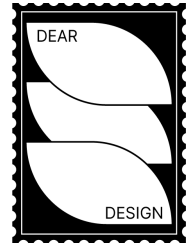


TOPIC 8 - EXERCISE WORKSHEET

"Good Designers Do X"



Instructions

STEP 1

Access the PDF with the expert design researchers' responses. Print and cut out each response.

STEP 2

Read through the responses. Create affinity groupings and name each group.

STEP 3

Select your top three responses and/or affinity group categories.

STEP 4

Answer the following questions:

a.

What do you notice across these themes? Do you see anything missing? What would you add?

b.

How might you visually incorporate your selected top 3 responses in your design process?

c.

What are some insights or takeaways you have about what "good designers" do?

TOPIC 8

"Good Designers Do X" - Responses

The contributors to this list have graciously given their permission to post their responses on this website. If you use the response list, we ask that you keep the author name with each statement so that their work is attributed to them.

Good design is gracefully unachievable. (Robin Adams)

Good design is deeply contextualized. (Robin Adams)

Good design starts off with good framing. (Robin Adams)

Good design takes into account multiple perspectives. (Robin Adams)

Good design recognizes and embraces complexity. (Robin Adams)

Good design is being open to surprises and learning by design. (Robin Adams)

Good design is simple, but not straightforward. (Robin Adams)

Good designers make quick mock-ups of ideas to "see them" and "understand them through other people's perspectives". (Robin Adams)

Consider context and consequences (Cindy Atman)

Include many perspectives (Cindy Atman)

Scope, gather, model, iterate, cascade (Cindy Atman)

Ask questions (Cindy Atman)

Enact design awareness (Cindy Atman)

Understand that design embodies values (Cindy Atman)

Stay optimistic (Reid Bailey)

Understand their work is as much about problem finding as it is about problem solving (Reid Bailey)

Are constantly learning – about problems, about possible solutions, new skills (Reid Bailey)

TOPIC 8

“Good Designers Do X” - Responses

Know when good enough is good enough; they don't persevere over perfection (Reid Bailey)

Can quickly switch between an open, creative mindset and a judging, evaluative mindset (Reid Bailey)

Are good makers who prototype to learn; they consider manufacturing during design (Reid Bailey)

Always keep an eye on the system even when designing components (Reid Bailey)

Richly engage with users' perspectives and use those to drive ideation and decision-making (Reid Bailey)

Know how to apply their deep engineering theoretical knowledge in design – and when such knowledge is not helpful or sufficient (Reid Bailey)

Hit deadlines (Reid Bailey)

Don't just adopt these mindsets/behaviors/practices, but VALUE doing so (Reid Bailey)

Research on the potential societal, economic, cultural, and environmental impacts of their solutions (Adam Carberry)

Use-inspired projects informed by insights from real people (Adam Carberry)

Modeling of all kinds (physical, mathematical, process, theoretical, and conceptual) (Adam Carberry)

Testing before distribution (Adam Carberry)

Iteration and redesign (Adam Carberry)

Take a broad systems approach to the given problem, rather than accepting narrow problem criteria (Nigel Cross)

Frame the problem in a distinctive and sometimes rather personal way (Nigel Cross)

Use the framing to identify relevant first principles to guide solutions (Nigel Cross)

Work with a breadth of attention to different facets of the problem and solution (Nigel Cross)

TOPIC 8

“Good Designers Do X” - Responses

Work with a depth of attention from broad goals to details of implementation (Nigel Cross)

Exhibit more frequent shifts of attention between activity modes within the overall process (Nigel Cross)

Integrate multiple perspectives into their design (Dharma Dailey)

Understand they are NOT designing for themselves (Dharma Dailey)

Understand the nature of the problem-solution by tactically taking actions that enable others to respond to the design in progress and help shape it (Dharma Dailey)

Recognize the power they have in naming problems and ideating solutions (Shanna Daly)

Recognize, research, and account for both social and technical aspects of problems and solutions (Shanna Daly)

Recognize that deep exploration of a real problem is just as much a part of design work as developing and evaluating solutions (Shanna Daly)

Engage in collaborative, reciprocal relationships with diverse stakeholders, both internal and external to their organization (Shanna Daly)

Explore divergently in problem and solution spaces (Shanna Daly)

Engage in deep analyses to make decisions that consider design context, design and stakeholder positionalities, and technical knowledge (Shanna Daly)

Create visual representations to examine their understandings of problems, contexts, stakeholders, and solutions throughout their design work (Shanna Daly)

Reflect intentionally throughout their work to shape iteration to their understandings and ideas and prompt shifts in their design approaches (Shanna Daly)

Recognize that “going back” to prior decisions and revising is not evidence of a mistake, but rather part of a thorough and thoughtful journey (Shanna Daly)

Look at everything and say, “How could this be better (designed)?” (Andy Dong)

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"Good Designers Do X" - Responses

Look at everything and say, "This is beautifully designed. What can I learn from it?"
(Andy Dong)

Think of (better) design as about good service to others [inspired by Ray and Charles Eames] (Andy Dong)

Pay attention to how others see & (inter)act in the world (especially while using things) so that they can learn to see the world through other people's POV (Andy Dong)

Obsess over details (to our detriment) (Andy Dong)

Question everything (Liz Gerber)

Are great learners (Liz Gerber)

Imagine the future (Liz Gerber)

Are generative (Liz Gerber)

Are ethical (Liz Gerber)

Are systems thinkers (Liz Gerber)

Give the client more than they specified in the Requirements (John Gero)

Frame the task to include multiple stakeholders (John Gero)

Explore more than one alternative (John Gero)

Interact regularly with their client (John Gero)

Dig up any available background information that could be relevant (Gabriela Goldschmidt)

Break problem down into sub-problems (Gabriela Goldschmidt)

Think of users (Gabriela Goldschmidt)

Determine what is most important and create a list of priorities (Gabriela Goldschmidt)

Look at precedents (Gabriela Goldschmidt)

TOPIC 8

"Good Designers Do X" - Responses

Sketch ideas throughout the process, from day one (Gabriela Goldschmidt)

Build prototypes (Gabriela Goldschmidt)

Recognize they are building potential futures and ways of being (Colin M. Gray)

Mediate complex ethical relationships with stakeholders (Colin M. Gray)

Continuously engage in judgements that shape their understanding of the design context (Colin M. Gray)

Actively resist the "matrix of domination" and seek to create more equitable futures (Colin M. Gray)

Design for their users (Mark Guzdial)

Know thy user for they are not you (Mark Guzdial)

Find and "frame" new problems in response to a given problem (David Hendry)

Serve stakeholders and clients - which means they sometimes say "no" (David Hendry)

Use human values as criteria for evaluating proposed solutions (David Hendry)

Account for indirect impacts and value tensions (David Hendry)

Consider planetary limits in their work (David Hendry)

Balance planning, action, and reflection (Susannah Howe)

Plan (ensuring direction and intentionality) (Susannah Howe)

Take Action (facilitating movement and outcomes) (Susannah Howe)

Reflect (enabling refinement and learning) (Susannah Howe)

Understand that design is a social process and know how to leverage their relationships and resources (with all stakeholders) throughout the process (Daria Kotys-Schwartz)

Know when and how to use design tools effectively to augment each step of the design process (Daria Kotys-Schwartz)

TOPIC 8

“Good Designers Do X” - Responses

Know when to pause and reflect on the problem they are really trying to solve. Even during a crisis! (Daria Kotys-Schwartz)

Know that design is a difficult and emotional process! (Daria Kotys-Schwartz)

Find the real problem rather than accept the stated problem (Gordon Krauss)

Develop empathy for users and all other stakeholders (Gordon Krauss)

Functionally decompose problems thoroughly (Gordon Krauss)

Understand the impact of their design decisions on society (Gordon Krauss)

Generate a wide set of potential solutions prior to selecting the best one (Gordon Krauss)

Build and test their ideas to confirm and refute their beliefs and assumptions (including those about user needs) and improve their understanding (Gordon Krauss)

Iterate their solutions to improve the degree to which their designs meet user and stakeholder needs (Gordon Krauss)

Radically reframe or reset the problem at hand (Micah Lande)

Are problem-finders not just problem-solvers (Micah Lande)

Get started even before they know that they are certain in what they are doing (Micah Lande)

Are comfortable in ambiguity (while reducing uncertainty) (Micah Lande)

Draw on a wealth of experience to (knowledge) broker possible ideas/prototypes/solutions/directions (Micah Lande)

Are humble in sharing their relevant experiences working collaboratively (Micah Lande)

Balance analysis with creativity (Peter Lloyd)

Are interested in everything about the world around them (Peter Lloyd)

Feel that things should be better somehow (Peter Lloyd)

TOPIC 8

“Good Designers Do X” - Responses

Can communicate the importance of design (and design thinking) (Peter Lloyd)

Know when to lead, facilitate, listen, collaborate and act (Peter Lloyd)

Are themselves! which makes the word “good” disappear! (Ade Mabogunje)

Attend to the ethics of their professional actions (Janet McDonnell)

Interrogate the brief, i.e. the characterisation of the 'task' or the construct of the 'problem' (Janet McDonnell)

Move fluidly between generating and critically evaluating proposals as design progresses (Janet McDonnell)

Seek and engage in authentic collaboration (Janet McDonnell)

Understand that every design decision impacts a person's life, even if they can't witness the impact themselves (Laura Murphy)

Lead with humility, curiosity, and empathy that each human life is worth understanding and accounting for (Laura Murphy)

Push for radical change while also recognizing that our lives are the culmination of small moments (Laura Murphy)

Seek to build a more inclusive, joyful, and equitable future (Laura Murphy)

Manage and integrate mindsets, knowledge sets, skill sets, and tool sets (Harold Nelson)

Know how to intentionally balance optimism and pessimism in the design process to get a better design than just realism itself (Eli Patten)

Break apart a problem to figure out what is at the very core (Eli Patten)

Intentionally decide how to decide - what design decisions need to be made, in what order, based on what information, with what level of confidence, and how much consensus (Eli Patten)

Work to empathize with the many different customers/stakeholders involved and understand all use cases, not just the core functions (Eli Patten)

TOPIC 8

"Good Designers Do X" - Responses

Try to understand their assumptions and explicitly test them (Eli Patten)

Center conscientious negotiation at the center of design (Şenay Purzer)

Fluently reason across experiential observations, trade-offs, first-principles, and futures thinking (Şenay Purzer)

Anticipate how design would perform in 10 years from today and foresee unintentional uses (Şenay Purzer)

Do something unexpected, new, and fresh (Ben Shneiderman)

Have a portfolio of accomplishments that are united by a personal style (Ben Shneiderman)

Deliver on their commitments (Ben Shneiderman)

Ask a lot of questions of people obviously and not obviously "stakeholder" and/or knowledgeable about the situation (and the questions get beyond the surface) (Sheri Sheppard)

Connect ideas and concepts not obviously connected (Sheri Sheppard)

Do not fall in love with their own ideas (Sheri Sheppard)

Use a variety of approaches for feedback and engagement (Sheri Sheppard)

Are continuous and curious learners about the world (Sheri Sheppard)

Question how/where/if design is the appropriate tool for the situation at hand (Sheri Sheppard)

Engage stakeholders with prototypes during front-end design work (Kathleen Sienko)

Are intentional about their use of prototypes; they consider the design question(s) that they are asking, the stakeholders, and the setting prior to developing their prototype(s) (Kathleen Sienko)

Consider the broader context of design throughout a design process (Kathleen Sienko)

Base design decisions on quantitative and/or qualitative data rather than anecdotal evidence (Kathleen Sienko)

TOPIC 8

“Good Designers Do X” - Responses

Use multiple, diverse sources of information to develop requirements and specifications (Kathleen Sienko)

Consider their positionality when engaging in design work (Kathleen Sienko)

Are servants for greater good (David Socha)

Understand the responsibility of being a designer, and thus are humble and curious about what they don't know and seek out diverse and contradictory perspectives in order to avoid confirmation bias (David Socha)

Deeply engage with the communities of use in order to best understand not only what might be useful for the producers of X but more importantly what might be beneficial to the people of the community for which the product/service is being designed (David Socha)

Use iterative and adaptive processes to collaboratively explore and make sense of complex adaptive systems in order to reveal new patterns and insights (a.k.a. new knowledge) that can help the community answer questions about the desirability, feasibility, and viability of an existing or proposed system (David Socha)

Privilege observing over asking, showing over telling, prototyping over guessing, and acting over delaying (David Socha)

Focus on satisficing and abduction, rather than optimizing and proving/induction, since most of design is about complex systems where there is not sufficient stability of causal relationships to merit the effort to optimize or prove (David Socha)

Take advantage of sense-making systems like the Cynefin framework to take different types of actions in different contexts (David Socha)

For software-enabled systems, consciously attend to the three interacting complex adaptive systems (CAS) that comprise a software-enabled system: 1) the CAS of the people in an organization that is creating/evolving the system of use, 2) the CAS of the people who use the resulting system being created, and 3) the CAS of the system being created (David Socha)

Always try to be aware of their own existing design thinking/philosophy (Erik Stolterman Bergqvist)

Intentionally and reflectively develop their ability to make design judgements (Erik Stolterman Bergqvist)

TOPIC 8

“Good Designers Do X” - Responses

Are humble but strong when it comes to design ideas (Erik Stolterman Bergqvist)

Have a developed understanding of the complexity and richness of the design process (Erik Stolterman Bergqvist)

Have a deep sense of quality, without a preset notion of what is good or bad design (Erik Stolterman Bergqvist)

Advocate (Vanessa Svihla)

Practice joyful tentativeness (Vanessa Svihla)

Critically evaluate their own preferences, especially in terms of its transferability (Vanessa Svihla)

Think synthetically (Vanessa Svihla)

Manage the impacts of power dynamics while taking up agentive roles (Vanessa Svihla)

Reflect deeply on their own positionality, that of their users, and the industry or technology they are working with (Lauren Thomas Quigley)

Explore the social implications of their products and designs and ensure that those implications align with their own value system (Lauren Thomas Quigley)

Take time to understand and engage with the culture, needs, and wants of their user groups and related constituents (Lauren Thomas Quigley)

Read history, fiction, social science, and poetry from many disciplines and genres. Inspiration, understanding, and care come from engaging with others, the way they think, how they see the world and how they wish to see it (Lauren Thomas Quigley)

Realize that the existence of any artifact affects everything around it (Lauren Thomas Quigley)

Have a learning orientation—they collect lots of information by asking questions, deploying prototypes, etc. (Jennifer Turns)

Ideate not just solutions but also ways of defining the problem, ways of configuring the design process, etc. (Jennifer Turns)

TOPIC 8

"Good Designers Do X" - Responses

Are oriented toward action, and seek to not get stuck; to keep the process moving along (Jennifer Turns)

Find ways to try out (a.k.a. prototype) their ideas as soon as possible and continually with a goal of getting information that will make it possible to iterate (Jennifer Turns)

Include as many people in the process as possible; they make design social (Jennifer Turns)

Don't just "have" an idea; they also talk about and through their idea a lot (Jennifer Turns)

Think broadly (divergent), think deeply (convergent) (Barbara Tversky)

Reduce fixation... form new associations, to get out of the rut, find new stimuli (Barbara Tversky)

Wandering with Other Minds (Barbara Tversky)

Change Perspective (Barbara Tversky)

Sketch, model, prototype, role play, user test (Barbara Tversky)

For ideas: wander, play, focus, repeat. (Barbara Tversky)

Listen (Linda Vanasupa)

Decenter themselves (Linda Vanasupa)

Effortfully stand with others to view their world (Linda Vanasupa)

Wonder about what they don't know (Linda Vanasupa)

Are humble (Linda Vanasupa)