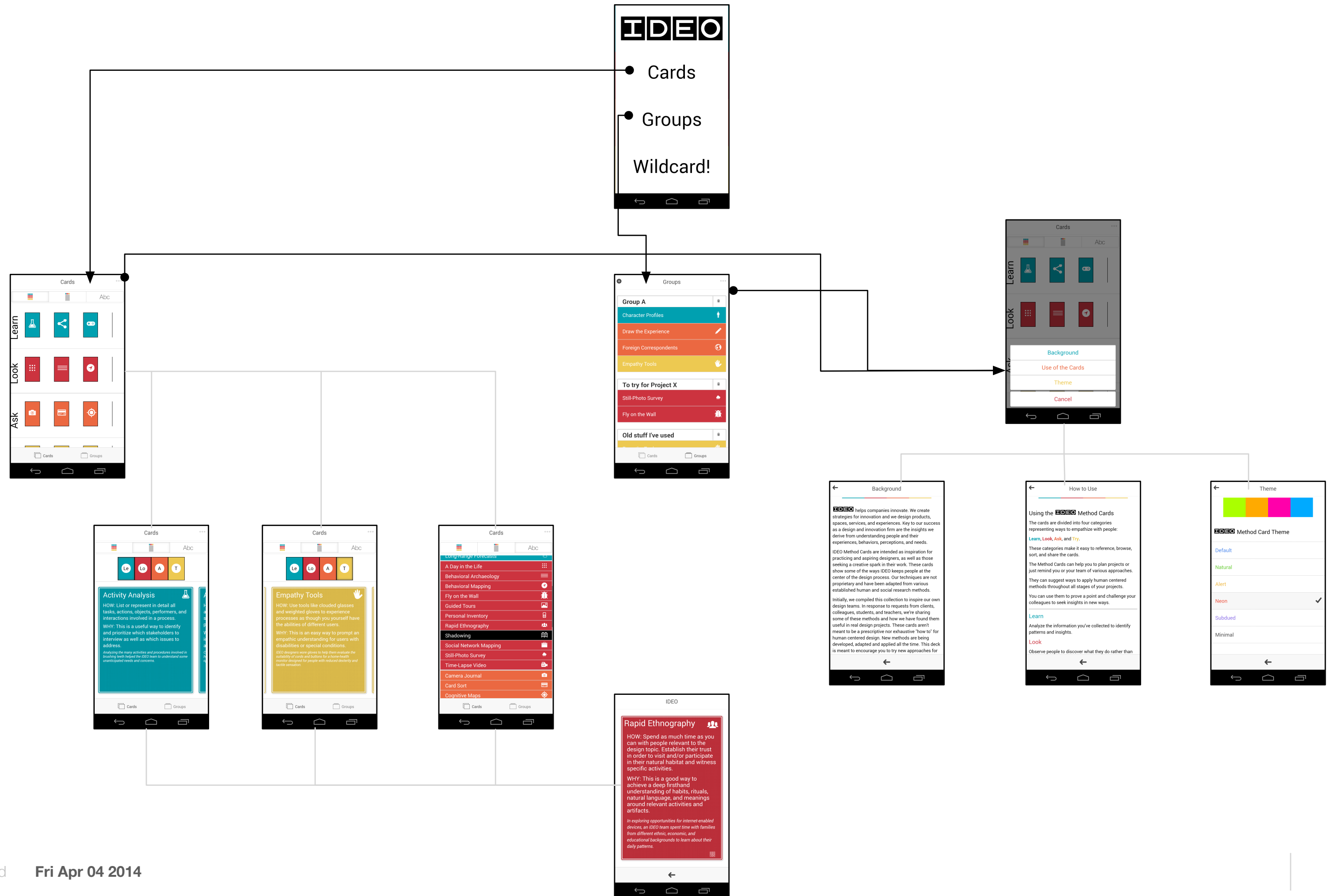
CREATOR Jay Hilwig

FILE NAME Final Prototype: Screenshots

DESCRIPTION Information Architecture for IDEO Method Cards **Refresh**, HCI 598 Capstone Project

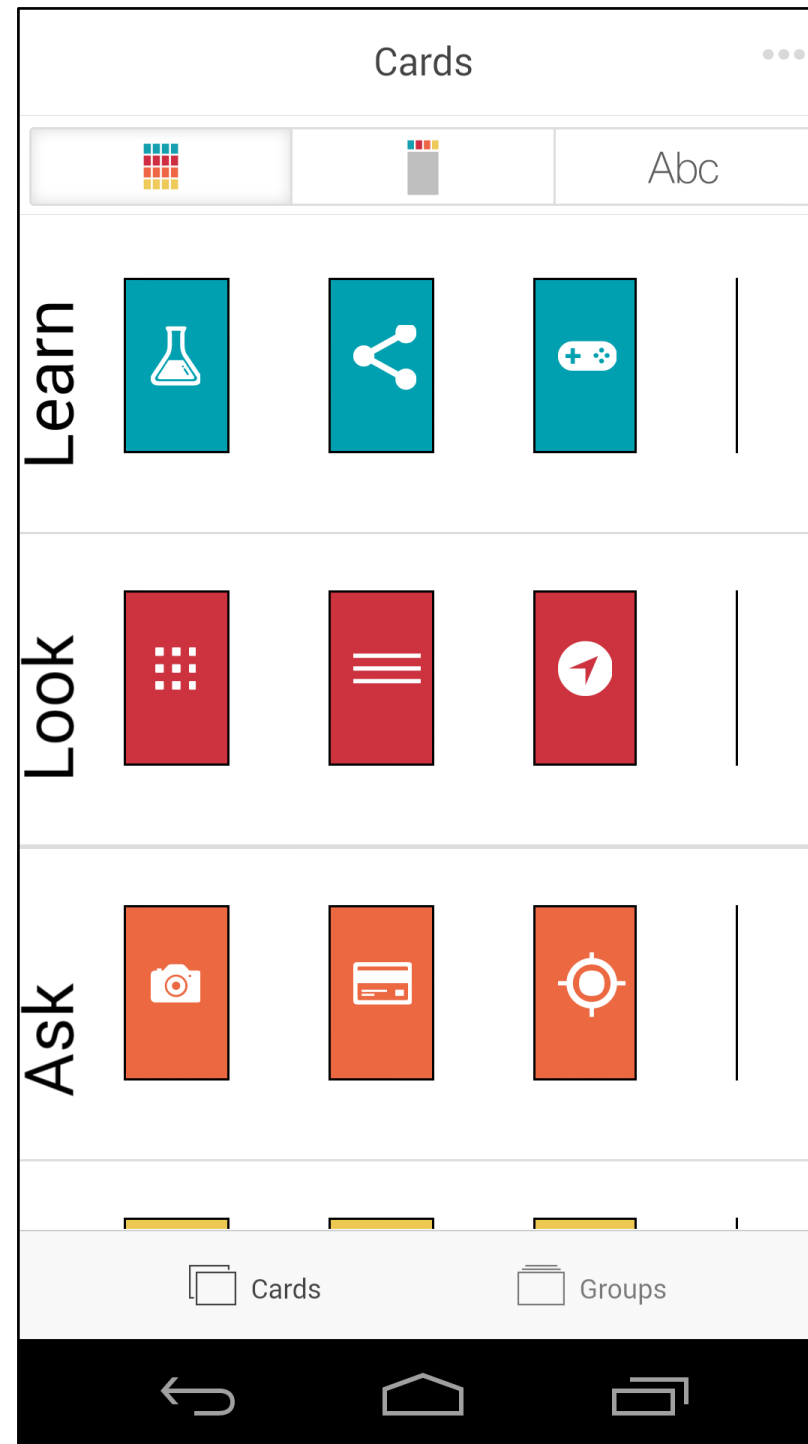
VERSION HISTORY 1.0



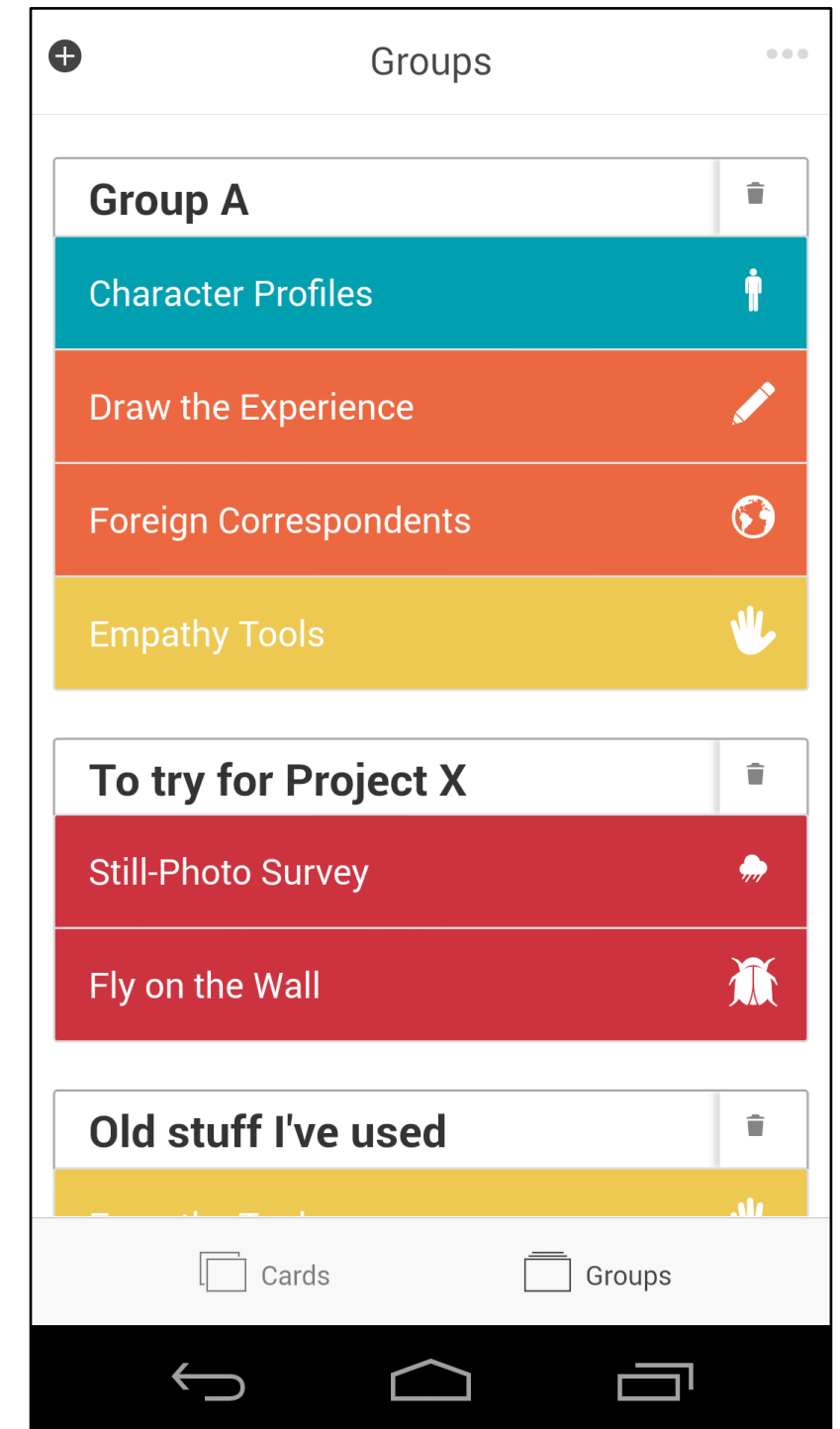




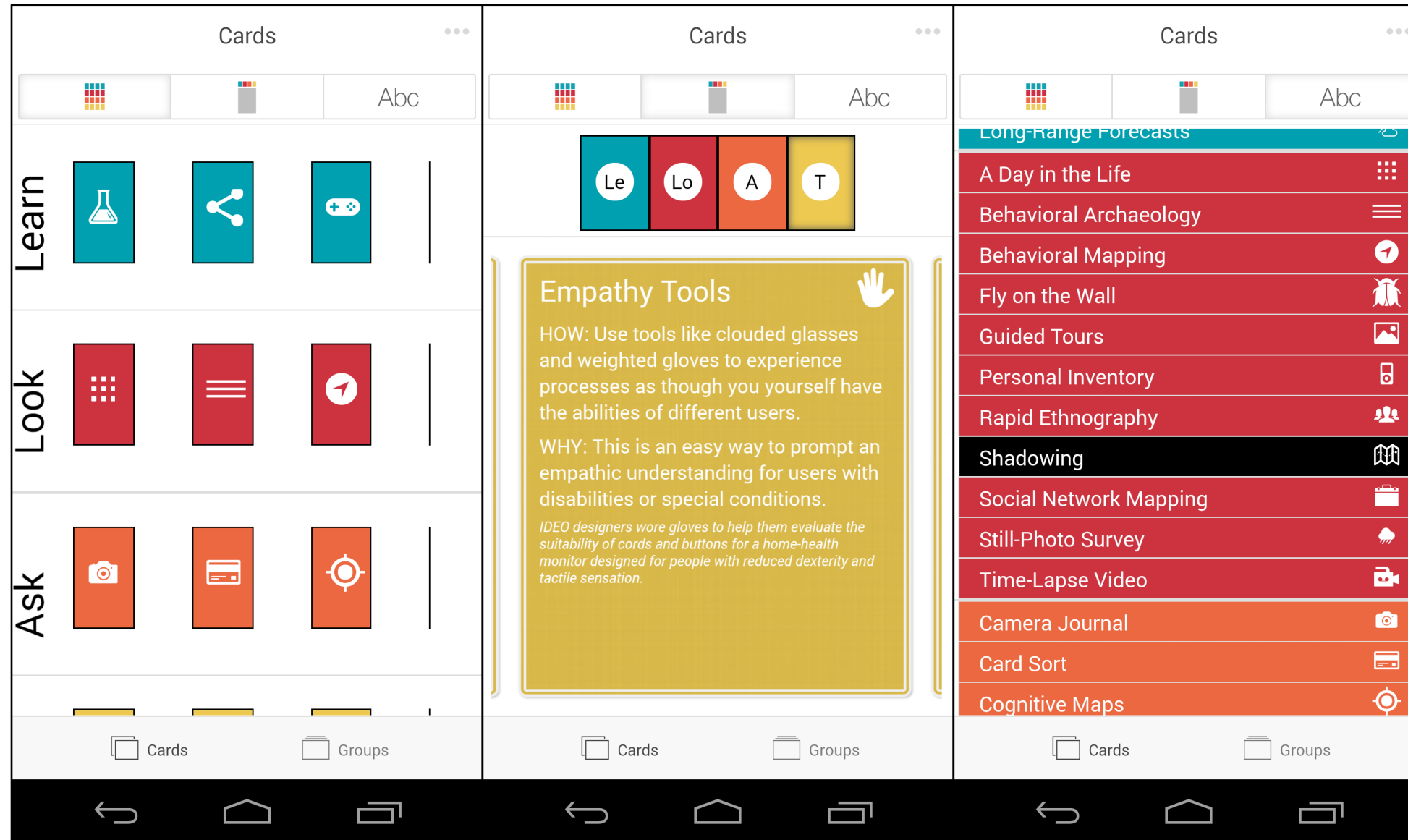
Home Screen



Cards tab



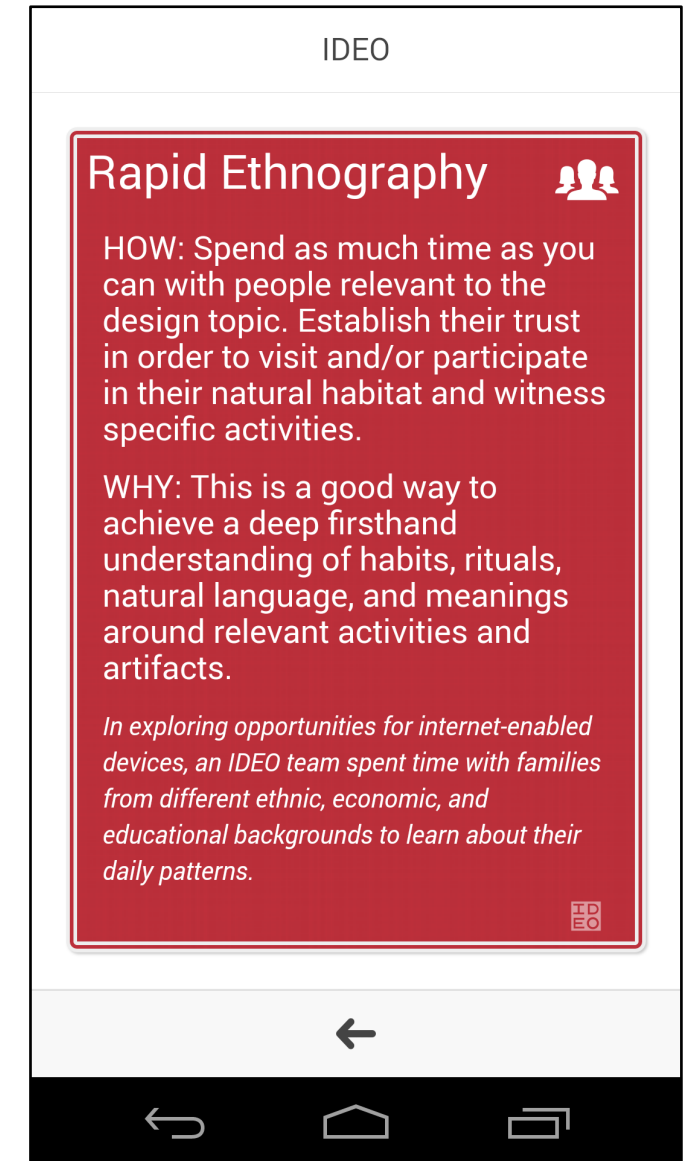
Groups tab



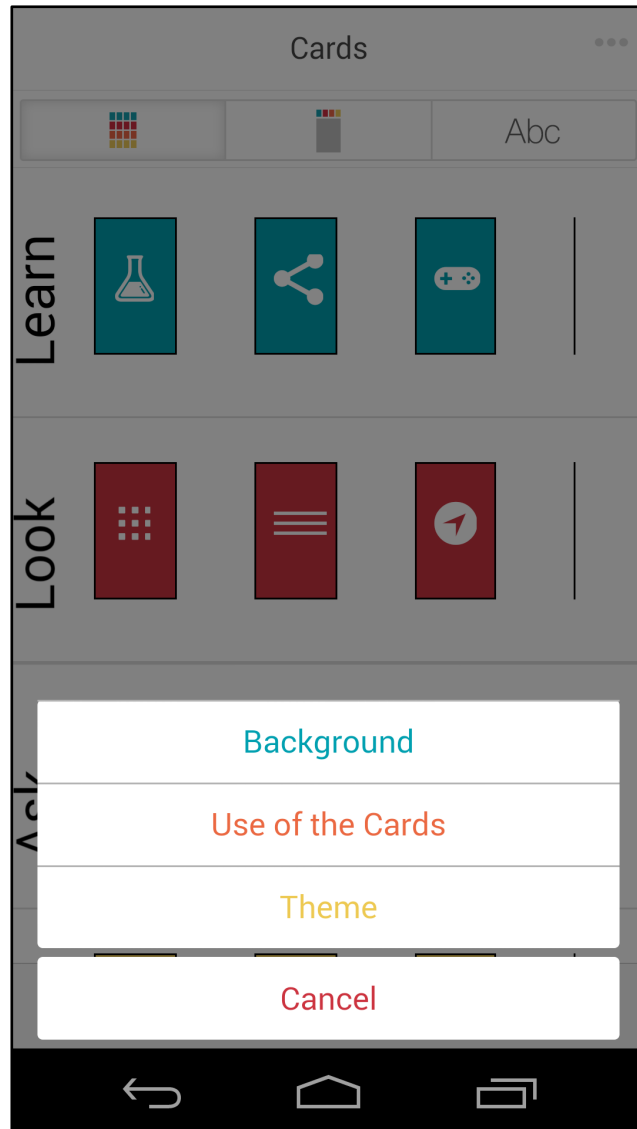
Macro View 1

Macro View 2

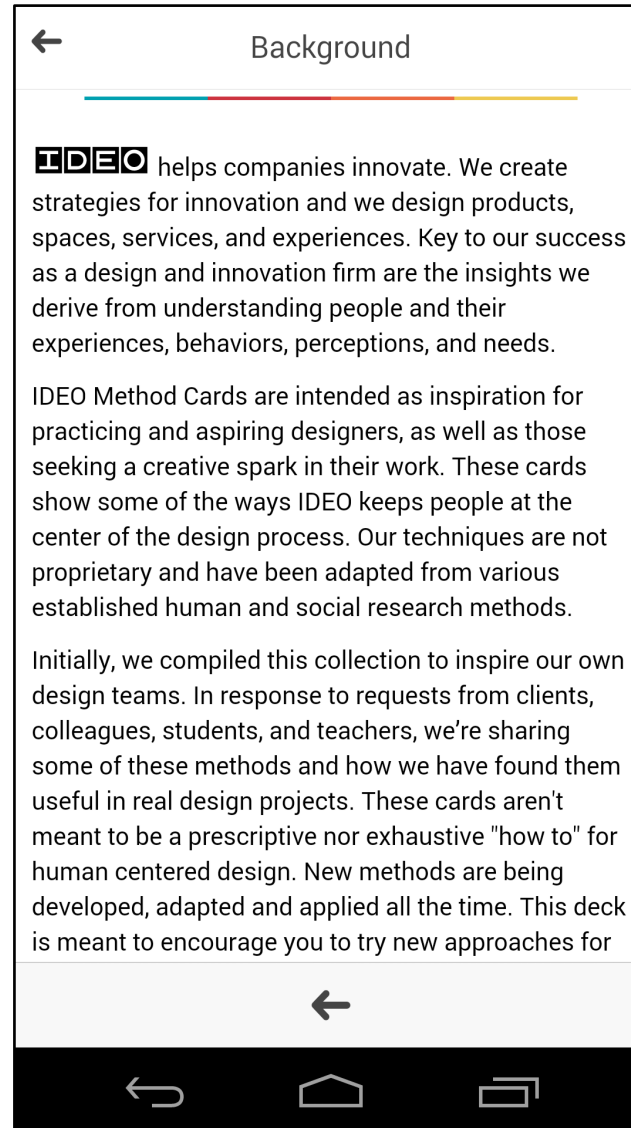
Macro View 3



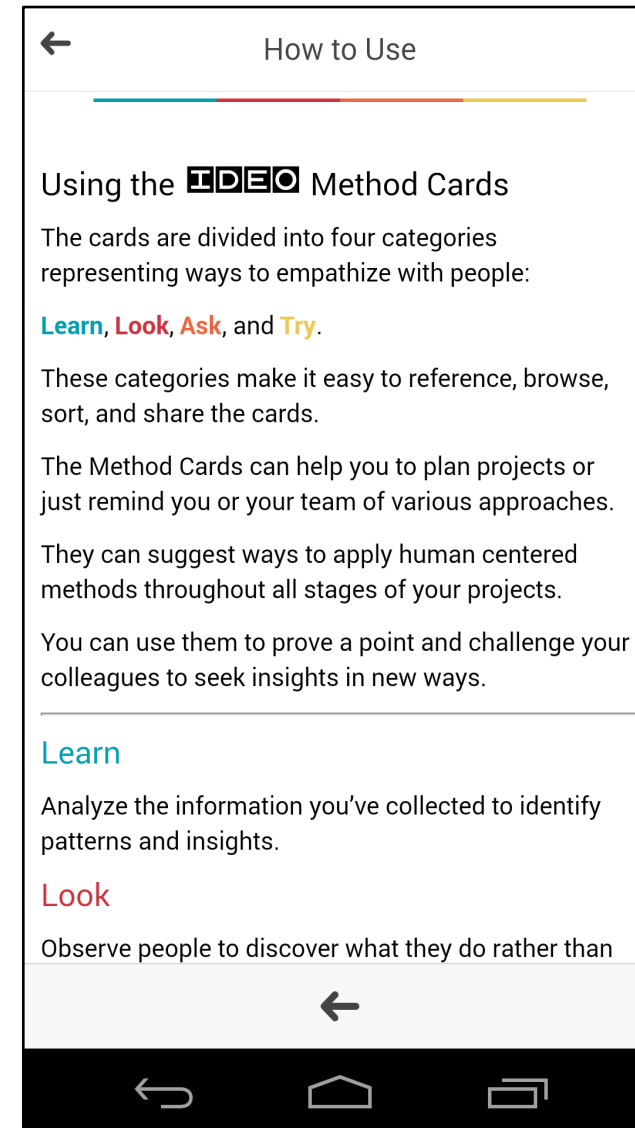
Micro View



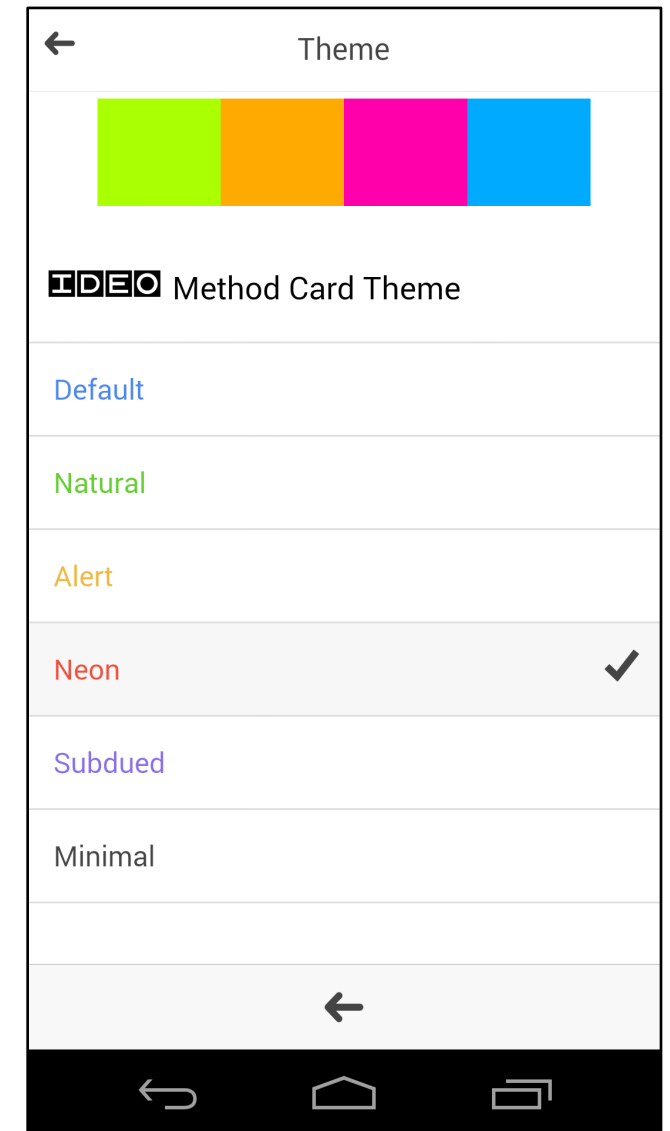
Settings contextual menu



Background



How to Use



Themes

