Five Phases of Design

Definition	①	Teams will explore the various ideas surrounding the project. Territory maps help teams and clients reach a shared view of the domain and gain an idea of research methods for the next phase. Make explicit what you need to learn more about. Write a hunt statement to broadly state what you are studying, who the major players are, and what you hope to achieve. e.g., *(our team name) will look at the interaction between (something) and (other somethings) in (a particular setting) in order to achieve (something)*. More simply: *We want to do x in order to affect y.* As you move through this phase, remember that, for the most part, you are just doing a lot of listening and aggregating. Stand back and look at the space with as much objectivity as possible. Create a territory map so that everybody, including the client, is in agreement on stakeholders, environments, interactions, etc. Start to identify potential roles of team members.
Exploratory and Ethnographic Research	②	You'll be immersed in field research, requiring a suspension of opinion as to what the "problems" are. Explore everything. Live in other people's shoes. Through a variety of research methods, teams should develop a deeper understanding of the space at hand as defined in the territory map. Methods may include contextual inquiry, directed storytelling, blueprinting, shadowing, surveys, diaries, touchpoint tours, environmental descriptions, stakeholder maps, identification of core competencies. Develop an understanding of the technologies, materials, and other ideas out there (competitive analysis). Write design implications based on your work: *We observed (this) which implies that we need to (act in such a way moving forward) or (focus on a few key areas) or (create something for the stakeholders that addresses the issue)*. Type of questions you might ask a research participant: *"Tell me about a time when you…" "Walk us through your process of planning a holiday trip for your family."*
Design Leap: Research Synthesis to Generative Design	③	Understand your findings through affinity diagramming and visual models. Then, develop a wide range of concepts that respond to everything you know. Personas, scenarios, and sketches will help drive your prototyping activities. These prototyping activities should engage the same or similar research subjects from phase two. Work one-on-one with participants and co-design with them. Conduct game sessions, role playing, collages, video/audio recording, stream-of-consciousness, SMS studies, behavioral mapping. Type of questions you might ask a research participant: *"Could you role play your ideal interaction in this scenario?" "What times of day would these services be most useful to you?" "Create a collage of your ideal hospital experience."*
Realization and Evaluation	④	Work to evaluate your strongest concepts focus your service in preparation for the final presentation and documentation. As you formulate arguments for new, future states, continue prototyping and co-design with real users. The goal is to reach one concept direction and a framework that has been refined through iterations and a series of prototypes. Methods include: scenarios, experience prototyping, interaction relabeling, make tools, shadowing, photography, paper prototypes, wireframes. Type of questions you might ask a research participant: *"Last time we met, you described for us…How does this prototype address those specific challenges?" "How well does this prototype meet your business goals?"*
Delivery	⑤	At this stage, teams are working to explain the principles, genres and components of parts of the greater whole that is their refined service concept. Students will work toward creating an embodied experience of 'what might be' through a variety of techniques, in order to result in a service that is human-centered and holistic. Working to revise and improve first iterations of the service concept, teams will include the documenting of values, tools, etc. across the service touchpoints, illustrating how their research findings are driving the final concept. Methods include: video sketches, 3d modeling, physical prototypes, high-res mock-ups or roughly functional prototypes, documents, concept maps.