



JOHNSON HEALTH TECH SESSIONS, WISCONSIN

Johnson Health Tech. Co., Ltd. is a multinational company engaged in the manufacturing and sale of exercise equipments. It is headquartered in Taichung, Taiwan.

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MORNING SESSIONS ONE

Describe an interaction today with a person or object that was challenging. What could have better? How would you have made it better if you could?

Product Design Process Chart and Product | Brand Goals Document

Let's explore the overarching product design process that can be customized to meet the business, technical and product market goals of a company. What are the parts that create a solid interaction design that is valid and usable?

Translating Goals into Design | Prep for scenarios

To establish the information that enables a company to define the goals for the product design cycle, they must first have developed their user models—the persona descriptions that support the writing of the scenarios. The scenarios construct the solutions. The goals are then evident.

Defining the design strategy requirements

1. Creating problem and vision statements. What business, brand, market problem is addressed in the design?
 2. Brainstorming design ideas
 3. Identifying user persona and expectations
 4. Constructing the context scenarios
 5. Identifying needs
- Design strategy and requirements.
 - User Personas (foreshadows the scenarios)

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Twelve PM: Lunch
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One Thirty PM :

CONTEXT Scenarios: mapping out the big picture. What is the optimal scenario for your customer? Tell the story of your customer's optimal experience using the Horizon Treadmill Product. Design problem solving by concretization. Taking on the scenario persona. Write a short context scene.

- What is the setting in which the product will be used?
- What interruptions might occur in a given context? If any?
- Are there other products being in use at the same time?
- How much complexity is permitted based on persona skill and frequency of use?
- What primary activities does she need to accomplish to meet her goals? What is the expected end result?

Two Thirty PM :

Interaction Design

If the Horizon Treadmill adopted the iPod mini UX how would you design it? What is the cascading hierarchy for your product based on this interaction design? What are the 5 or so button behaviors, visual cues and cascading flows of the treadmill console?

Please sketch your interaction flow.

Three Thirty PM : Break 15 minutes and then discuss process.

How did you know what to do? What were you wanting to fix that you know is a problem but can't in the current taxonomy? What are your outstanding issues and questions after this exercise?

Four PM Done! ☺