

# HELLO!

- Come in quietly and take any seat except the one you had last week
- Fill out a survey: <http://bit.ly/ThesisCheckin>)
- Sit quietly and breathe deeply until we start

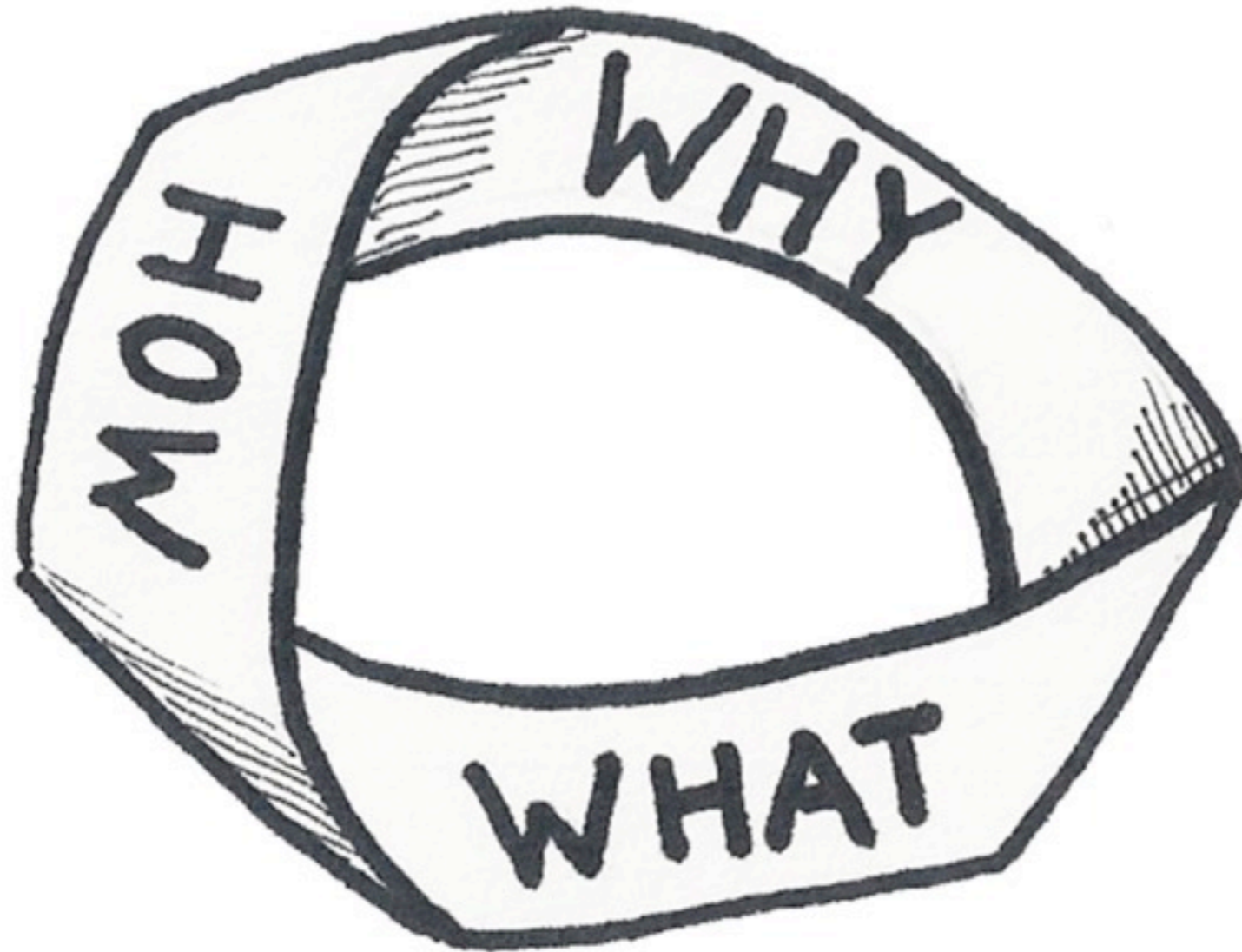
# QUESTIONS

- What came up since we met last?
- What questions do you have that warrant group discussion?

# 5

**HOW TO  
UNCOVER FACTORS,  
CONTEXT & CHANNELS**

**LAST WEEK...**



**WHAT IS  
YOUR WHAT?**

**WHAT  
CAN YOU  
FINISH?**

**REALITY:**

**YOU HAVE BIG  
DREAMS FOR  
THIS WORK**

**REALITY:**

**YOU ARE  
STARTING TO  
LOOK AT WHAT  
IS NEXT**



**REALITY:**

**THAT MAY BE  
MORE FUN THAN  
WORKING ON  
YOUR THESIS**

**REALITY:**

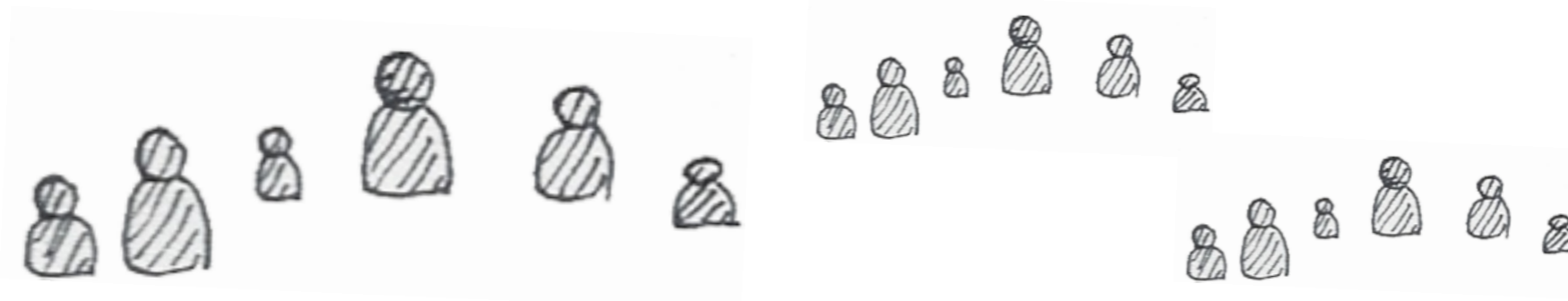
**TIME FLIES  
WHEN YOU ARE  
HAVING FUN**

**REALITY:**

**YOU HAVE 80  
DAYS LEFT**

# Reality involves many **players**

- **Users:** People you intend to interact with whatever is being made
- **Stakeholders:** People who care about the outcome of what is being made
- **Makers:** People making whatever is being made

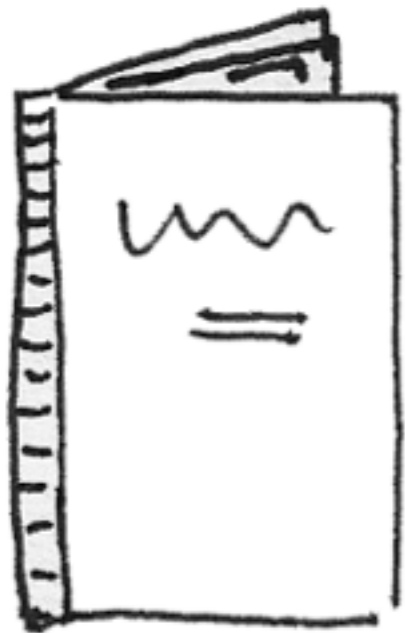


**WARNING:** You may fall into all three categories yourself on a given project. Be extra careful when this is a case. Remember that in many cases, meeting our own needs can prevent us from meeting the needs of others.

# Reality involves many **factors**

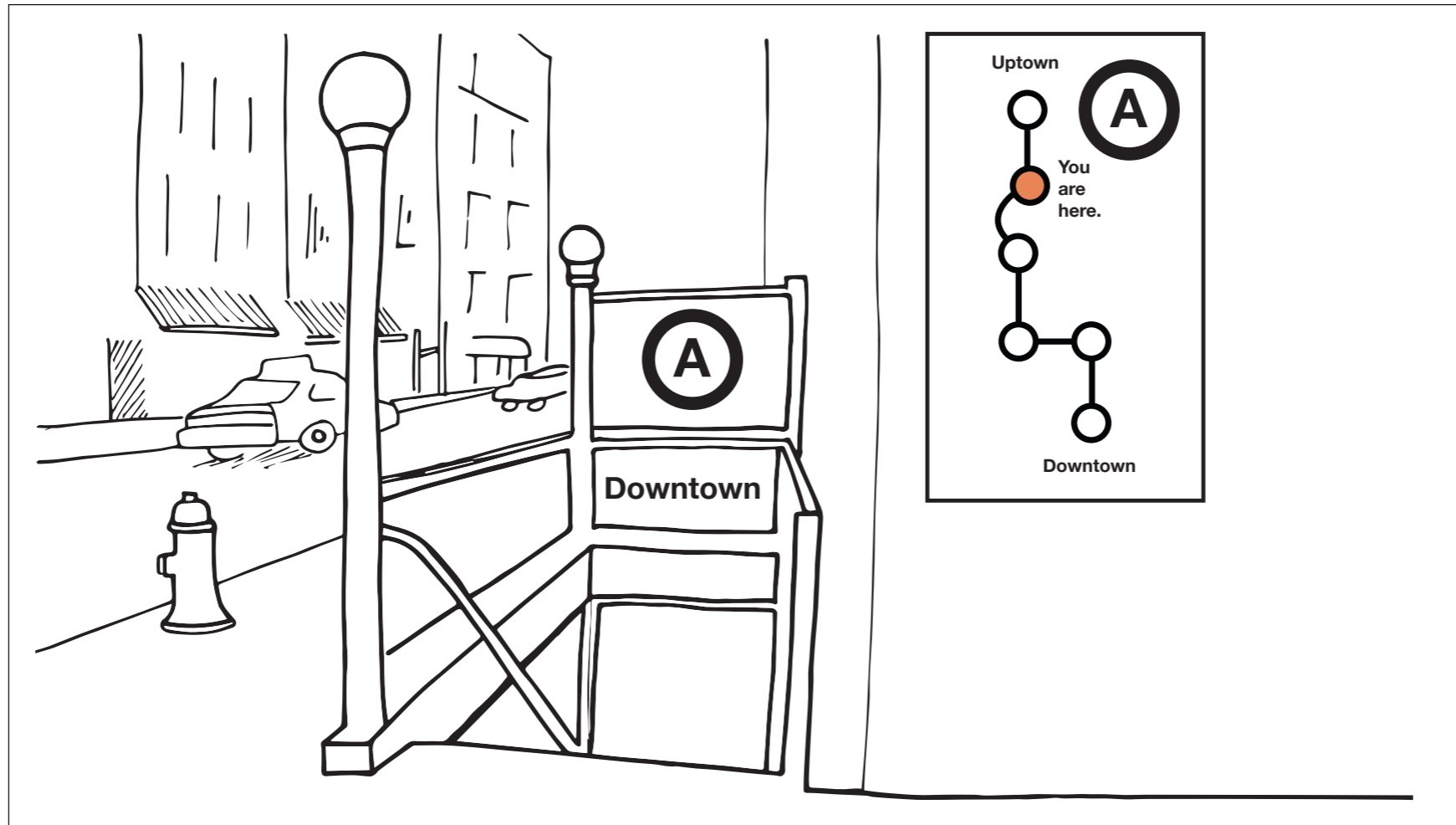
- **Time:** “I only have \_\_\_\_\_ left.”
- **Resources:** “I only have \_\_\_\_\_”
- **Skill-set:** “I know how to \_\_\_\_\_ but I don’t know how to \_\_\_\_\_, yet.”
- **Personality:** “I want my work to say \_\_\_\_\_ about me”
- **Politics:** “Others want my work to say \_\_\_\_\_ about \_\_\_\_\_”
- **Ethics:** “I want my work to do right by the world”
- **Integrity:** “I want to be proud of the results of my work”

# Reality involves many **channels**



**Channel (n.):** Anything that carries or transfers information.

# Reality involves many **contexts**



**Context (n.):** The surroundings, circumstances, environments, background, and settings that determine, specify, or clarify the meaning of an event or other occurrence.

**WHEN DEALING WITH  
THINGS THAT ARE  
CROSS CHANNEL,  
MULTI CONTEXT...**



**...IT IS ALWAYS  
HELPFUL TO MAKE  
A MAP ...**

# PERSONA: STUDENTS

NEED	CONTEXT	CHANNELS	FACTORS
<b>Strategies for making sense of messes made of information</b>	<p>Working on long term projects with many moving parts</p> <p>Slightly to extremely overwhelmed.</p> <p>Putting a lot on and into this work, so high emotional attachment to outcomes and progress</p> <p>Time Strapped</p>	<ul style="list-style-type: none"><li>• Search Results</li><li>• Worksheets</li><li>• Blog</li><li>• Book</li><li>• Slideshare</li><li>• Online Class</li><li>• Video lessons</li><li>• Teacher mentions</li></ul>	<p>Applicability of content to broad range of topics and executions</p> <p>What search terms?</p> <p>What is the correct grade level?</p> <p>What are interesting and applicable examples?</p> <p>Price point needs to be low.</p> <p>Speed to consume is important</p>

# PERSONA: PRACTICING DESIGNERS

NEED	CONTEXT	CHANNELS	FACTORS
<p><b>Practical tools for collaborating with others around information based decisions</b></p>	<p>Working on projects that are outside the typical scope of their role.</p> <p>Likely to have history and politics between players.</p> <p>Intent may involve reaching across groups or processes that haven't been purposefully connected before.</p>	<ul style="list-style-type: none"><li>• Search Results</li><li>• Worksheets</li><li>• Blog</li><li>• Book</li><li>• Slideshare</li><li>• Online Class</li><li>• Video lessons</li><li>• Conference talk</li><li>• Social Media</li><li>• Referral</li></ul>	<p>How to balance between being trust worthy for real work and being friendly</p> <p>What are interesting and applicable examples?</p> <p>It has to not feel like work to read. It has to be refreshing and make you feel like things are going to be ok.</p> <p>Share-ability with non designers is important</p>

**QUESTIONS?**

# WORKSHOP:

“WHO, WHERE,  
HOW?”

# TEAMS

- Judy
- Adam
- Souvik
- Ziyun

- Lou
- Lijia
- Adem
- Tahnee

- Panisa
- Eden
- Roya
- Leila

- Chelsea
- Belen
- Jon
- Marianna

- Oscar
- Natsuki
- Long
- Isioma

# COMMUNICATE YOUR INTENT

Work on a matrix for each project in your group, spend 15 min on each:

- Pick one persona to focus on during class
- Generate need statements
- Discuss context
- Discuss potential channels
- Discuss factors involved

*Note: Remember that the in class workshops are your chance to act like information architects for OTHER people's work. It is valuable experience to learn how to help others ask better questions. Use this time wisely.*

# PERSONA:

NEED	CONTEXT	CHANNELS	FACTORS
