A visitor in a particular place

Compare two interfaces in the room. After the break, sketch alternatives for your individual project.

15:55–16:20 · Two observations

Physical interface
Goal, first cue, action and visible response. Mark an exact movement or quote.

Device interface
Goal, first cue, action and visible response. Mark an exact movement or quote.

16:20–16:45 · Draw and reframe one incident

On a spare card, draw its cue, action and result. Circle the friction. Write a different question in each box. Underline the one your observation supports.

Finding the cue
Where did they look first?

Interpreting the cue
What did they expect it to do?

Recognising the result
How did they tell what changed?

17:10–17:25 · Sketch three ways to reach the same goal

A · Start on the work label

B · Start on a map

C · Start in the visit list

17:25–17:55 · Choose a route and put two cards in a peer's hands

Start card
Real work title, room and action.

End card
Circle the lasting sign of success.

Peer check and exit sentence
Record one observed action. When ___, a ___ wants to ___. I can tell it worked when ___.

IDEO.org · How Might We worksheet (Field Guide, p. 177)

From a quote to a flow

At 10:00, ask a partner about the last time they saved something to find again. Follow one real episode from situation to outcome. Read back one anonymous quote before interpreting it.

What happened and what my partner said
Where were they? What happened next? Note one exact phrase and ask whether you understood it correctly.

Our interpretation
What might explain that moment? Name one other explanation or a question to check.

Where in the route does this matter?

Draw the start, action and result. Label each transition with what the visitor does. For example, open the work, save it, then find its title and room in the list.

Start
What can I act on?

Action / response
What do I notice?

Result
How do I know?

Where the flow might fail
Mark the relevant step above. What might the visitor do here?

Return or undo
Show how someone can get back or safely reverse the action.

Question for the next test
What would you see if your interpretation were right?

IDEO.org · Interview method and prompts

Play the system on paper

Use two to four paper states. In groups of three, rotate visitor, paper computer and observer so every project is tried. In pairs, swap after one run. The operator records actions just after each test.

Visitor's task
Give a goal without naming the control or route.

Starting state and success
What is on the table at the start? What visible outcome counts?

First run of your own project · 14:40–15:25

Action, words and outcome
Record the first move, a hesitation or exact remark, any help and the state reached. Use a participant code.

Earlier state
Sketch or annotate the detail the visitor encountered.

Revised state
Change one detail. Mark it so someone else can see the difference.

Why this change?
Which observation from the first run led you to it? What do you predict now?

16:20 · Repeat the task with a fresh visitor
After revising one detail, keep the start and task fixed. Which control did they use? What help was needed? In groups of three, rotate again so everyone can retest.

IDEO.org · Prototype Report Card worksheet (PDF)

The same action at two widths

Use the same work, real title, control and saved state in both drawings. Keep each action close to the title it affects. Let long text wrap where it needs to.

Rearrange one component

Try your longest title or “A Catalogue of Things Left Behind After the Last Train”. Draw the two layouts. The boxes indicate relative widths and are not to scale.

Wide view · 640 px

Title, action and persistent status

Narrow view · 320 px

Use the same content.

Walk through the 320 px version

Ask a partner to read the full title and point to its action. Then simulate saving, looking away and returning. Write what the partner could still tell.

What the visitor saw first

Where did the eye go? Which work would the action affect?

When motion ends

What still communicates the saved state? What if animation is off?

A revision you can check

Which label, grouping, line break or state will change? What should a second reader be able to do afterward?

Hand off the clickable version

Open your prototype as a visitor. Check the link with someone who has no editing access. Between blocks, allow about 12 hours to build, run two short tests and revise.

Prototype link and starting state

Where does a fresh visitor begin? What needs resetting before the second test?

The exact task you will read

Give the visitor a reason to act. Leave the name of the control and your preferred route out of the task.

Plan and record two independent tests

Book two different people, 10–15 minutes each. Use the test card in the project brief for longer notes. Record an anonymous observation beside each test.

Visitor A

When / version / first action / help / end state

Visitor B

When / version / first action / help / end state

Before and after

Which observed moment led to a change? Identify the matching pair of sketches or screenshots.

One open question

What should your classmates help you understand when Block 2 begins?

Moodle checkpoint before Block 2

Share the working prototype link, exact task, one observation from each person, the before-and-after comparison and one question for feedback. Check Moodle for the announced date.

IDEO.org · Get Feedback method