
Enhancing design problem solutions through creative problem solving techniques

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Motivation

- Previous research and professional experience
- Tendency for standardization
- Websites failure
- Existent work

Topics...

- Research problem – finding efficient, innovative and creative solutions to usability problems
 - Scope
 - Difficulties
 - Expected outcomes
- Design process and usability
 - Evaluation techniques
- Creativity and problem solving
 - Models and creative and problem solving techniques

Problem scope...

- Goals of design
 - Efficiency
 - User satisfaction
 - Funtionality



Usability

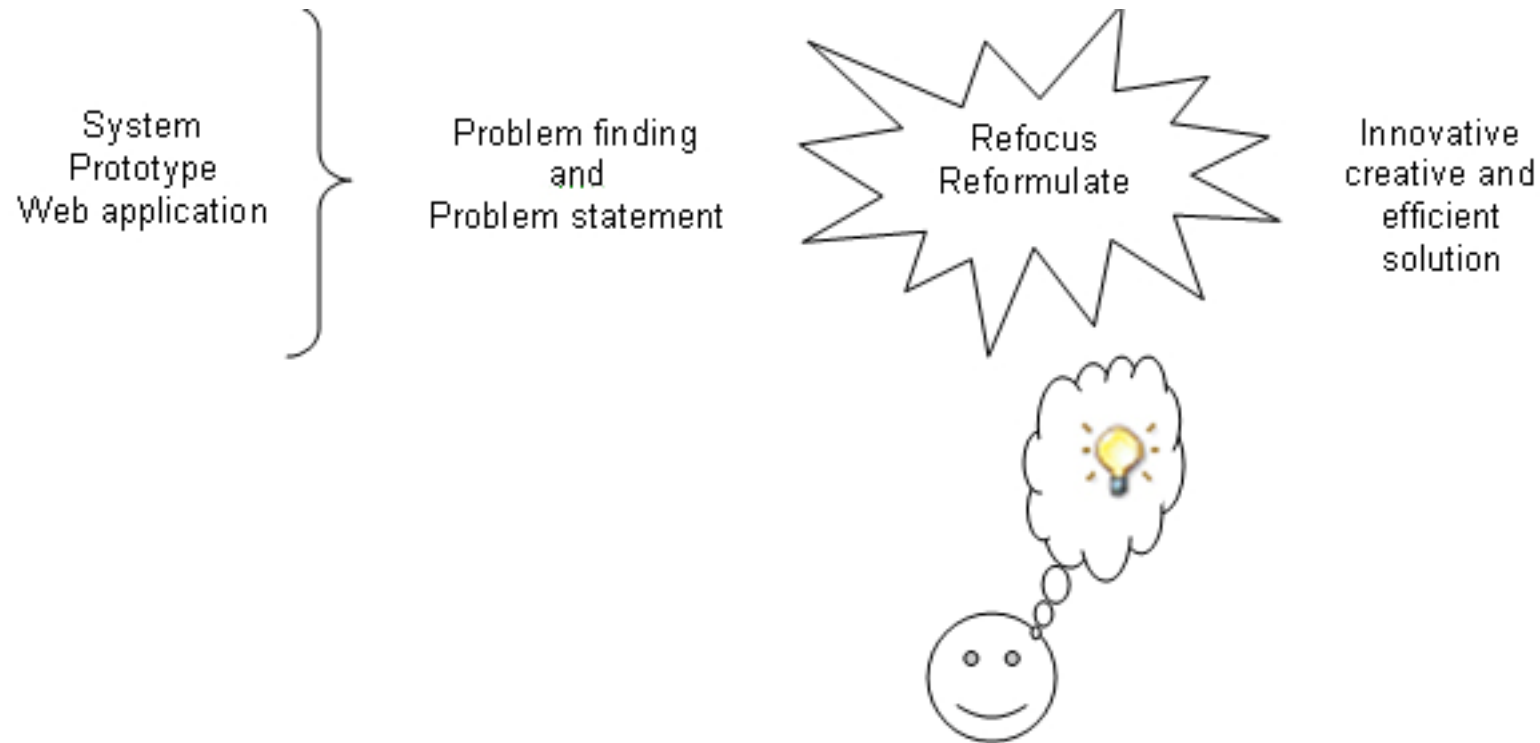


Usability evaluation – problem finding



What about the solutions?!

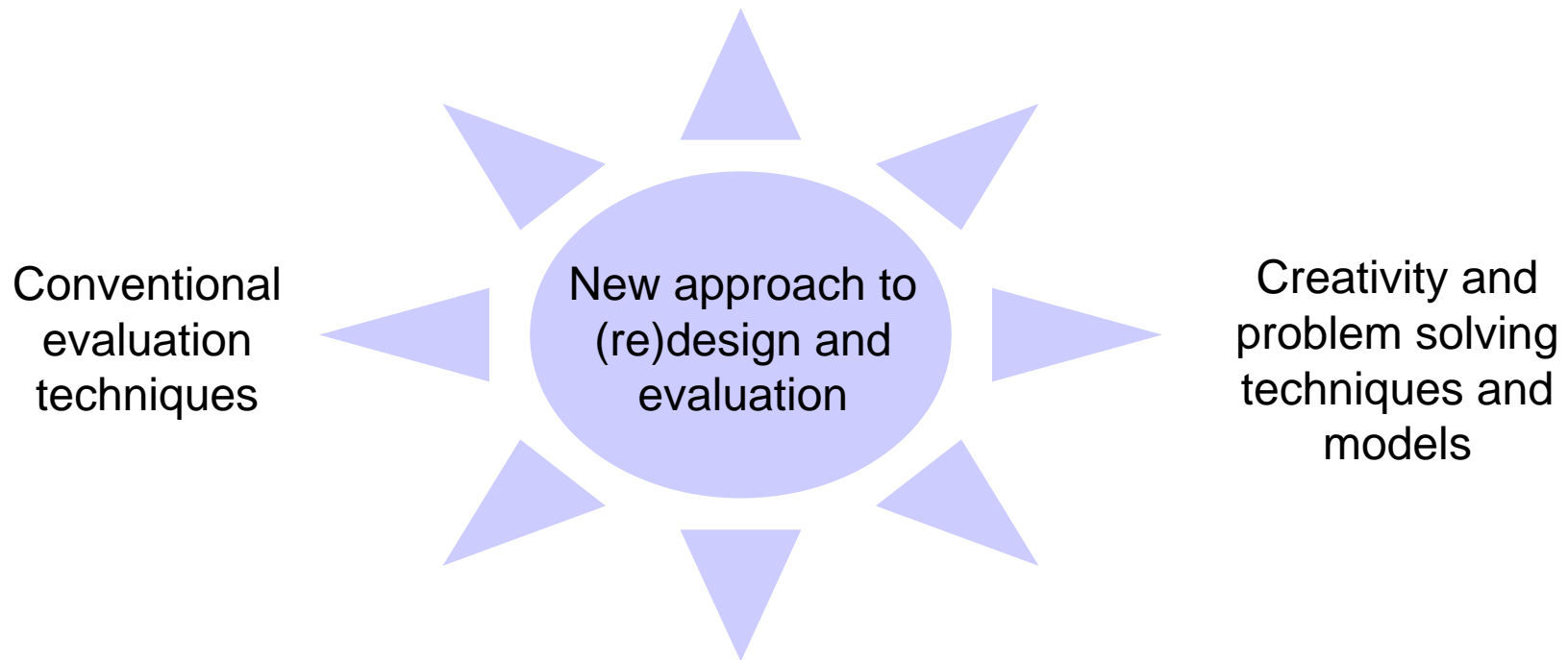
Research aim...



How to facilitate finding efficient, innovative and creative solutions to problems identified during usability evaluation?!

Problem refocused...

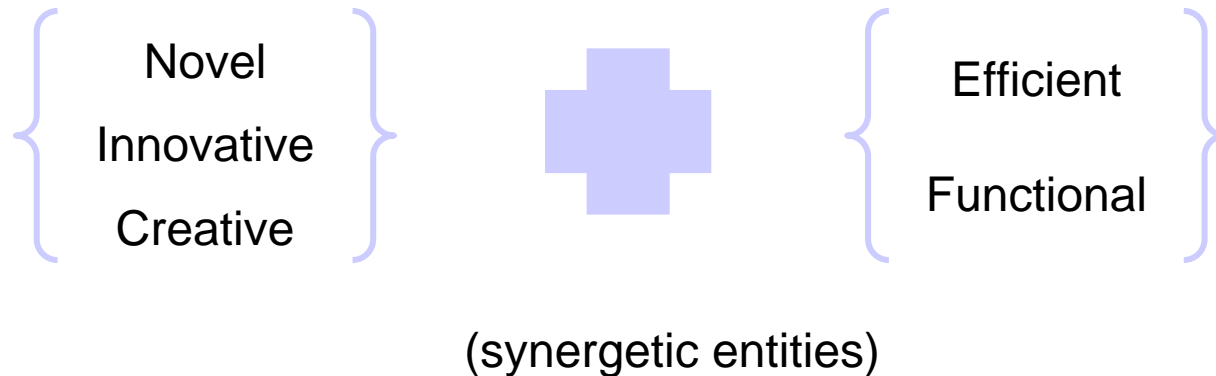
Solutions make the difference ...
'good enough' or good user interaction



... still don't know how to integrate them...

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Type of results – what are we looking for?



- Not a random inspiration or an aesthetic matter
 - But a novel and efficient solution that serves a purpose and ensures functionally
- Real creative solutions to usability problems
 - Innovative while improving the design and ensuring good quality interaction to the user

Problems of the study

- How to measure the quality of solutions?
 - Quality is subjective
 - Experts?! End users?!
- Is it profitable, feasible and applicable in real situations?
- Which type of usability problems should be approached from a creative perspective?



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Outcomes

learn and gather information about usability teams and creative processes and techniques



new method/model of performing
?evaluation? and finding (re)design
solutions



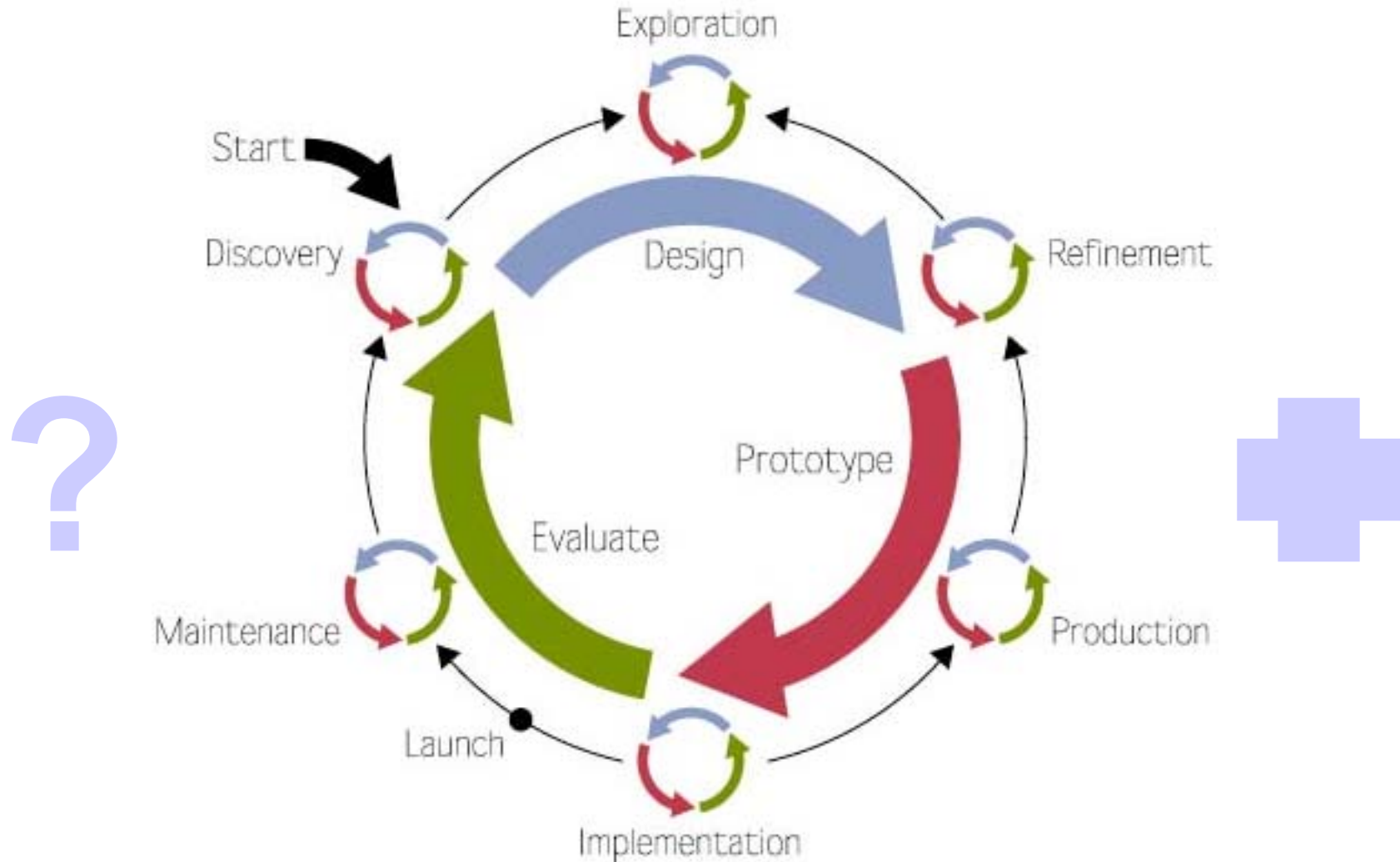
web tool to support the process

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Design process...



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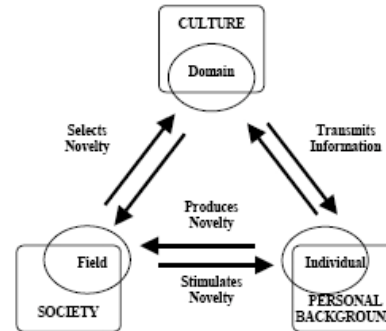
Evaluation techniques...

- Heuristic evaluation
 - Guidelines lists, severities, priorities, problem x – correction y
- User testing
 - Hard to find users, tests only specific parts of design
- Talk aloud protocol

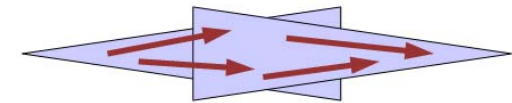
Creativity models and techniques...

- Models (examples)...

- DeBono
- Csikszentmihalyi
- Alan Dix

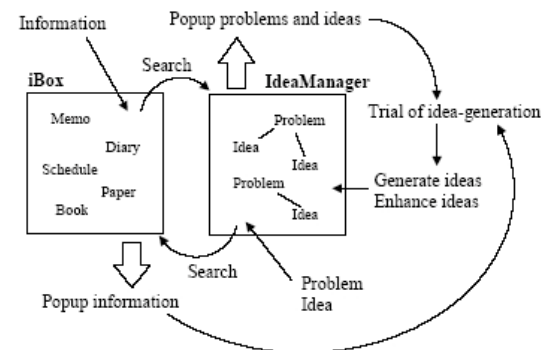


structure + diversity
=> innovation



- Techniques (examples)...

- Silly ideas
- Six thinking hats
- Mind mapping and drawing



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