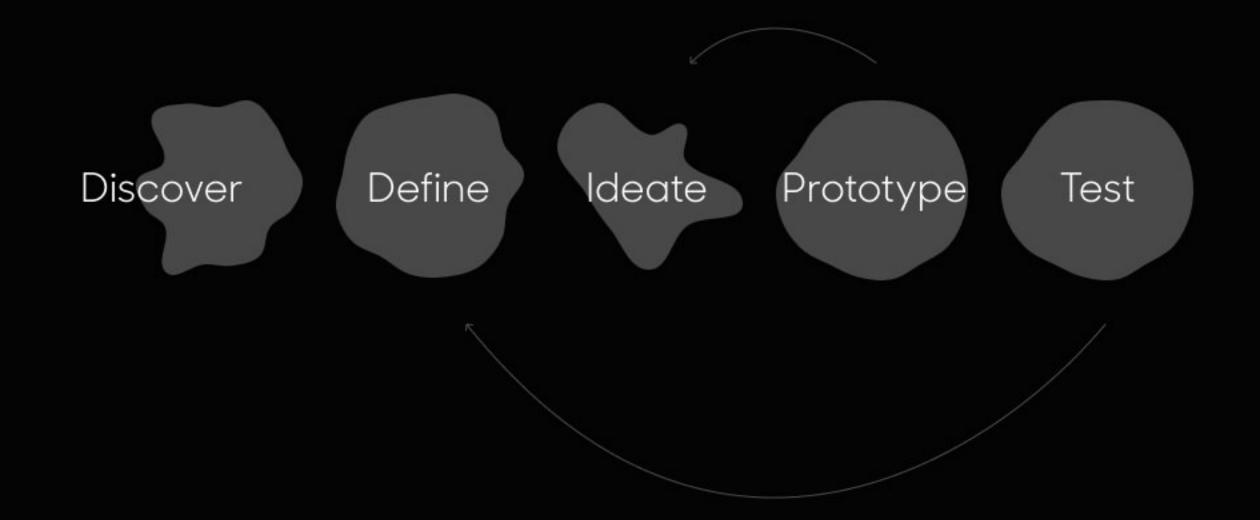
# How might you structure your projects in your portfolio?

## Quick overview of

The Design Process



## Quick overview of

The Design Process

The design process is a basic framework for solving even the toughest of problems.

## What does the IxD faculty expect to see in a portfolio?



## Show the way you think about problems.



## Show your process.



## Tell a good story.



## How might you structure projects in your portfolio?



## A project consists of



## inspiration

My role in the project was

## My Design Process

The problem I'm solving is

because

img

img

I learned x, y and z from looking at others solving this problem.

img

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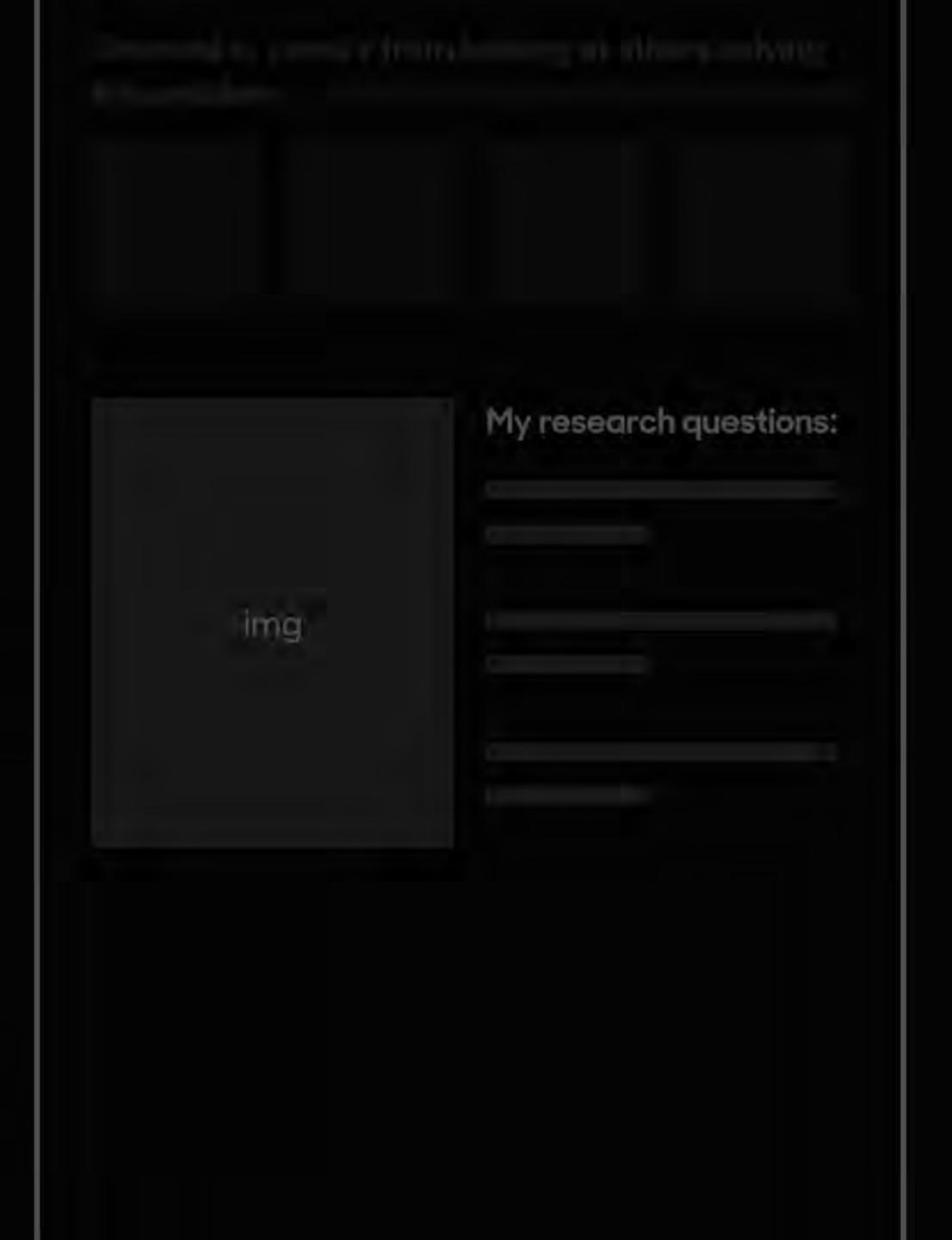
## inspiration

research

I learned x, y and z from looking at others solving this problem.		
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img	My research questions:	

potential research questions

Who uses this product, in what context(s), what do they use it for and why do they use it?



### research methods

### Research Method A

l used research method A to		
l learned		
img	img	

### Research Method B

I used research method A to
I learned

### UX ACTIVITIES IN THE PRODUCT & SERVICE DESIGN CYCLE



#### METHODS

## Field studies/user interviews Diary studies Stakeholder interviews Requirements & constraints Sales & support interviews Support call monitoring

#### ACTIVITIES

Find allies
Talk with experts
Follow ethical guidelines
Involve stakeholders
Hunt for data sources
Determine UX metrics

## EXPLORE

#### METHODS

Design review

Competitive testing

Competitive analysis

## Persona building Task analysis Journey mapping Human-centered design Design diversity exploration Pluralistic walkthrough Prototype feedback & testing Write user stories Card sorting

#### ACTIVITIES

Follow Tog's principles of IXD
Use evidence-based guidelines
Design for universal access
Give users control
Prevent errors
Improve error messages
Provide helpful defaults
Check for inconsistencies
Map features to needs
Make software updating easy
Plan for repair and recycling
Avoid waste
Consider diverse contexts
Look for perverse incentives
Consider social implications



#### METHODS

#### ACTIVITIES

## Qualitative usability testing Training research User group outreach Social media monitoring Forum post analysis Benchmark testing Accessibility evaluation Test instructions & help

Protect personal information Keep data safe Deliver both good and bad news Track usability over time Include diverse users Track usability bugs Make training information

LISTEN

#### METHODS

## Surveys Analytics review Search-log analysis Usability bug review Feedback review FAQ review Conference outreach Q&A at talks and demos

#### ACTIVITIES

Pay attention to user sentiment Reduce the need for training Communicate future directions Recruit people for future research

NNGHOURGOM NN/g

### Research Method A

I used research method A to

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### Research Method B

lused research method A to

Hearned

Hearned img img

## research analysis

## Takeaways

My findings from my research are

this is just a sample takeaway.

I interviewed seven [x] product users and the overwhelming pain point was that they expected to do [y] but the [x] product failed them every time. My desk research indicates that the seven users I interviewed are not alone and their struggle is experienced by the [z] majority of [x] product users. When the [x] product user can't accomplish [y] their lives are affected [so and so].

## Takeaways

My findings from my research are

Created by Orhan Basak, a former SMC IxD graduate. Last edited on 06.23,2020.

## research analysis

## idea generation

## Takeaways

My findings from my research are

### Sketches.

img img img

Explain your ideas

## solution crafting

Explain your ideas

## Designs. Prototypes. Development.

Talk about what you've done and why

showcase your work

showcase your work

## test your solution(s)

### Gather feedback

What have you learned from your audience?			
img	img	img	

## iteration(s) — optional

## Iterations



## summary (tl;dr)



That was a high-level overview of how you might structure your projects in your portfolio. Review the sample portfolios for inspiration and I encourage you to add your own flavor to your own pieces. Try to tell a good story—of you and your projects—and make it engaging!

Most importantly, don't be afraid, just go for it. Submit your portfolio.



## Sometimes I have portfolio workshops on campus.

Contact an IxD counselor to get more info.