

# user analysis 2

ELABORATION ON USEFUL TOOLS, CONTINUED.

## BRAINSTORMING

: TWO OR MORE HEADS ARE BETTER THAN ONE. THIS IS ESPECIALLY HELPFUL TO GET A NUMBER OF IDEAS OR POINTS OF VIEW IN A SHORT PERIOD OF TIME. THE RULES FOR BRAINSTORMING ARE:

- :DEFER JUDGMENT, CRITICISM COMES LATER.
- :FREE WHEEL, HANG LOOSE, ANY IDEA COUNTS.
- :TAG ON, DONT WAIT FOR AN IDEA, MAKE ANOTHER ONE OUT OF THE LAST ONE GIVEN BY CHANGING IT SOME WAY.
- :QUANTITY IS WANTED, DONT HOLD BACK FOR A MINUTE!

FOR MORE DESCRIPTION OF THE BRAINSTORMING PROCESS, SEE PAGE 68 OF " THE UNIVERSAL TRAVELER" BY DON KOBERG AND JIM BAGNALL.

## ROLE PLAYING

: VERY IMPORTANT TO AVOID THE "I COULD GET USED TO THAT" ATTITUDE. YOU MUST REALIZE YOU ARE YOUNG AND HAVE NOT EXPERIENCED ALL THERE IS TO EXPERIENCE. YOU MUST AVOID DESIGNING SPACES FOR YOURSELF. ROLE PLAYING HELPS AVOID THAT. IT IS SIMPLE TO DO, JUST PUT YOURSELF IN THE USERS SHOES. BE SURE AND SET THE CHARACTER PROPERLY FOR AGE (45 YEAR OLD) STATE OF MIND (DRIVING ALL DAY, 95 DEGREES, NO AIR CONDITIONING, KIDS THROWING UP IN THE BACK SEAT, WIFE TELLING YOU THAT YOU'VE MADE THE WRONG TURN AT EACH CORNER,... GET THE PICTURE?) AND FORMULATE THE USERS MAJOR CONCERNS (COOL TUB, KIDS ASLEEP, FROSTY BEER, GETTING TO YOUR MOTEL ROOM RIGHT AWAY) NOW WALK THROUGH YOUR BUILDING IN THE USERS SHOES AND SEE IF YOU ARE MAKING HIS BAD DAY BETTER OR ARE MAKING HIM SO MAD HE'LL NEVER COME BACK AGAIN. DO THIS FOR EACH USER TO DETERMINE ARCHITECTURAL RESPOSE TO USERS CONCERNS.

## A PROCESS FOR USER ANALYSIS.

- :LIST EVERYONE POSSIBLE WHO WILL COME IN CONTACT WITH THIS BUILDING.  
(BRAINSTORMING AND OBSERVATION WILL HELP HERE.)
- :LIST WHY THEY WILL COME IN CONTACT WITH THIS BUILDING.  
(BRAINSTORMING, ROLE PLAYING, AND INTERVIEW USEFUL HERE. COMMON SENSE WORKS TOO)
- :LIST THEIR EXPECTATIONS FOR THE BUILDING.  
(BRAINSTORMING, ROLE PLAYING, AND INTERVIEW USEFUL HERE)
- :LIST A TYPICAL DAY IN THIER LIFE AT THIS BUILDING. STEP BY STEP OPERATIONS.  
(OBSERVATION, ROLE PLAYING, VERY GOOD HERE. INTERVIEW HELPFUL TOO.)
- :LIST A BAD DAY IN THEIR LIFE AT THIS BUILDING.  
(ROLE PLAYING, OBSERVATION GOOD HERE)
- : HOW CAN THIS BUILDING RESPOND TO MAKE THEIR TYPICAL DAY BETTER?  
(ROLE PLAYING, OBSERVATION, COMMON SENSE, AND THINKING WILL BE A BIG ASSET AT THIS STAGE)
- :HOW CAN THIS BUILDING MAKE THIER WORST DAY BETTER?  
(ROLE PLAYING, OBSERVATION USED HERE.)
- :WHAT MUST EACH SPACE PROVIDE TO ACCOMODATE THE EXPECTATIONS OF THE USERS?  
(ROLE PLAYING, DESIGN SENSITIVITY, AND OBSERVATION USEFUL HERE.)