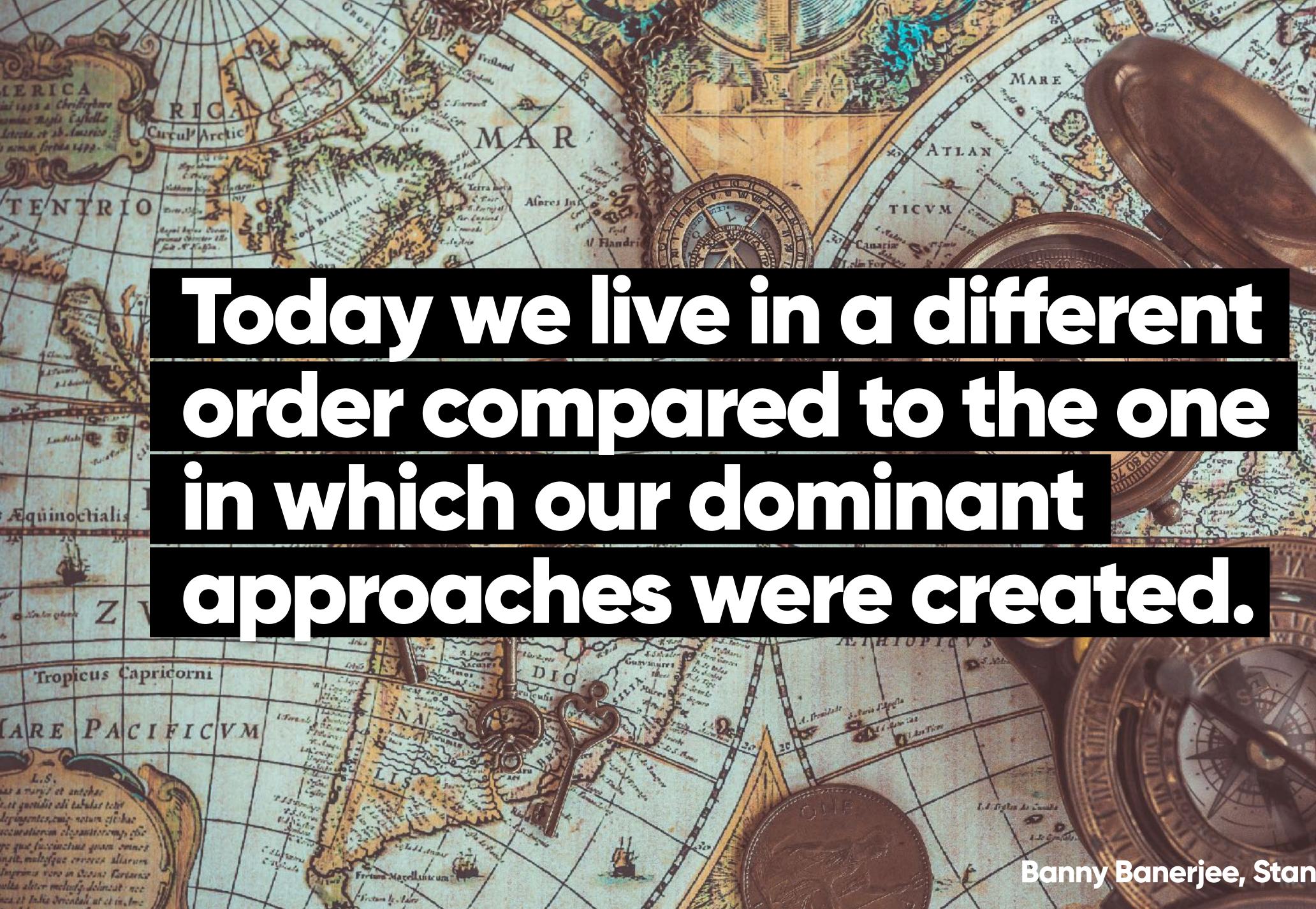
Handling Complexity: Framing a Scale of Design

June 09, 2021







1.1 Siglin de Incale

Banny Banerjee, Stanford University



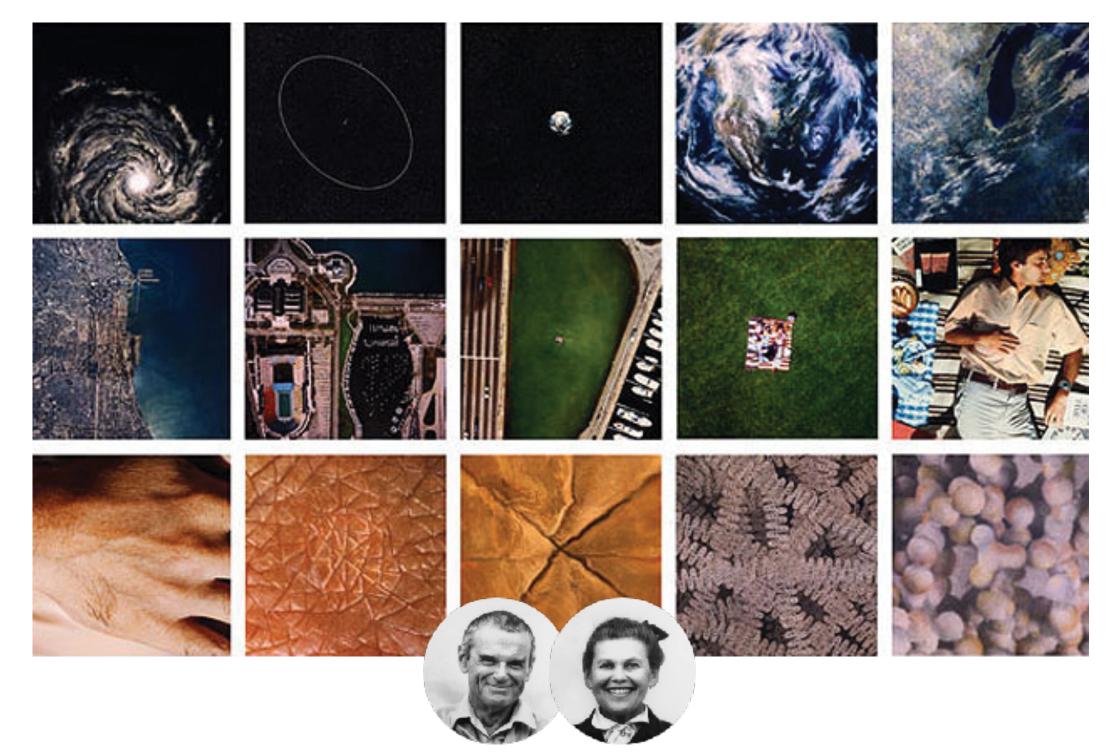
Design Scales

"Always design a thing by considering it in its next larger context - a chair in a room, a room in a house, a house in an environment, an environment in a city plan."



Eliel Saarinen (1873–1950) Finnish-American Architect

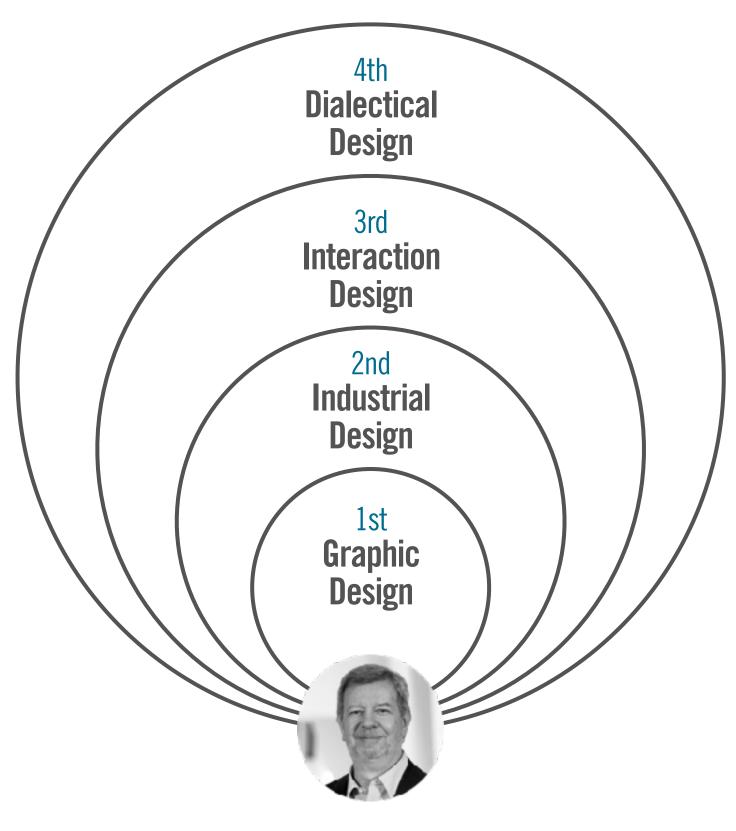




Charles & Ray Eames, "Powers of 10"

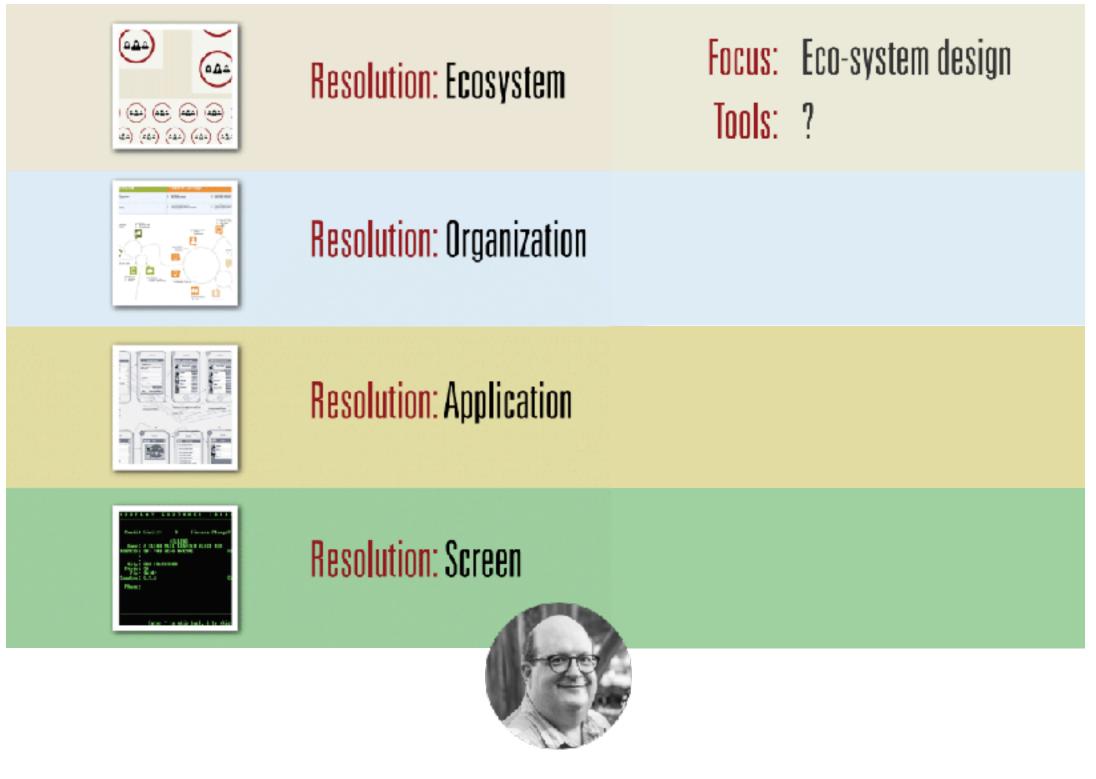
https://www.youtube.com/watch?v=0fKBhvDjuy0

Design Scales

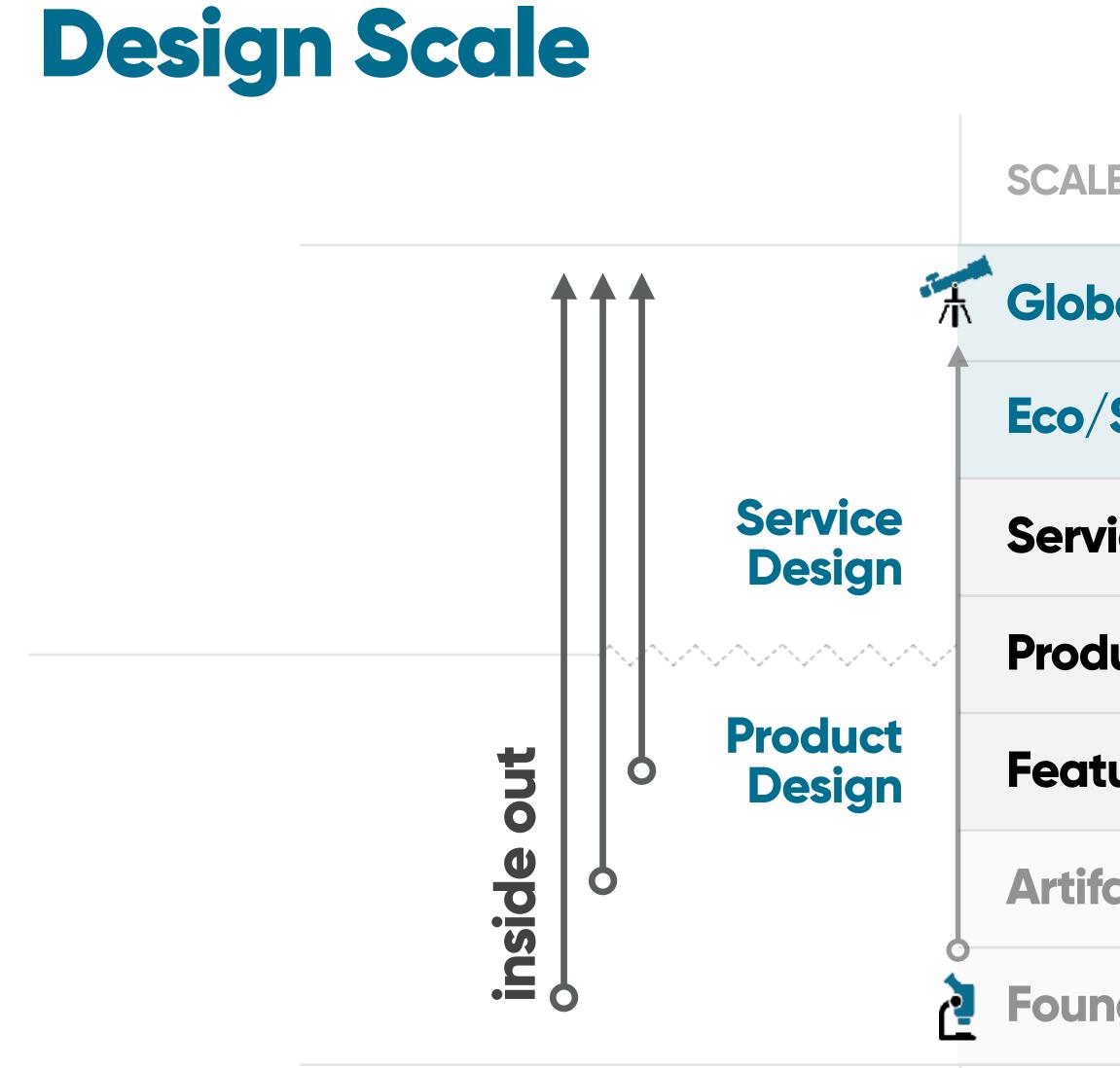


Richard Buchanan "Four Orders of Design"

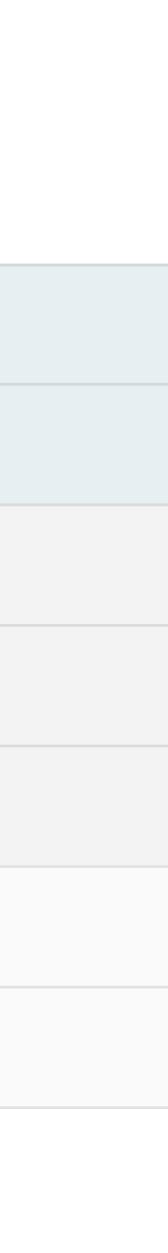
@corneliux

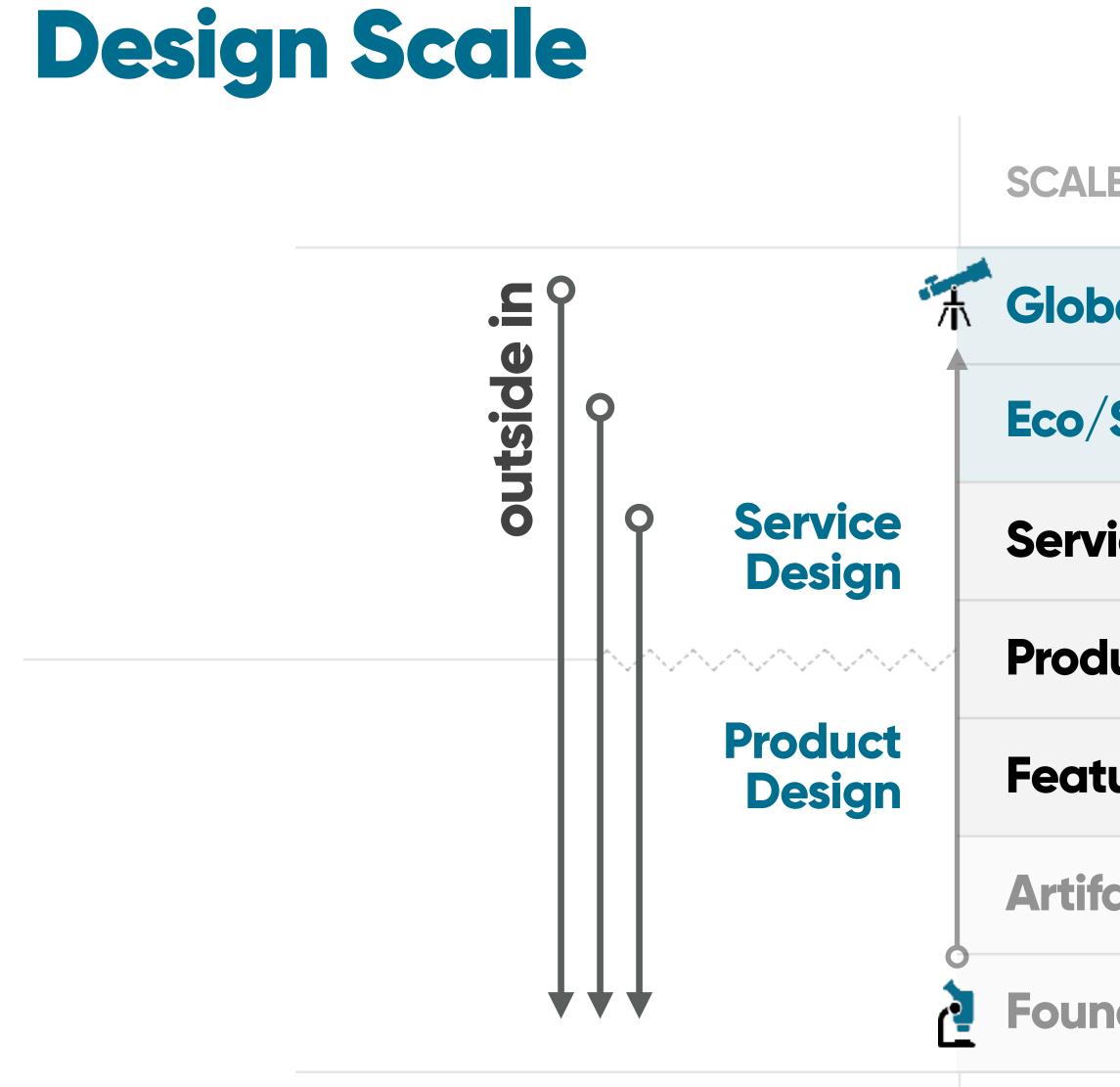


Jared Spool "The Evolution of a UX Design Resolution"

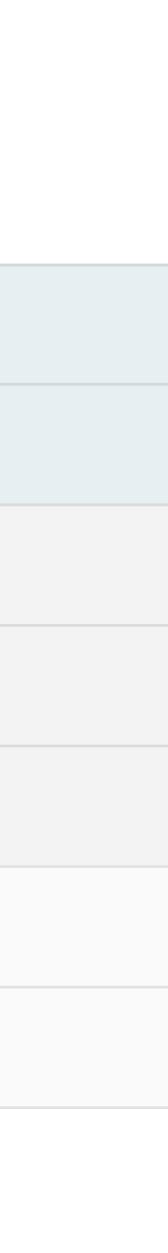


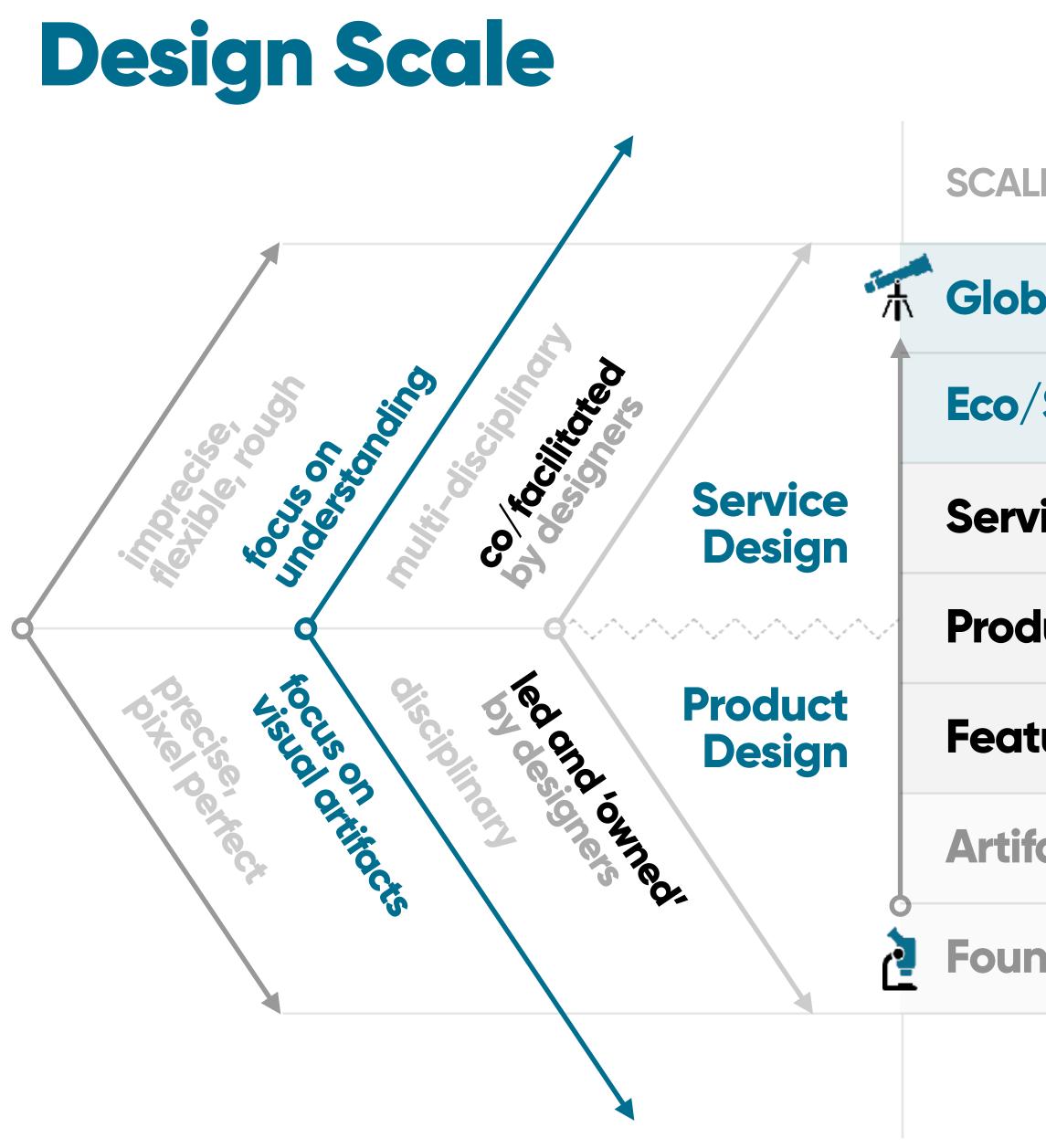
LE	(DESIGN) METHODS / DELIVERABLES		
bal	??? Quantum Superposition? Design Fiction?		
System	Ecosystem Maps, Journey Map Atlases, Wardley Maps, Gigamaps, CLDs, S&F Diagrams, Systemic Design, etc.		
vice	Journey Maps, Service Blueprints, Service Safaris, 16x, Experience Maps, Business Origami, etc.		
duct	Card Sorting, User Flows, Sitemaps, CS Activities, Apply Ergonomics/HF Principles, Advanced IA etc.		
ture	Task Analysis, Sketching, Paper Prototyping, Wireframing, Hi-Fi Prototyping, etc.		
fact/lxd	Create: Iconography, Widgets, Logos, Posters, Packaging, Sound, Micro/Interaction, Video, etc.		
ndational	Colour Palette, Typography, Design Principles, Cognitive Psychology Concepts, Mental Models etc.		



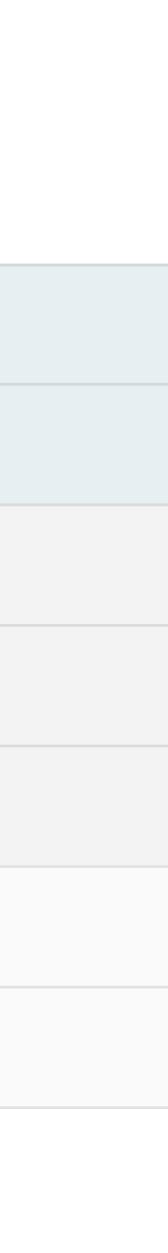


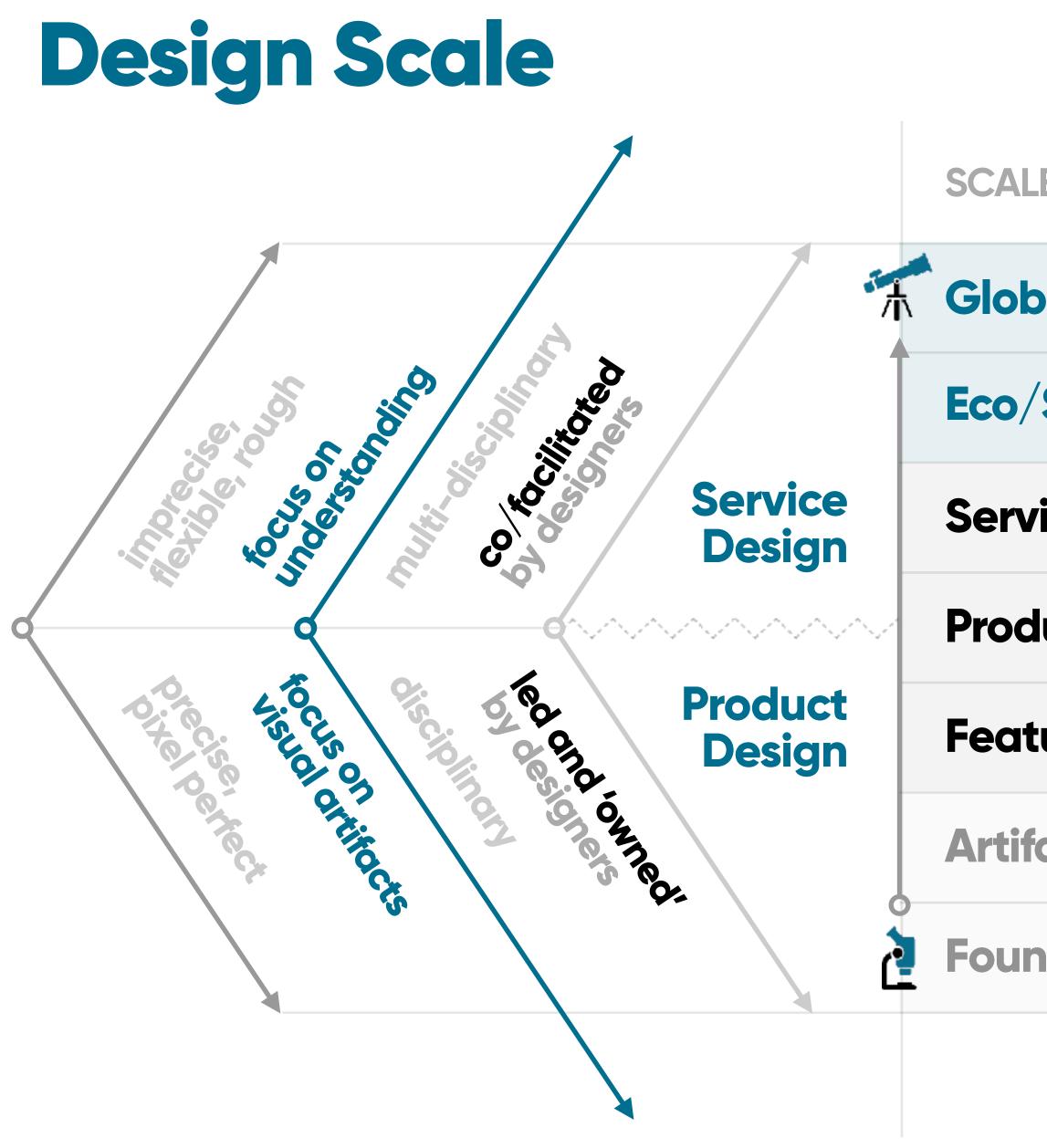
LE	(DESIGN) METHODS / DELIVERABLES		
bal	??? Quantum Superposition? Design Fiction?		
System	Ecosystem Maps, Journey Map Atlases, Wardley Maps, Gigamaps, CLDs, S&F Diagrams, Systemic Design, etc.		
vice	Journey Maps, Service Blueprints, Service Safaris, 16x, Experience Maps, Business Origami, etc.		
duct	Card Sorting, User Flows, Sitemaps, CS Activities, Apply Ergonomics/HF Principles, Advanced IA etc.		
ture	Task Analysis, Sketching, Paper Prototyping, Wireframing, Hi-Fi Prototyping, etc.		
fact/lxd	Create: Iconography, Widgets, Logos, Posters, Packaging, Sound, Micro/Interaction, Video, etc.		
ndational	Colour Palette, Typography, Design Principles, Cognitive Psychology Concepts, Mental Models etc.		



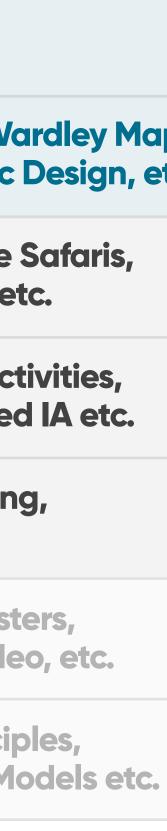


LE	(DESIGN) METHODS / DELIVERABLES		
bal	??? Quantum Superposition? Design Fiction?		
System	Ecosystem Maps, Journey Map Atlases, Wardley Maps, Gigamaps, CLDs, S&F Diagrams, Systemic Design, etc.		
vice	Journey Maps, Service Blueprints, Service Safaris, 16x, Experience Maps, Business Origami, etc.		
duct	Card Sorting, User Flows, Sitemaps, CS Activities, Apply Ergonomics/HF Principles, Advanced IA etc.		
ture	Task Analysis, Sketching, Paper Prototyping, Wireframing, Hi-Fi Prototyping, etc.		
fact/lxd	Create: Iconography, Widgets, Logos, Posters, Packaging, Sound, Micro/Interaction, Video, etc.		
ndational	Colour Palette, Typography, Design Principles, Cognitive Psychology Concepts, Mental Models etc.		

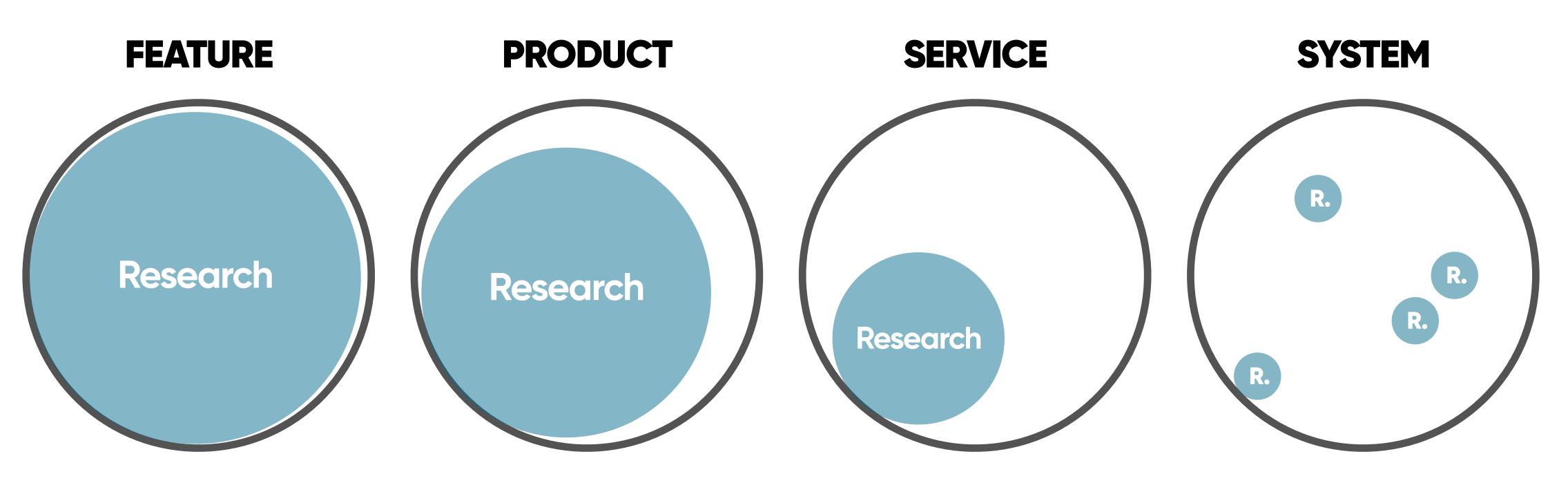




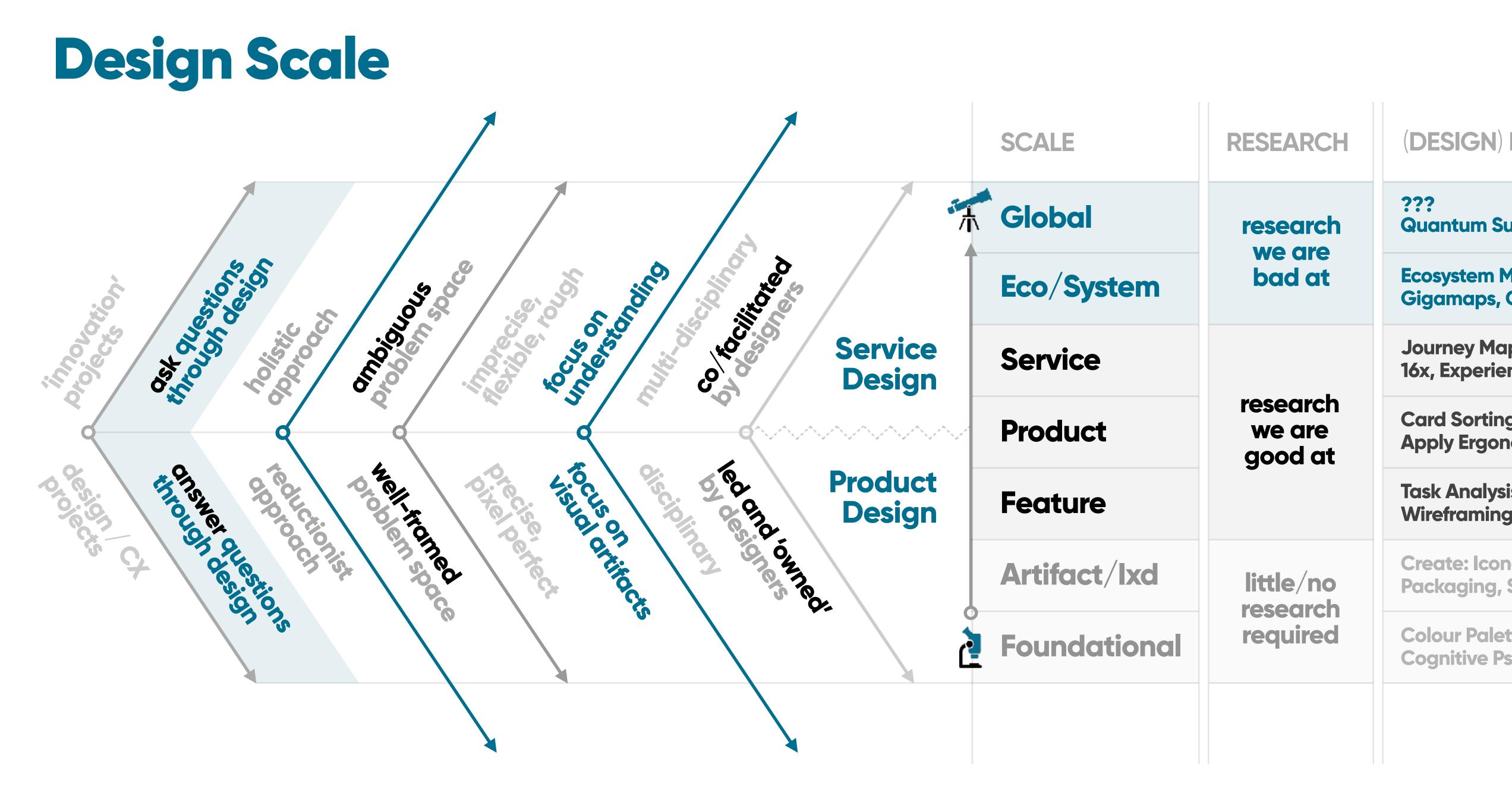
	1	
E	RESEARCH	(DESIGN) METHODS / DELIVERABLES
oal	research we are bad at	??? Quantum Superposition? Design Fiction?
System		Ecosystem Maps, Journey Map Atlases, Wardley Gigamaps, CLDs, S&F Diagrams, Systemic Desig
/ice	research we are good at	Journey Maps, Service Blueprints, Service Safa 16x, Experience Maps, Business Origami, etc.
duct		Card Sorting, User Flows, Sitemaps, CS Activitie Apply Ergonomics/HF Principles, Advanced IA e
ture		Task Analysis, Sketching, Paper Prototyping, Wireframing, Hi-Fi Prototyping, etc.
fact/lxd	little/no research required	Create: Iconography, Widgets, Logos, Posters, Packaging, Sound, Micro/Interaction, Video, et
ndational		Colour Palette, Typography, Design Principles, Cognitive Psychology Concepts, Mental Models



Research Coverage







Thomk You

(a) cornelius <u>cornelius@crnls.io</u>

