ac4d
Austin Center for Design

Interaction Design and Social Entrepreneurship

Quarter 1
Foundations

Quarter 2
Research and Problem Definition

Quarter 3
Concept Development and Evaluation

Quarter 4
Business Modeling and Pilot

METHODS
IDSE401
Entrepreneurial Practice

- Understand how to describe value
- Produce a business plan
- Legally define a business
- Understand and evaluate various funding opportunities

THEORY
IDSE402
Theory of Interaction Design and Social Entrepreneurship

- Understand the relationship between design artifacts and society
- Create diagrams that show complex political and economic relationships

METHODS
IDSE101
Interaction Design Research and Synthesis

- Plan and conduct ethnographic research
- Model data to identify patterns and to gain understanding
- Translate research findings into insights

THEORY
IDSE102
Design, Society and the Public Sector

- Discuss issues of interaction design in the context of designing for the public good
- Exhibit a point of view that describes the role of design and design thinking

STUDIO
IDSE103
Foundations

- Talk, present, and think visually in a public setting
- Describe and create value
- Communicate and recruit people to a vision of the future

METHODS
IDSE201
Rapid Ideation and Creative Problem Solving

- Develop stories of design solutions
- Visualize stories as storyboards
- Product schematic visualizations of interfaces that help users achieve goals
- Work iteratively to improve over time

METHODS
IDSE202
Service Design

- Understand the relationship between people and touchpoints in a complex system
- Create diagrams that show the relationships between actors in a system

STUDIO
IDSE203
Studio: Research and Synthesis

- Conduct research in the space of a wicked social problem
- Synthesize research findings into insights
- Brainstorm potential business and design opportunities

METHODS
IDSE301
Evaluation of Interaction Design Solutions

- Product a plan for testing interface usability
- Conduct think-aloud user testing
- Document usability testing results in a meaningful manner

STUDIO
IDSE303
Studio: Ideation and Development

- Design a new product and service that drives impact and revenue
- Visualize the product through wireframes
- Visualize the service through a service blueprint and customer journey map

STUDIO
IDSE403
Studio: Pilot

- Launch an end-to-end product and service pilot
- Test the utilitarian, social, and emotional value proposition of a given product

How an idea Comes to Life

Design Research, to build empathy and understanding

Design Synthesis, to make sense of complexity

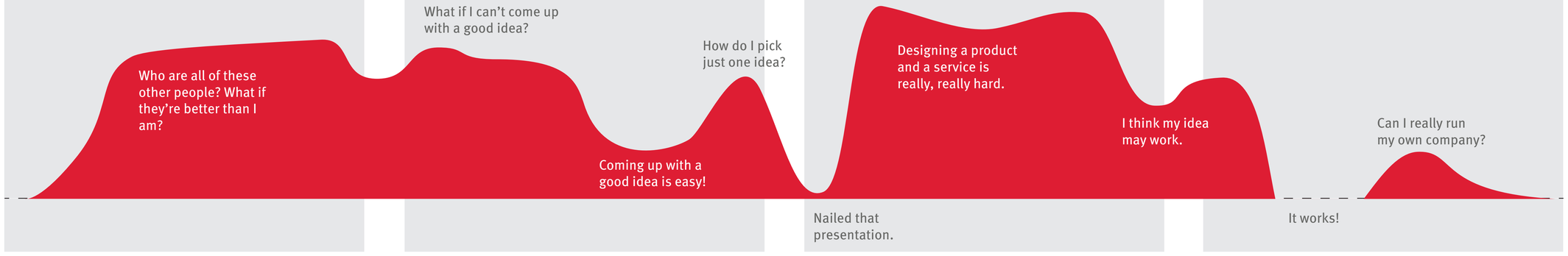
Insight extraction, to identify behavioral motivators

Lateral ideation, to product a large quantity of ideas

Service and system modeling, to understand the idea "in the whole"

Iterative interaction design and user testing, to produce a cohesive and easy to use product or service

Pilot testing, to test the value proposition

Potential Idea Space of Your Business

Ebb and Flow of Your Anxiety