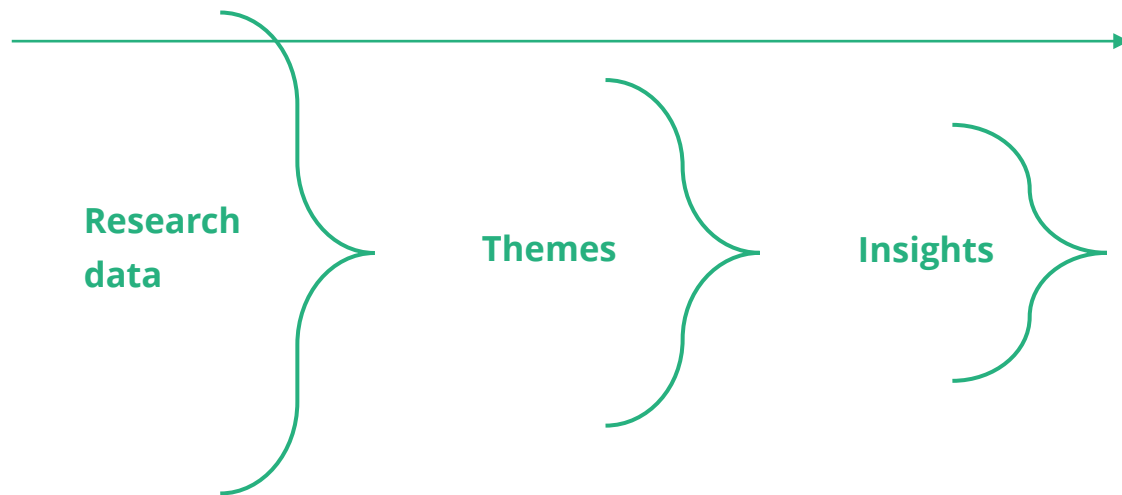# Design Criteria

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From research to design

# Research doesn't tell us what to make. It leads us to the *qualities* of what to make.

From research to design

The process is about framing a problem space, based on real wants, needs and desires.
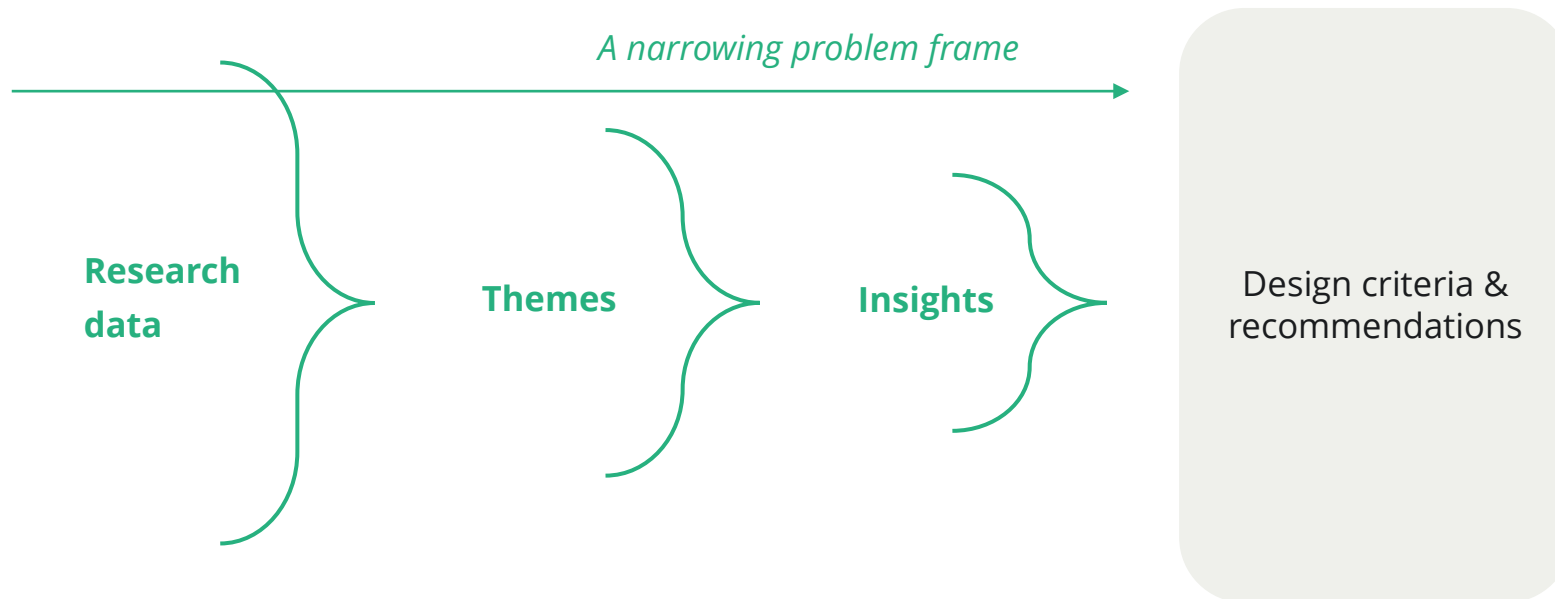
Research
data

Themes

Insights

From research to design

Research and synthesis make the problem space *smaller* by putting a frame around the problem to be solved.

*A narrowing problem frame*

Research data

Themes

Insights
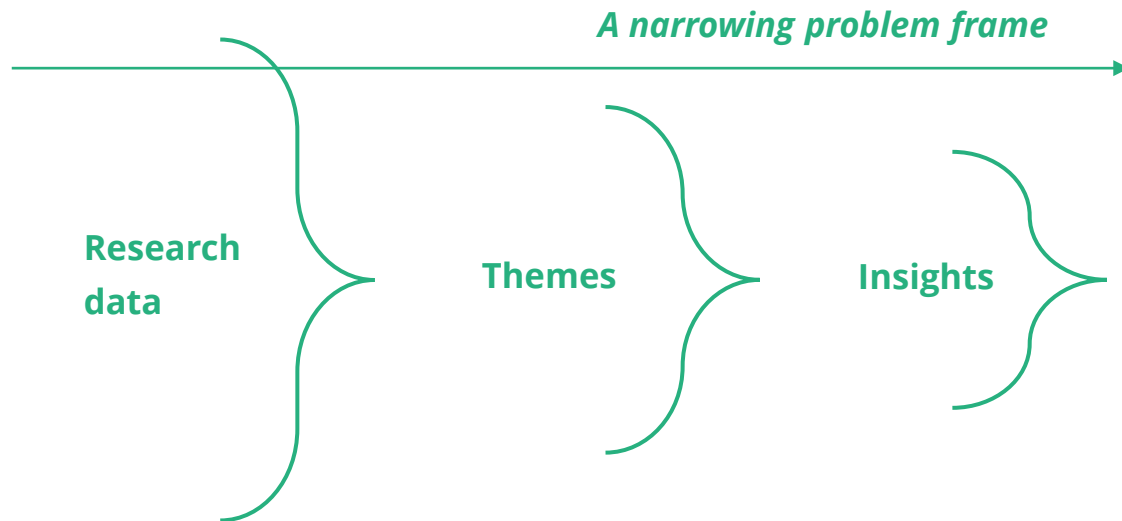
From research to design

Design criteria describe the parameters for design ideas—the "rules" that will indicate what is a good or bad solution.

A narrowing problem frame

Research data
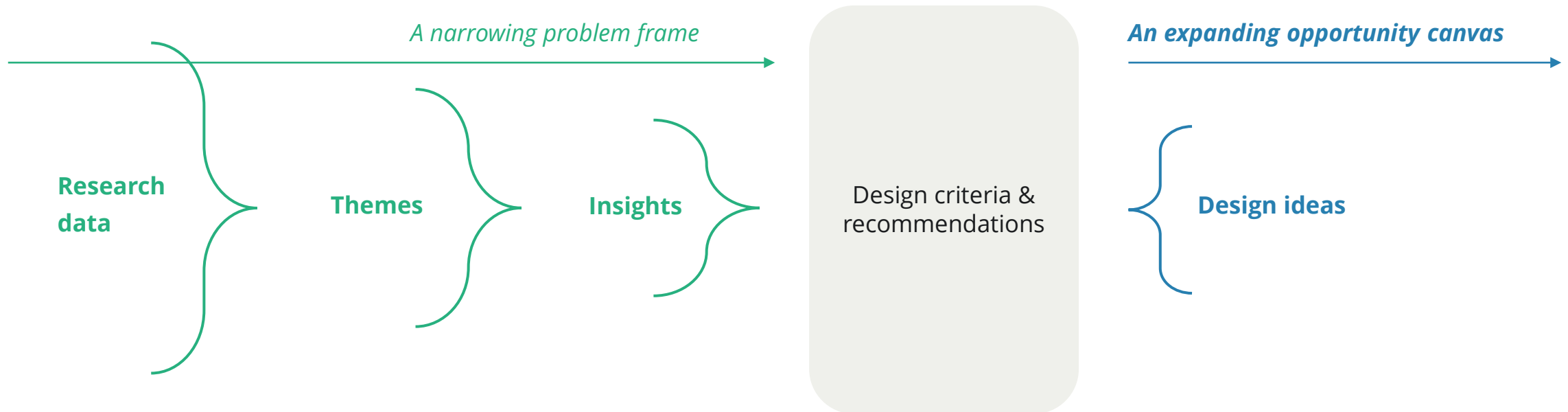
Themes

Insights

Design criteria & recommendations

From research to design

The ideation process then builds on the criteria: any idea can be considered, as long as it leverages those "rules."

A narrowing problem frame

Research data

Themes

Insights

Design criteria & recommendations

Design ideas
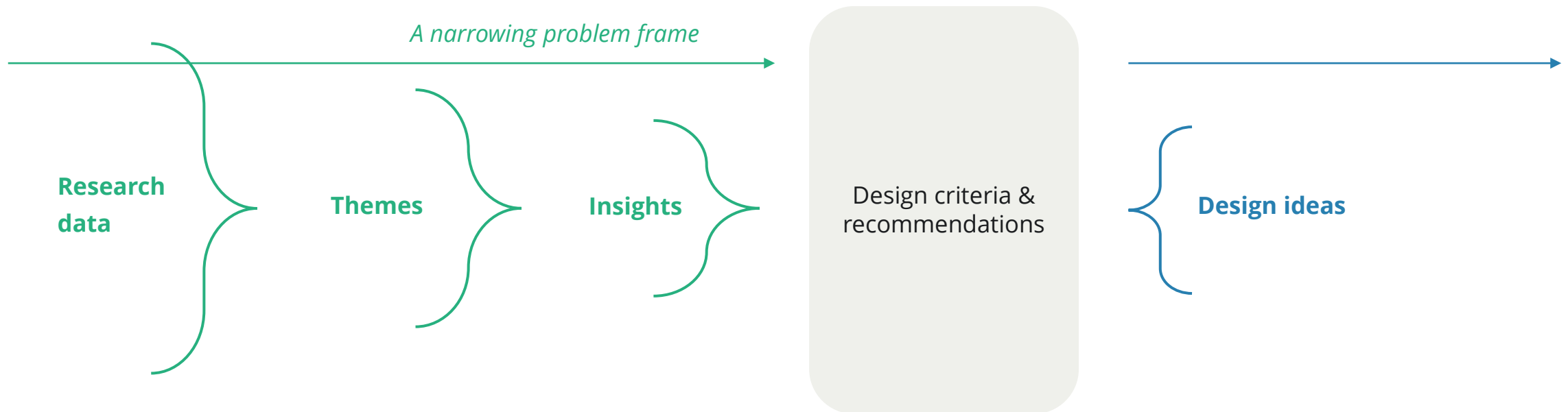
From research to design

This ideation process is an expansion—there are infinite answers to the problem.

A narrowing problem frame

An expanding opportunity canvas

Research data

Themes

Insights

Design criteria & recommendations

Design ideas

From research to design

Good design criteria shape and drive vision without being overly prescriptive.

A narrowing problem frame

An expanding opportunity canvas

Research data

Themes

Insights

Design criteria & recommendations

Design ideas
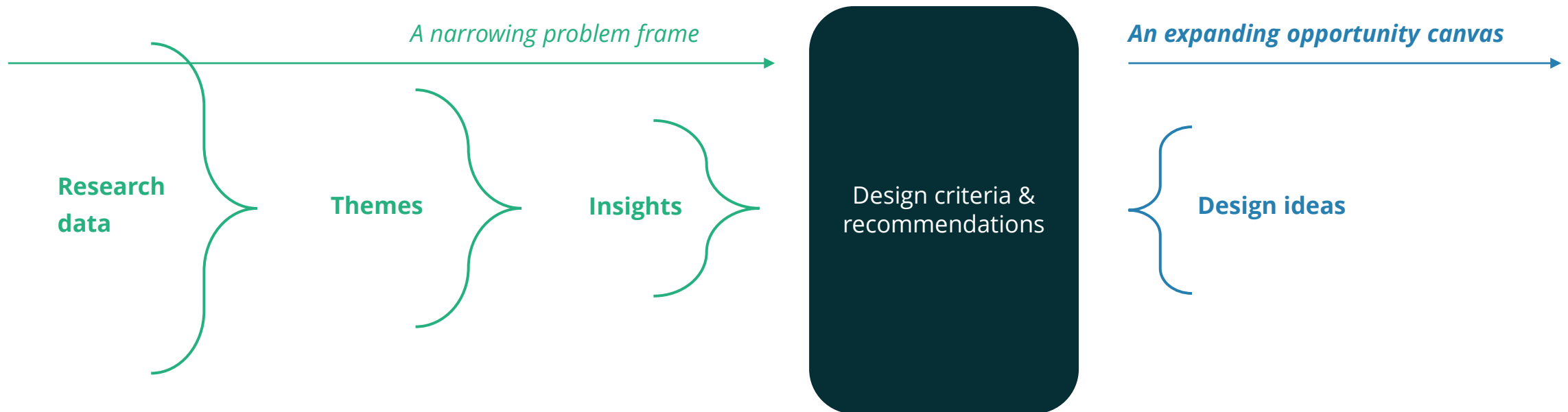
How to write design criteria

The qualities of good design criteria

- Good design criteria build directly on insights: there is a clear connection between the things you learned and the things you are proposing

- Written criteria are concise and simply articulated, so they can be easily understood and shared

- A good set of design criteria is limited, to drive focus; only the most important four or five constraints are included.

Narrative

How to write design criteria

For example...

✓ **GOOD**

Our student debt products should...

Give students simple visualizations of complex processes. The language used in financial documents is overly technical. Our products should provide a visual way to communicate ideas in a language students understand, rather than forcing them to learn the language of financers.

The design recommendation has a simple title.

How to write design criteria

For example...

✓ **GOOD**

Our student debt products should...

Give students simple visualizations of complex processes. The language used in financial documents is overly technical. Our products should provide a visual way to communicate ideas in a language students understand, rather than forcing them to learn the language of financers.

The problem is clearly stated. This problem is directly tied to insights that were previously presented.

How to write design criteria

For example...

✓ **GOOD**

Our student debt products should...

Give students simple visualizations of complex processes. The language used in financial documents is overly technical. Our products should provide a visual way to communicate ideas in a language students understand, rather than forcing them to learn the language of financers.

The design recommendation is described and explained in simple, easy to understand language. It makes it clear what to do, but does not prescribe how to do it.

How to write design criteria

For example...

✓ GOOD

Our student debt products should...

Give students simple visualizations of complex processes. The language used in financial documents is overly technical. Our products should provide a visual way to communicate ideas in a language students understand, rather than forcing them to learn the language of financers.

✗ BAD

Our student debt products should...

Give students line graphs that use two or three colors to differentiate the different amounts of money (including their principle, interest, and remaining debt). This will help them better pay their quarterly payment.

From research to design

Design criteria shape and drive vision without being overly prescriptive.

A narrowing problem frame

An expanding opportunity canvas

Research data

Themes

Insights

Give students simple visualizations of complex processes.

The language used in financial documents is overly technical. Our products should provide a visual way to communicate ideas in a language students understand, rather than forcing them to learn the language of financers.
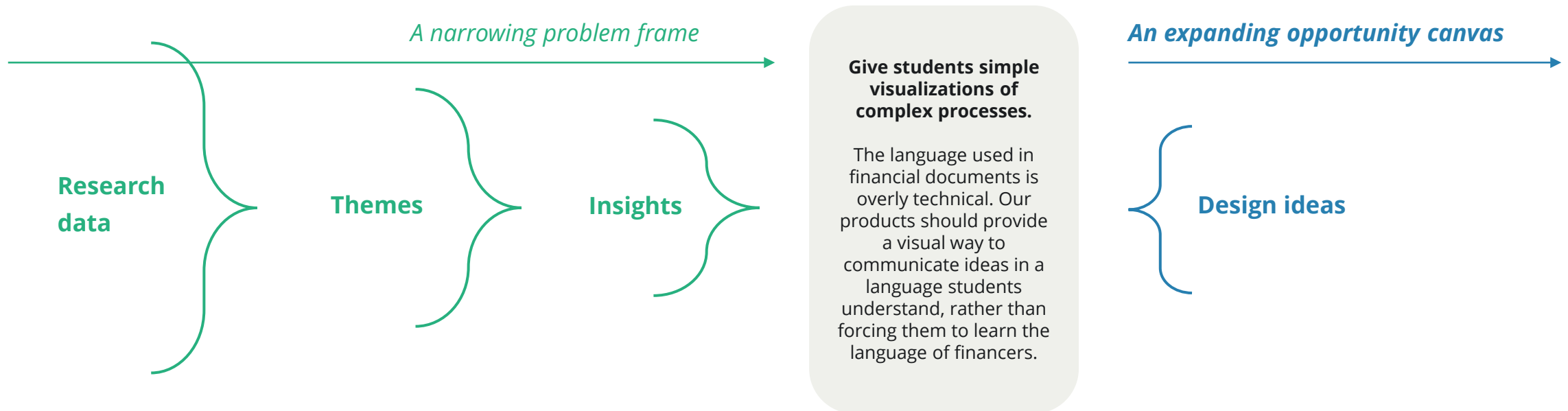
Design ideas

From research to design

Design criteria prompt creative thinking, ideation, and innovation—and help separate good ideas from bad ones.

A narrowing problem frame

An expanding opportunity canvas

Research data

Themes

Insights

Give students simple visualizations of complex processes.

The language used in financial documents is overly technical. Our products should provide a visual way to communicate ideas in a language students understand, rather than forcing them to learn the language of financers.

Thank you!

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