Brainstorming

No screens

Prof. Lydia Chilton
COMS 4170
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Say your name
Goal 1

Build websites that suit the needs and abilities of users

1. Display information
2. Design interactions

...that allow users to accomplish a goal
Goal 2
When the needs and abilities of users are unclear, design systems by learning from iteration and experimentation.

Clear needs, abilities, goal
Unclear needs, abilities, goal
6-Week Project (35% of your grade)

Topic: Interacting with multiple videos.

This task is purposely ill-defined. Your first milestone is to pick a domain and a specific problem for which multiple videos is the solution.

This assignment is to be completed individually. HOWEVER, you will have “groups” to get feedback from and to support your user testing.
Example: **Domain** and **Specific Need**

**Domain**: conference talks

**Specific need**: A timer that first counts down the talk time, then counts down the q&a time so the speaker knows if they are on track.
Why Specific Needs?
What are the kinds of things Politicians, Beauty Queens, and Silicon Valley say they will solve?
What are the kinds of things Politicians, Beauty Queens, and Silicon Valley say they will solve?
What’s appealing about general goals?

READ MY LIPS.....

"NO NEW TAXES"

Can we cure all diseases in our children’s lifetime?

WHAT IS THE ONE MOST IMPORTANT THING OUR SOCIETY NEEDS?

THAT WOULD BE HARSHER PUNISHMENT FOR PAROLE VIOLATORS, STAN...AND WORLD PEACE!

The search giant is launching a venture to extend the human life span. That would be crazy—if, weren’t Google.
What’s the problem with general goals?

They aren’t actionable.
You may never start.
General Vs. Specific Goals

Goal 1: “Clean the house.”

Goal 2: “Fold that basket of laundry.”

General goals sound appealing, but specific goals are actionable:
What **person** is going to execute what **action** on what **object** and at what **cost**?
General goals are actually **Domains**

**Domain:**
“Clean the house”

**Specific goal:**
“Fold that basket of laundry.”
What’s the risk with a specific goal?

“Fold that basket of laundry.”
Specific goals can be trivial.

But, if you start specific, you can usually generalize
<table>
<thead>
<tr>
<th>Domain</th>
<th>Specific Need</th>
<th>Generalized to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>Online shopping</td>
<td>Clothes, Food, Amazon Fresh Other sellers</td>
</tr>
<tr>
<td>Facebook</td>
<td>Social Network</td>
<td>Ivy League US Colleges Everybody</td>
</tr>
<tr>
<td>Gmail</td>
<td>Email client</td>
<td>Chat GDrive</td>
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<tr>
<td></td>
<td>Uncommon books</td>
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<tr>
<td></td>
<td>Harvard students to look each other up</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Web-based No page reload Never Delete</td>
<td></td>
</tr>
</tbody>
</table>
If you start specific, you can usually generalize.
Why did Sabre (a printer company) buy Dunder Mifflin (a failing paper company)?
Supply Chain Distribution:
Generalize from Paper Sales to Printer Sales
Example: Domain, Specific Need, and Generalization

**Domain:** conference talks

**Specific need:** A timer that first counts down the talk time and q&a

**Generalization:**

- Medium talks (20 min)
- Short talks (1 min) * 40 1-min intros in 1 hr
- Long talks (1 hr) * Might take questions during the talk.
If you start general, you may never start.

If you start specific, you can usually generalize later.
Brainstorming Exercise
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Coming up with the perfect idea can be intimidating.

The best way to have a good idea is to have lots of ideas.

- Linus Pauling
Only rule of brainstorming: No criticism
If you HATE someone’s idea, what should you do?

Have another idea.
Brainstorm More **Specific Goals**

**Domain:**
- World peace
- Save the planet
- Education
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What’s one thing somebody else said that you didn’t think of?
Brainstorm: Actions you can do with video

Rick Roll 10 hours
What’s one thing somebody else said that you didn’t think of?
Milestone 1:

By yourself:
Brainstorm **3 domains** you are interested in. For each domain, brainstorm **5 specific needs**.

Post them on Piazza by **noon on Wednesday**, and you will get participation points.

We will discuss them in class Wednesday.
Summary
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Save criticism for later. It impedes the process of having more ideas.
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