

WHAT IS “GOOD DESIGN?”

Enrique L. Von Rohr

11.05.16

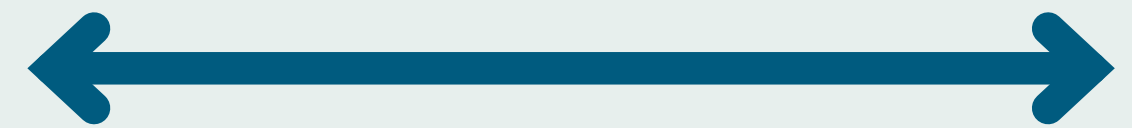
*“Design is not just what it  
looks like and feels like.  
Design is how it works.”*

—Steve Jobs

**Books  
Buildings  
Products  
Films**



**Tangible**



**Services  
Experiences  
Knowledge  
Process**

**Intangible**







Prius

## TEMPERATURE CONTROLS

TO ADJUST TEMPERATURE SET BOTH CONTROLS  
ALLOW 24 HOURS TO STABILIZE

E  
D  
C  
B  
A

C  
B  
D  
D

NORMAL SETTINGS	5
COLDER FRESH FOOD	6-8
COLDER FREEZER	5
WARMER FRESH FOOD	4-1
FRESH FOOD & FREEZER	OFF



NORMAL SETTING  
SAVES ENERGY



SET HERE IF MOISTURE  
APPEARS ON EXTERIOR

### ENERGY SAVER



[Request an Appointment](#)  
[Find a Doctor](#)  
[Find a Job](#)  
[Give Now](#)

[Log in to Patient Account](#)  
[Translated Content](#) ▼  
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[PATIENT CARE & HEALTH INFO](#) ▼

[DEPARTMENTS & CENTERS](#) ▼

[RESEARCH](#) ▼

[EDUCATION](#) ▼

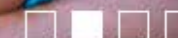
[FOR MEDICAL PROFESSIONALS](#) ▼

[PRODUCTS & SERVICES](#) ▼

[GIVING TO MAYO CLINIC](#) ▼

# "No other hospital could help me..."

– Elmo, cardiovascular & transplant patient



## Patient care and health information

More than 3,300 physicians, scientists and researchers from Mayo Clinic share their expertise to empower you. Find out why Mayo Clinic is the right place for your health care.

[Doctors and Medical Staff](#)

[Patient and Visitor Guide](#)

[Patient Online Services](#)

[Patient Care and Health Information](#)

## International Services

Thousands of people from around the world travel to Mayo Clinic locations in Arizona, Florida and Minnesota each year for medical care.

[International Services at Mayo Clinic](#)

[Request an Appointment](#)

[Financial Services](#)

[Language Services](#)

[Patient Centers](#)

## Appointments

Mayo Clinic accepts appointments in Arizona, Florida and Minnesota and at Mayo Clinic Health System sites.

[Request an Appointment](#)

## Small, Smart, Connected

Our wireless Smart Sock fits snug on your baby's foot and monitors their heart rate and oxygen levels while they sleep.

[Learn More](#)



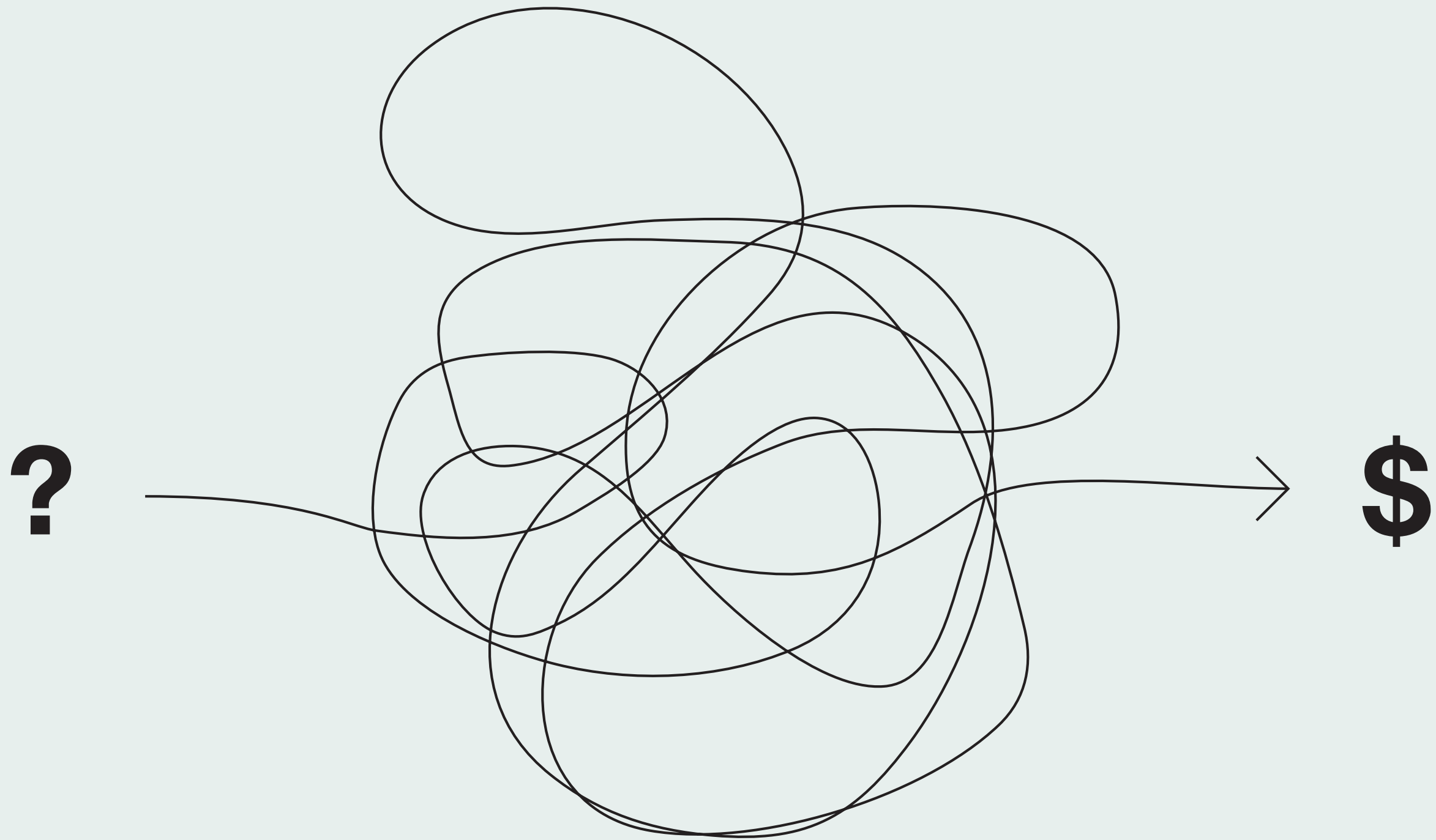
**Wireless &  
Gentle**



**Independent  
Base Station**

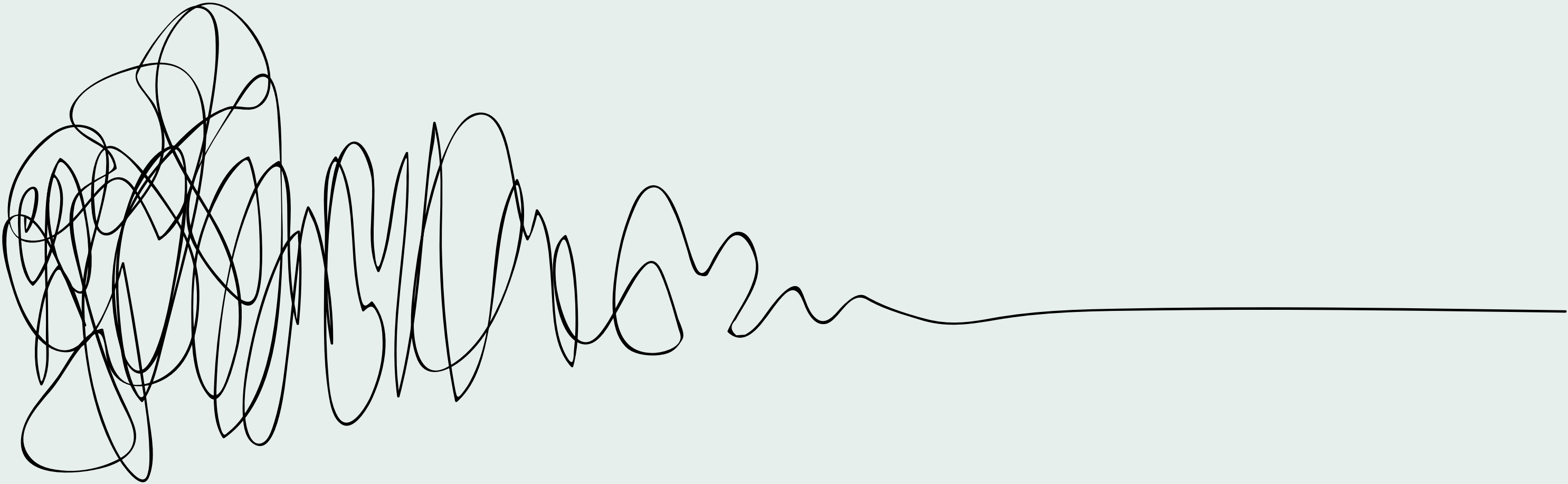


**Real Time  
Monitoring**



UNCERTAINTY / PATTERNS / INSIGHTS

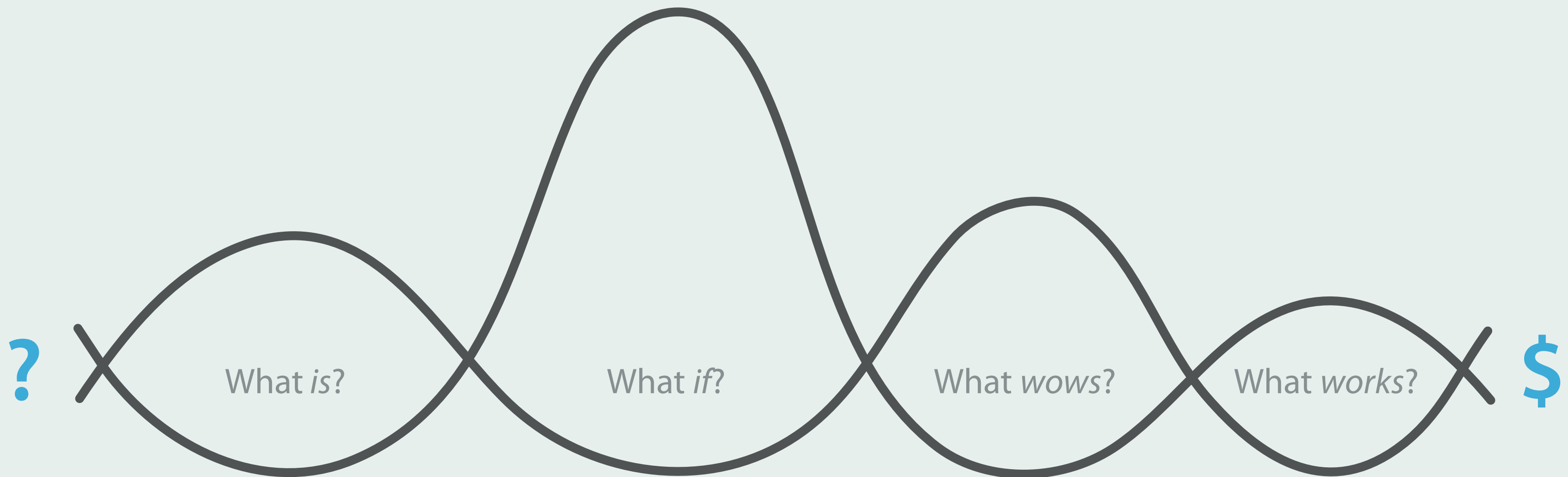
CLARITY / FOCUS



RESEARCH

CONCEPT PROTOTYPE

DESIGN



IDEO	Inspiration	Ideation	Implementation		
XPLANE	Discover	Concept	Design	Do	
CHESKIN	Envision	Explore	Create	Inspire	Express
CONIFER	Research	Catalog	Synthesis	Insights	
COOPER	Research	Modeling, Scenarios	Framework	Design	Communicate
FROG	Discover	Design	Deliver		
FITCH	Discover	Define	Design	Deliver	
DUBBERLY	Prepare	Incubate	Iterate	Illuminate	Implement
HCD	Understand	Synthesis	Ideate	Validate	Test

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# INSPIRATION

I have a design challenge.  
How do I get started?  
How do I conduct an interview?  
How do I stay human-centered?

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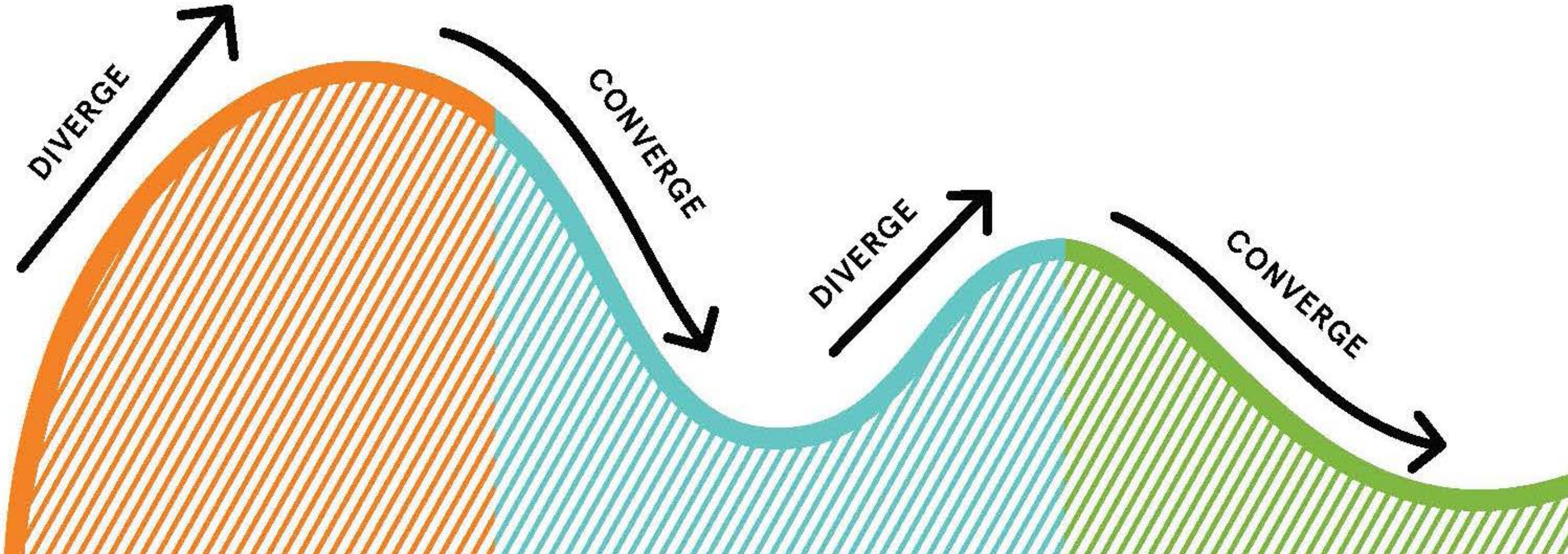
# IDEATION

I have an opportunity for design.  
How do I interpret what I've learned?  
How do I turn my insights into tangible ideas?  
How do I make a prototype?

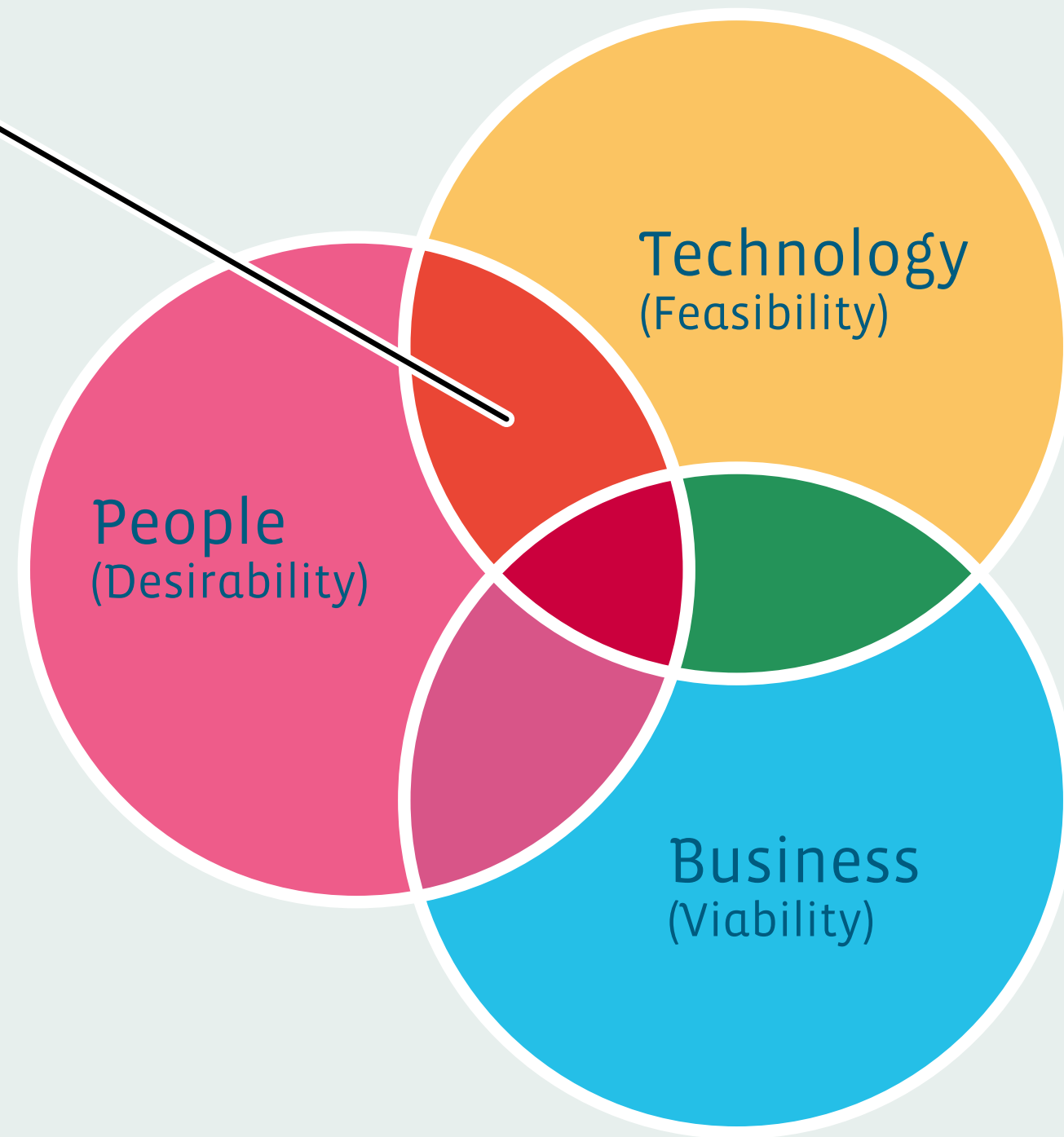
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# IMPLEMENTATION

I have an innovative solution.  
How do I make my concept real?  
How do I assess if it's working?  
How do I plan for sustainability?

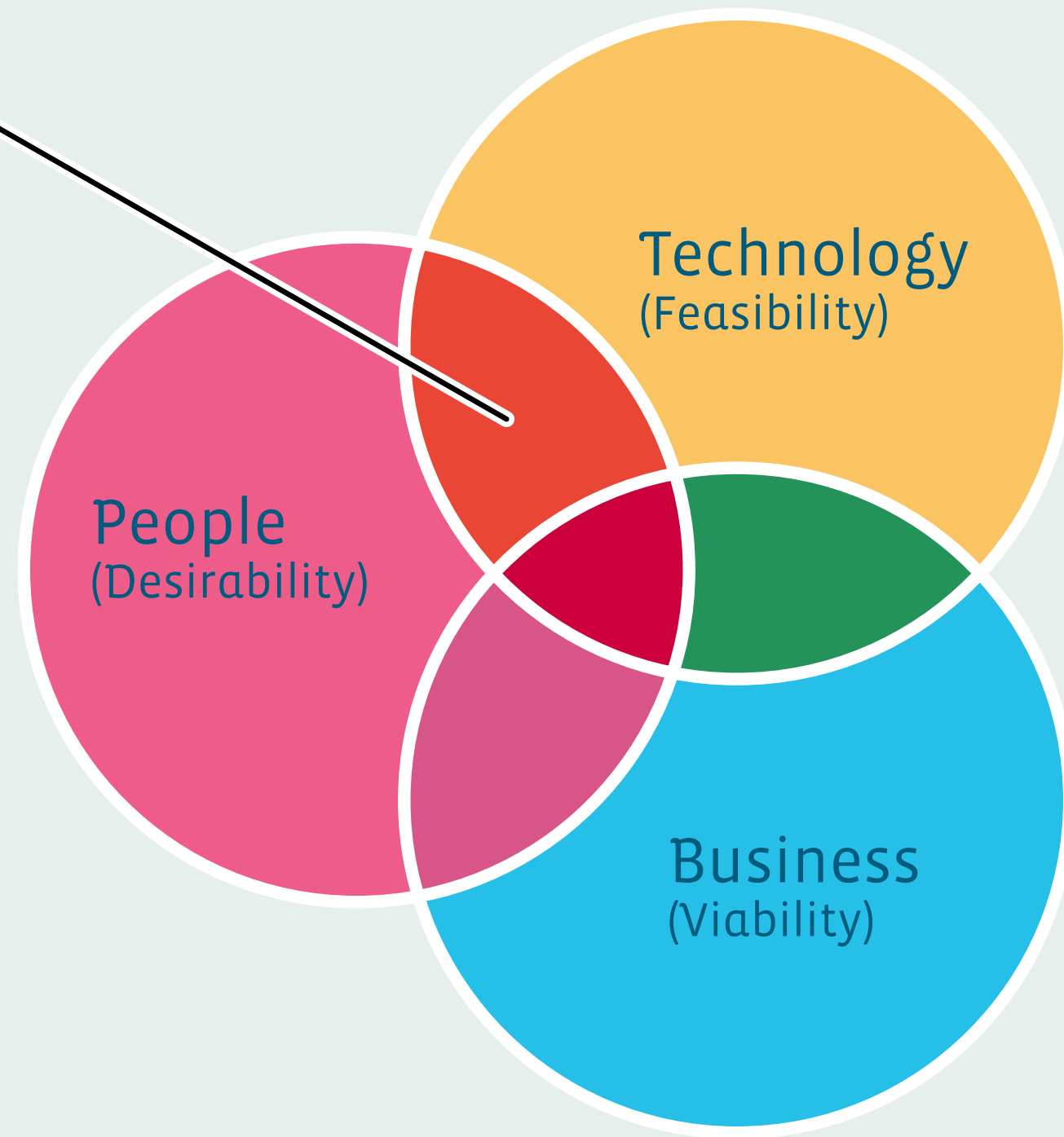


Design @ Interactivity  
Human Computer Interactions  
Visual Thinking  
Design for Sustainability  
Aesthetics @ Form



**Design @ Interactivity**  
Human Computer Interactions  
Visual Thinking  
Design for Sustainability  
Aesthetics @ Form

**People (Human Values)**  
Anthropology  
Sociology  
Ethnography  
Need-Finding

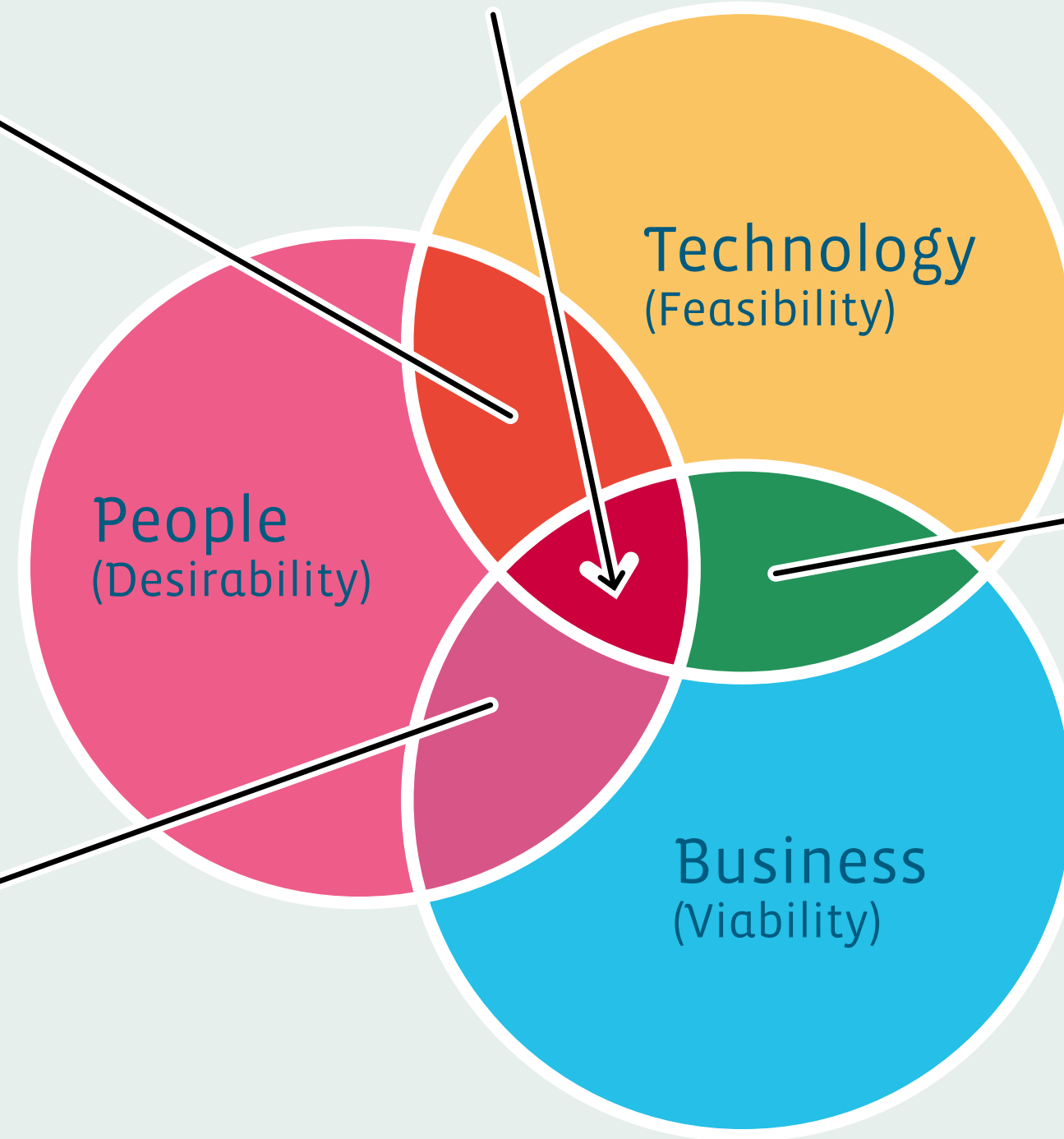


# Innovation

**Design @ Interactivity**  
Human Computer Interactions  
Visual Thinking  
Design for Sustainability  
Aesthetics @ Form

**People (Human Values)**  
Anthropology  
Sociology  
Ethnography  
Need-Finding

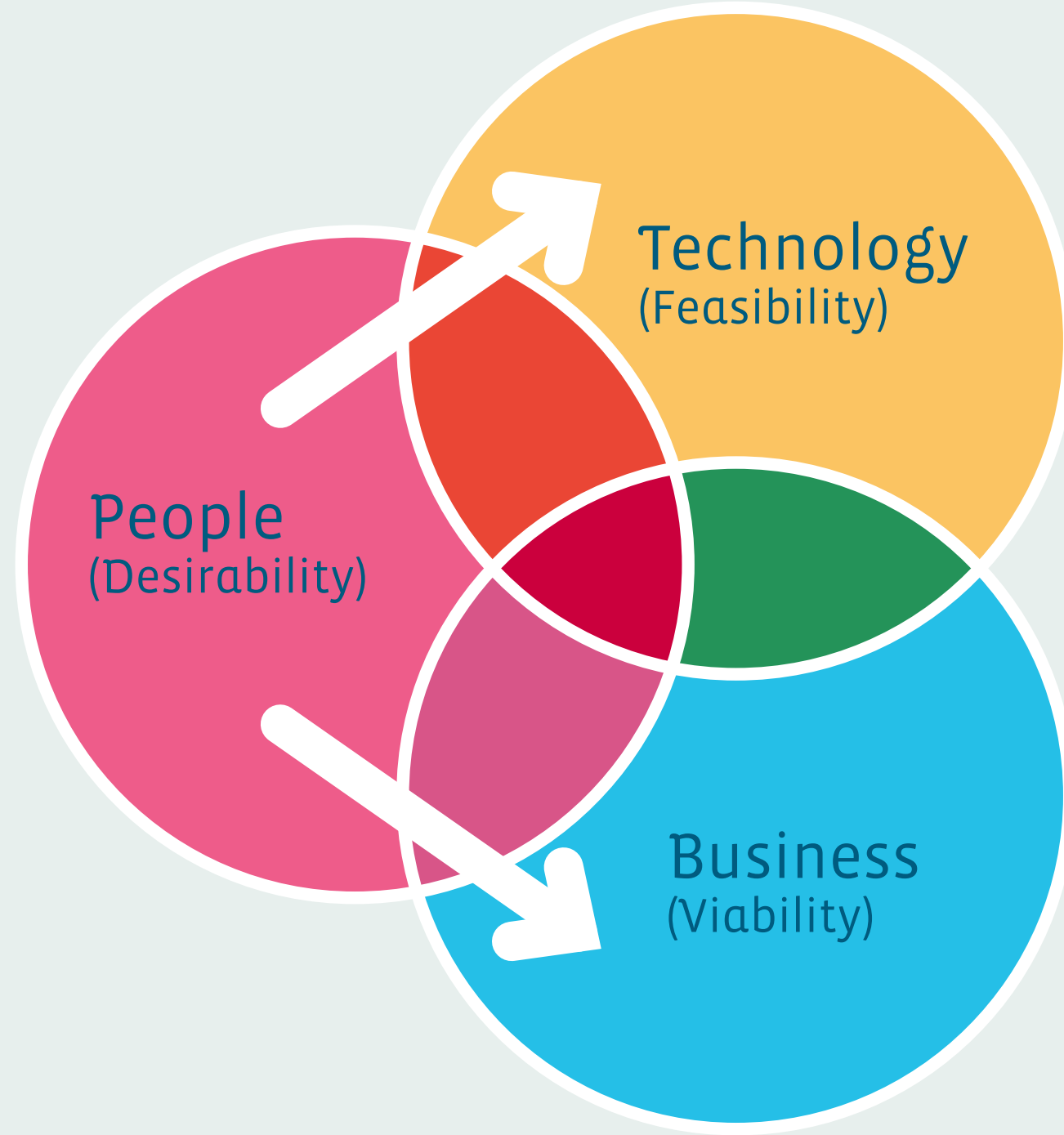
**Organizational Behavior**  
Management @ Teams  
Human Resources  
Organizational Dynamics  
Negotiations



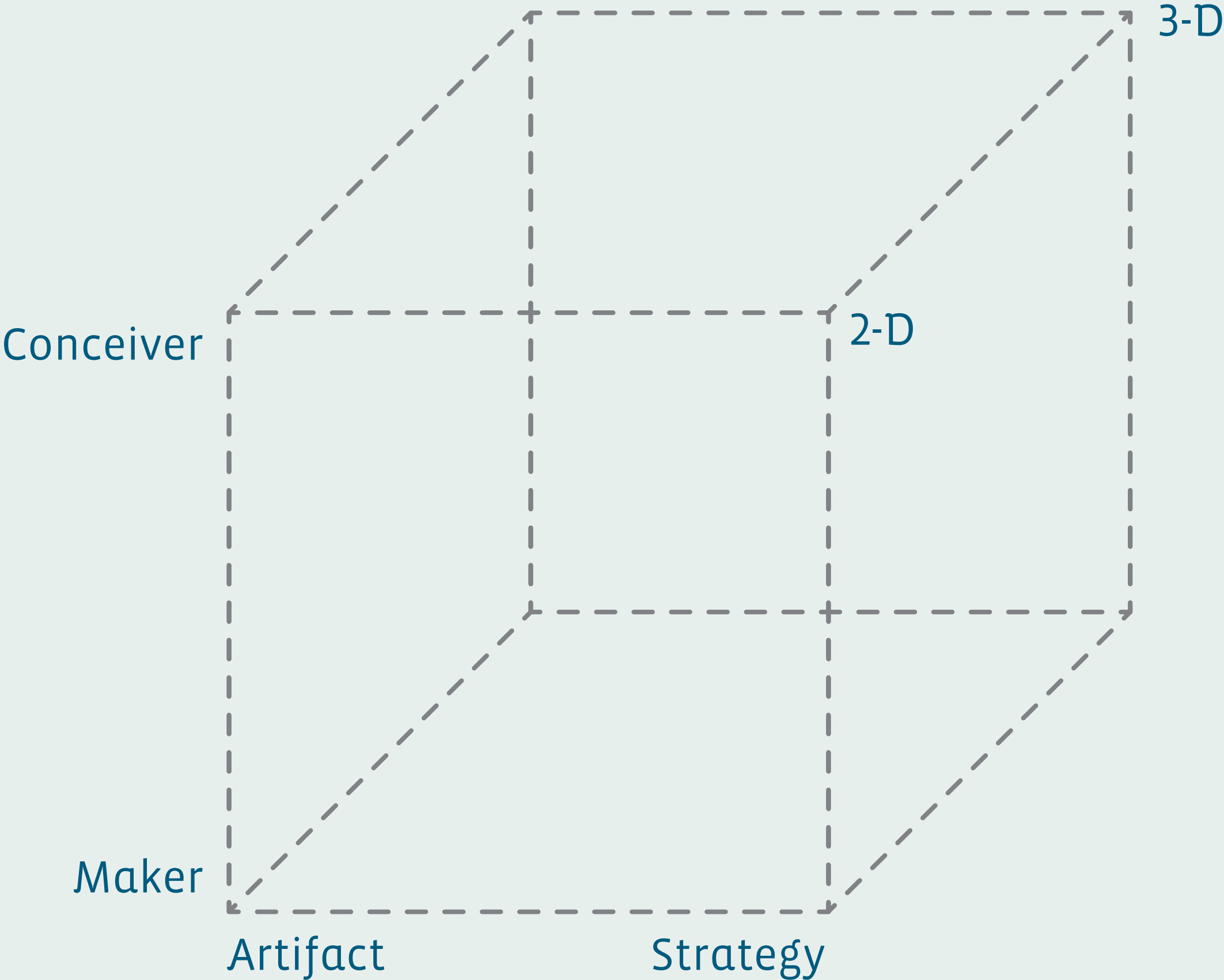
**Technology**  
Engineering Analysis  
Statics @ Dynamics  
Electronics @ Mechatronics  
Programming Methodology

**Manufacturing**  
Technology  
Process  
Supply Chain Managing  
Rapid Prototyping

**Business**  
Accounting  
Finance  
Marketing  
Strategy



Innovation  
Mindset  
Multidisciplinary  
Collaborative  
Integrative  
Iterative  
Visual  
User as the expert  
Participatory



Conceiver

Maker



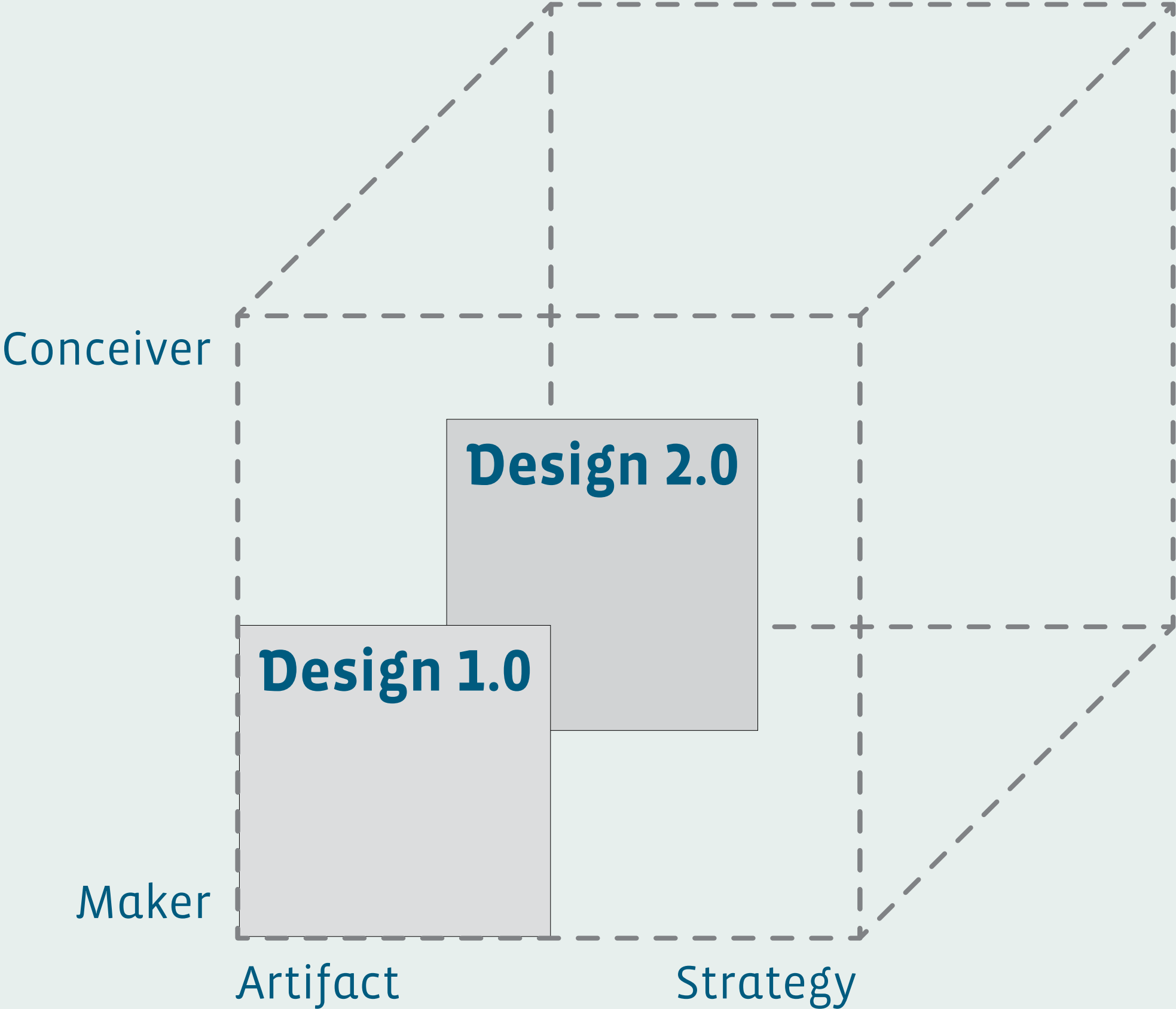
**Design 1.0**

Artifact

Strategy

**Traditional Design**  
Communications  
Websites  
Advertising  
Brands/Identities  
Literature

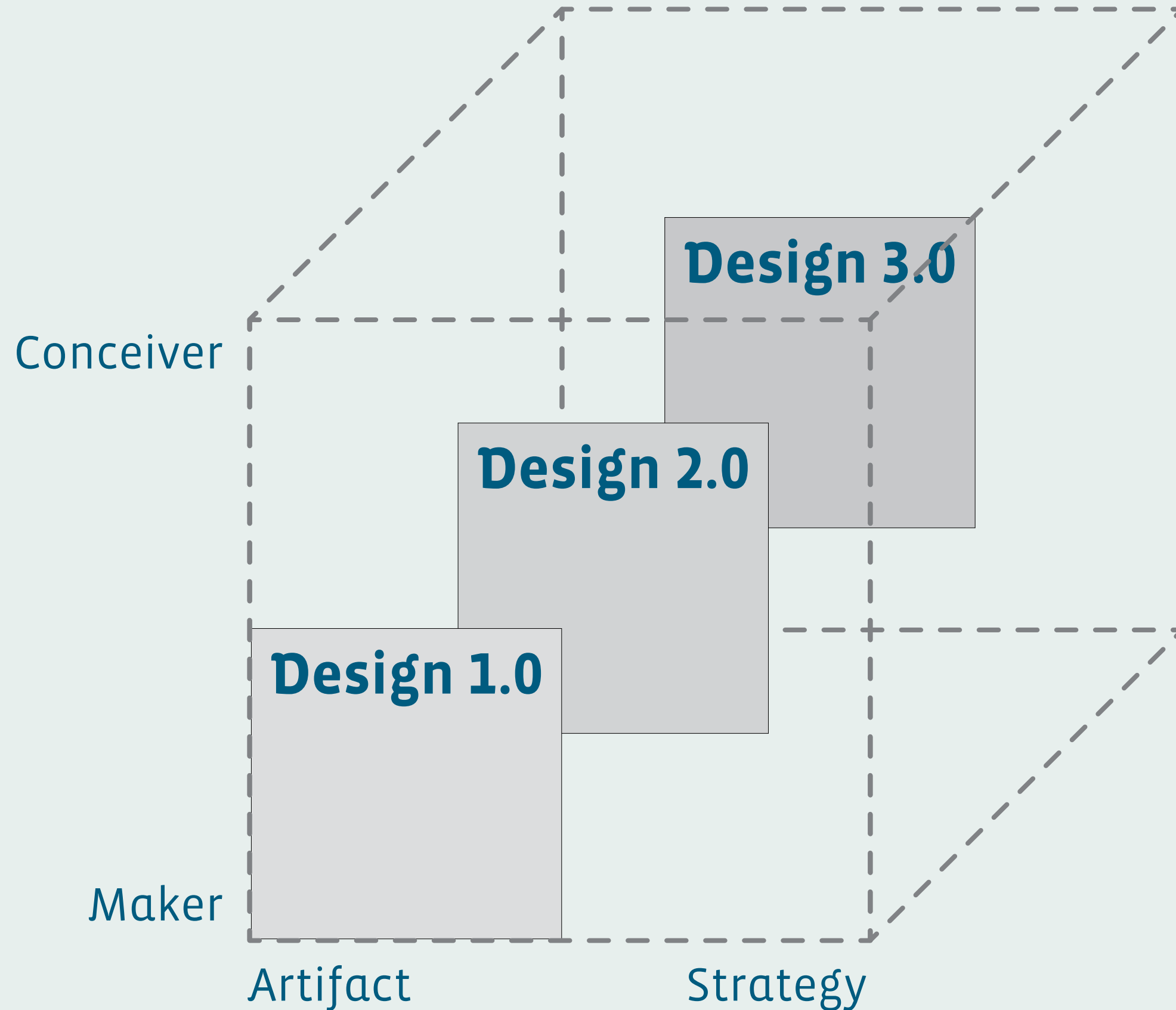
3D model adapted from Richard Grefe  
Design 1.0 to 4.0 is from Humantific



**Product/Service Design**  
User Experiences  
Service Design  
Product Design  
Information and decisions

**Traditional Design**  
Communications  
Websites  
Advertising  
Brands/Identities  
Literature

3D model adapted from Richard Grefe  
Design 1.0 to 4.0 is from Humantific



### Organizational Design

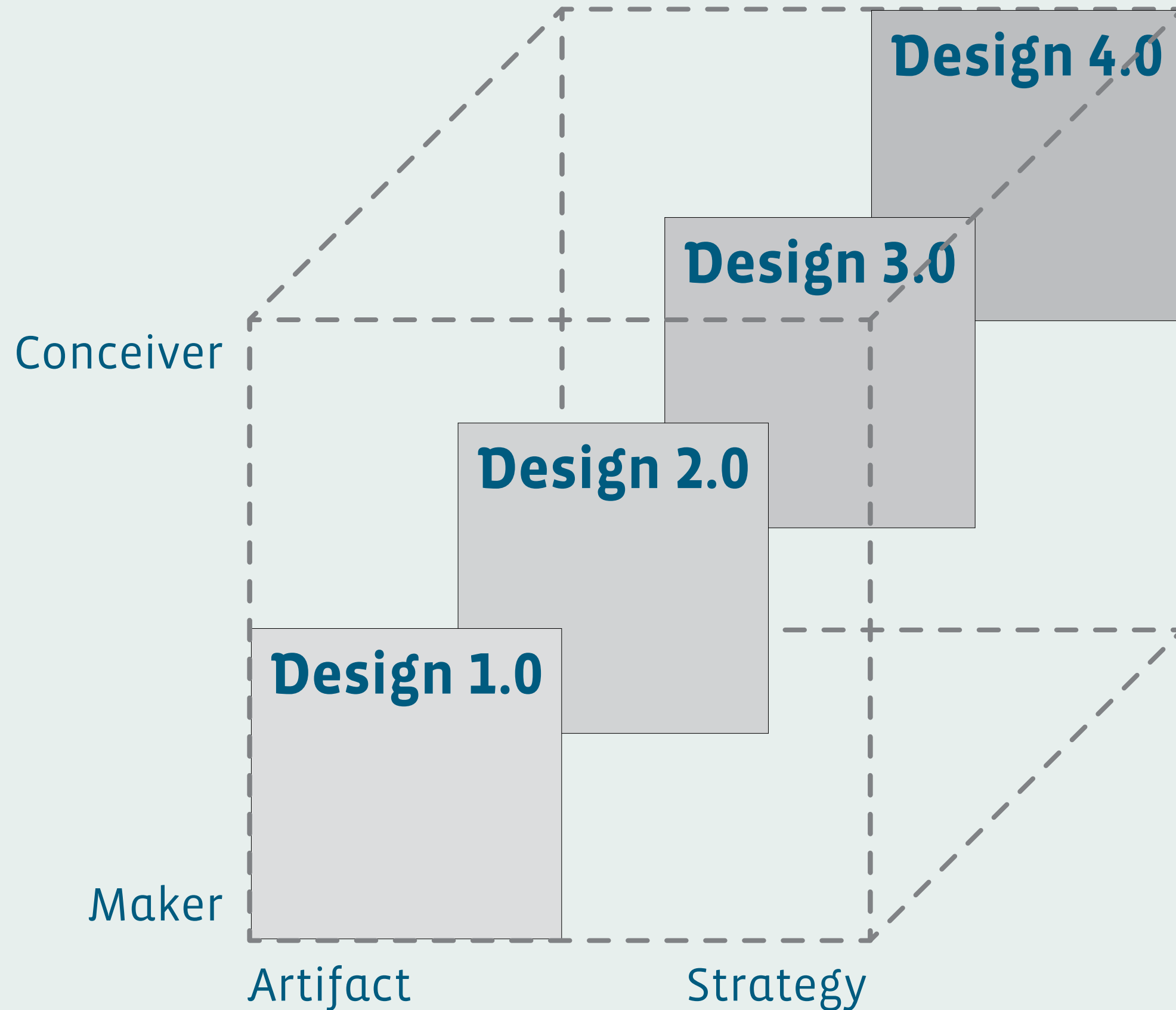
Organization process  
Participatory Leadership  
Cross-functional Teams  
Business Innovation

### Product/Service Design

User Experiences  
Service Design  
Product Design  
Information and decisions

### Traditional Design

Communications  
Websites  
Advertising  
Brands/Identities  
Literature

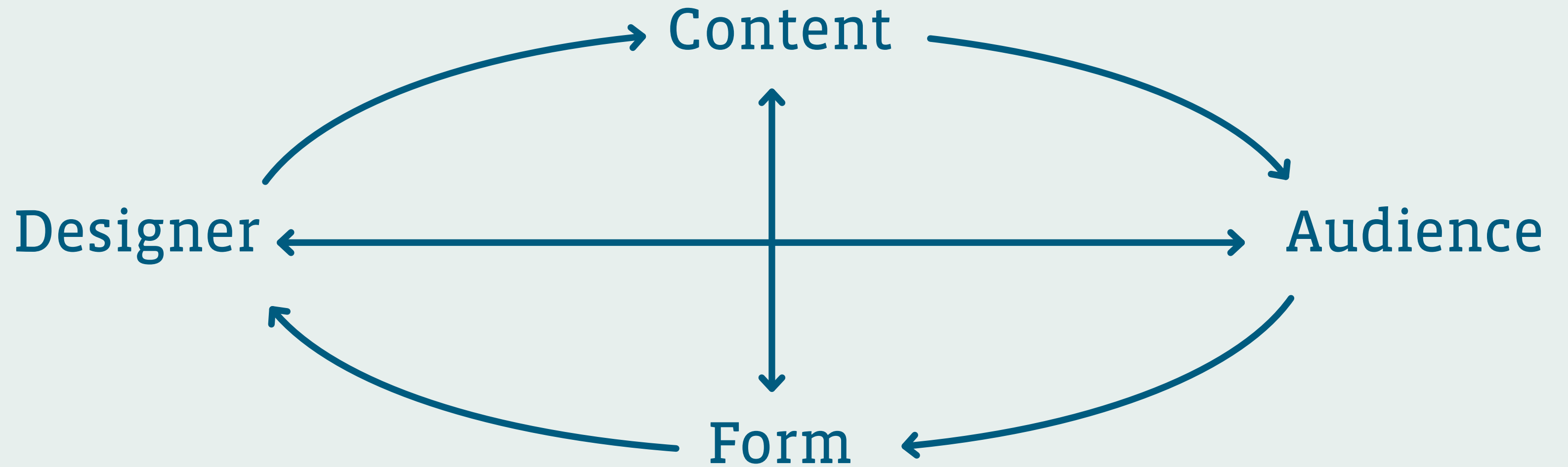


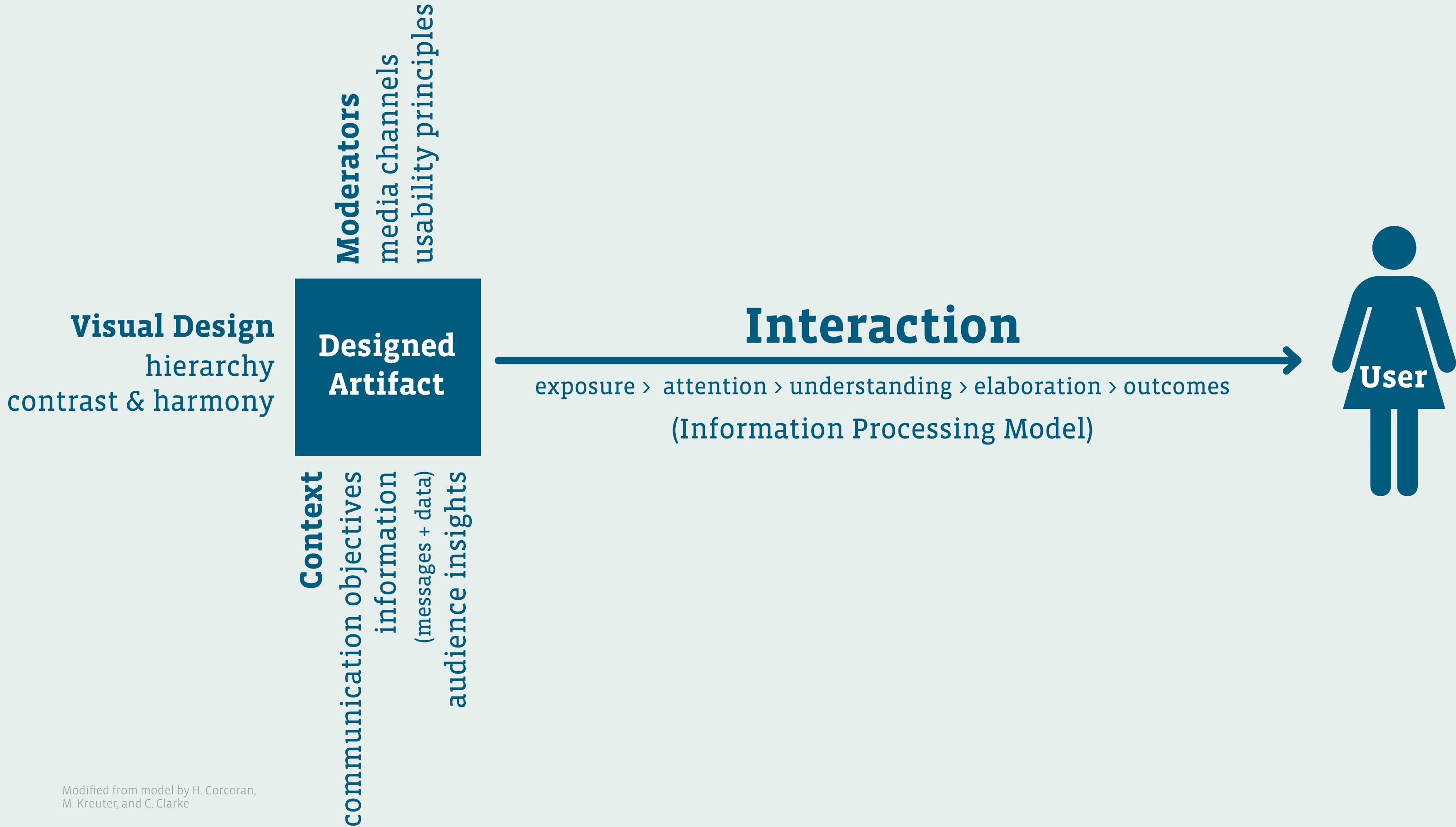
**Social Design**  
Health Policy  
Social Innovation  
Multi-stakeholder Networks  
Participatory Action Research

**Organizational Design**  
Organization process  
Participatory Leadership  
Cross-functional Teams  
Business Innovation

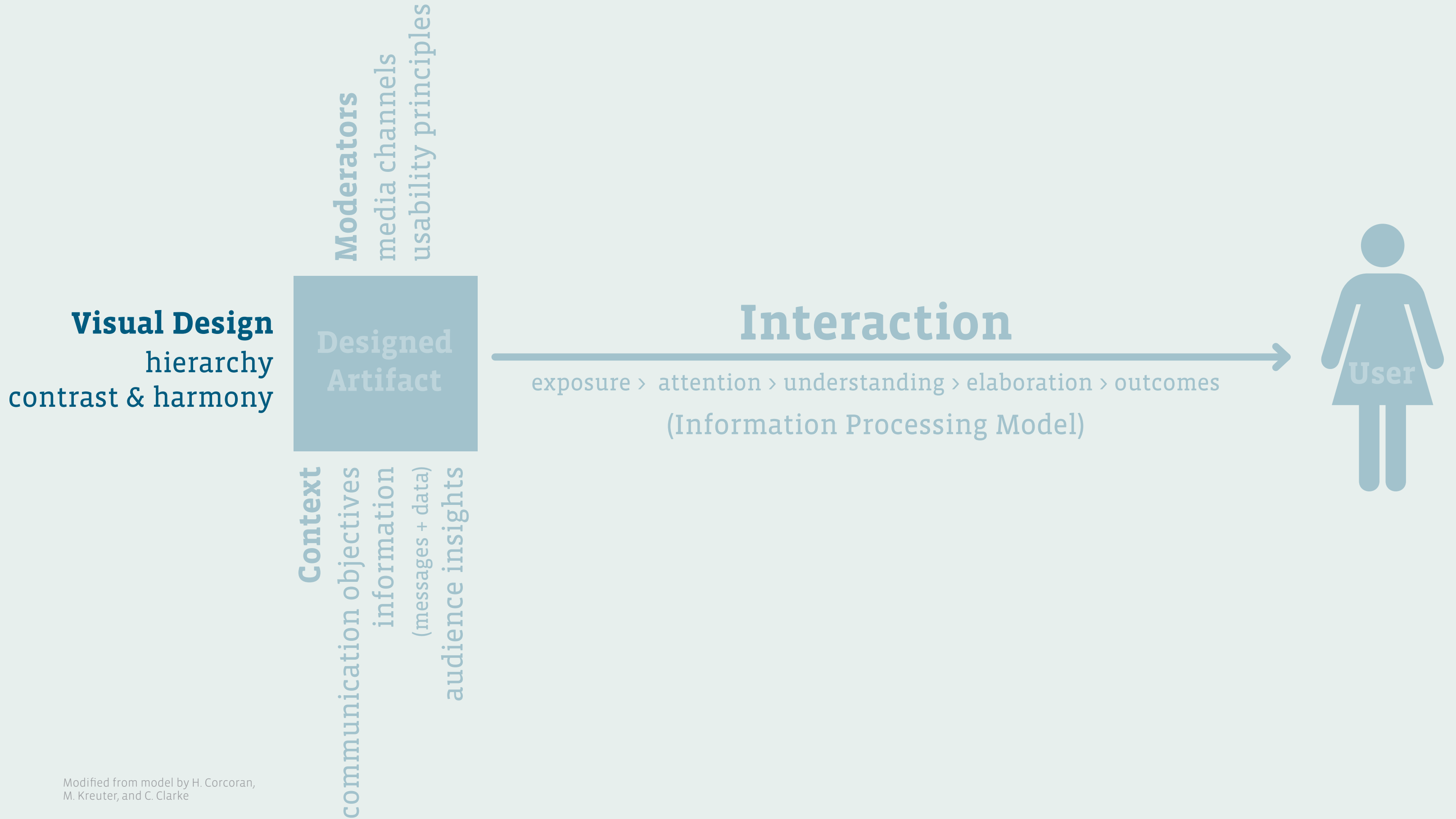
**Product/Service Design**  
User Experiences  
Service Design  
Product Design  
Information and decisions

**Traditional Design**  
Communications  
Websites  
Advertising  
Brands/Identities  
Literature





Modified from model by H. Corcoran,  
M. Kreuter, and C. Clarke



# Basics Elements of Visual Design

Dot

Line

Shape

Direction

Tone

Color

Texture

Scale

Dimension

Movement

Image

Type

Figure/Ground

Pattern

Layers

Transparency

Framing

Balance

Representation

Abstraction

Symbol

Grid

Rhythm

Balance

# Visual Strategies of *Contrast and Harmony*

Instability

Asymmetry

Irregularity

Complexity

Fragmentation

Spontaneity

Activeness

Variation

Distortion

Depth

Juxtaposition

Randomness

Sharpness

Balance

Symmetry

Regularity

Simplicity

Unity

Predictability

Stasis

Consistency

Accuracy

Flatness

Singularity

Sequentiality

Diffusion

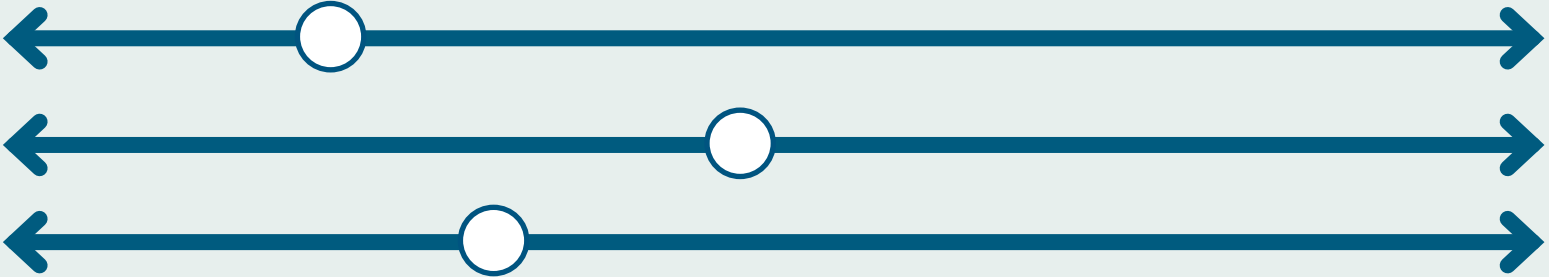
# Levers

Thick  
Large  
Opaque



Thin  
Small  
Transparent

Abstraction  
Playful  
Flat



Representational  
Serious  
Dimensional

# Contrast

Instability

Asymmetry

Irregularity

Complexity

Fragmentation

Spontaneity

Activeness

Variation

Distortion

Depth

Juxtaposition

Randomness

Sharpness

# Harmony

Balance

Symmetry

Regularity

Simplicity

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Consistency

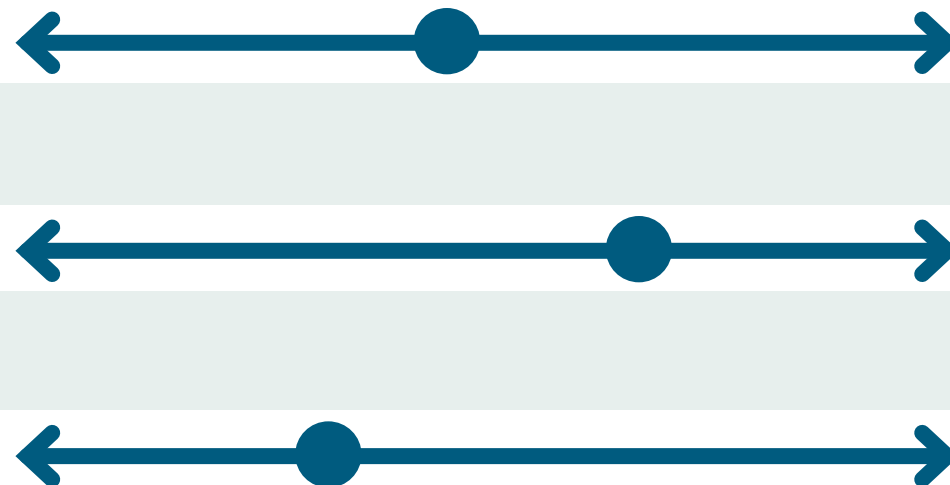
Accuracy

Flatness

Singularity

Sequentiality

Diffusion



*clarity*

# Hierarchy is King

1

2

3

Hierarchy is King

1

2

3

Hierarchy is King

1

2

3

Verizon

10:39 PM

< April

+

Fri Apr 8

all-day

E&M Anniversary of 1st...

8:30 AM

IxD Class

11:30 AM

Steinberg 213

in 10 hr

8:30 AM

Mtg. Stephanie

9:00 AM

in 10 hr

12:00 PM

Ixd/Hanahan

1:00 PM

Steinberg 212

1:00 PM

Lewis Center Lab

4:00 PM

Lewis Center

5:00 PM

Gabriel sleepover at Will...

6:00 PM

Will Whitrap's 1816 Lasalle St 6310...

Sun Apr 10

6:00 AM

GOTR SERVICE PROJEC...

10:00 AM

11:00 AM

Meet the Birds - bird res...

3:00 PM

Today

Calendars

Inbox

Verizon

10:40 PM

April

Thu

1-2 PM at 2156 Russell Blvd., St. Louis, MO

8 Fri

E&M Anniversary of 1st Date

Mtg. Stephanie  
8:30-9 AM

IxD Class  
8:30-11:30 AM at Steinberg 213

IAA pilot meeting  
11-11:30 AM

Ixd/Hanahan  
12-1 PM at Steinberg 212

Lewis Center Lab  
1-4 PM at Lewis Center

Mvr haircut w/ roger  
3:45-4:45 PM

Gabriel sleepover at Will Whitrap's  
5-6 PM at Will Whitrap's 1816 Lasa

Verizon

10:41 PM

April 2016

S

M

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3

4

5

6

7

8

9

10

11

12

13

14

15

16

TOMORROW • FRIDAY, APRIL 8

8:30 AM

3h

IxD Class

EV Enrique Von Rohr (vondesi...  
vondesign@gmail.com

Steinberg 213

8:30 AM

30m

Mtg. Stephanie

EV Enrique Von Rohr (vondesi...  
vondesign@gmail.com

Steinberg 212

12:00 PM

1h

Ixd/Hanahan

EV Enrique Von Rohr (vondesi...  
vondesign@gmail.com

Steinberg 212

12:30 PM

30m

AIA - WUSTL Design & Health Research Consorti

MI KS DK

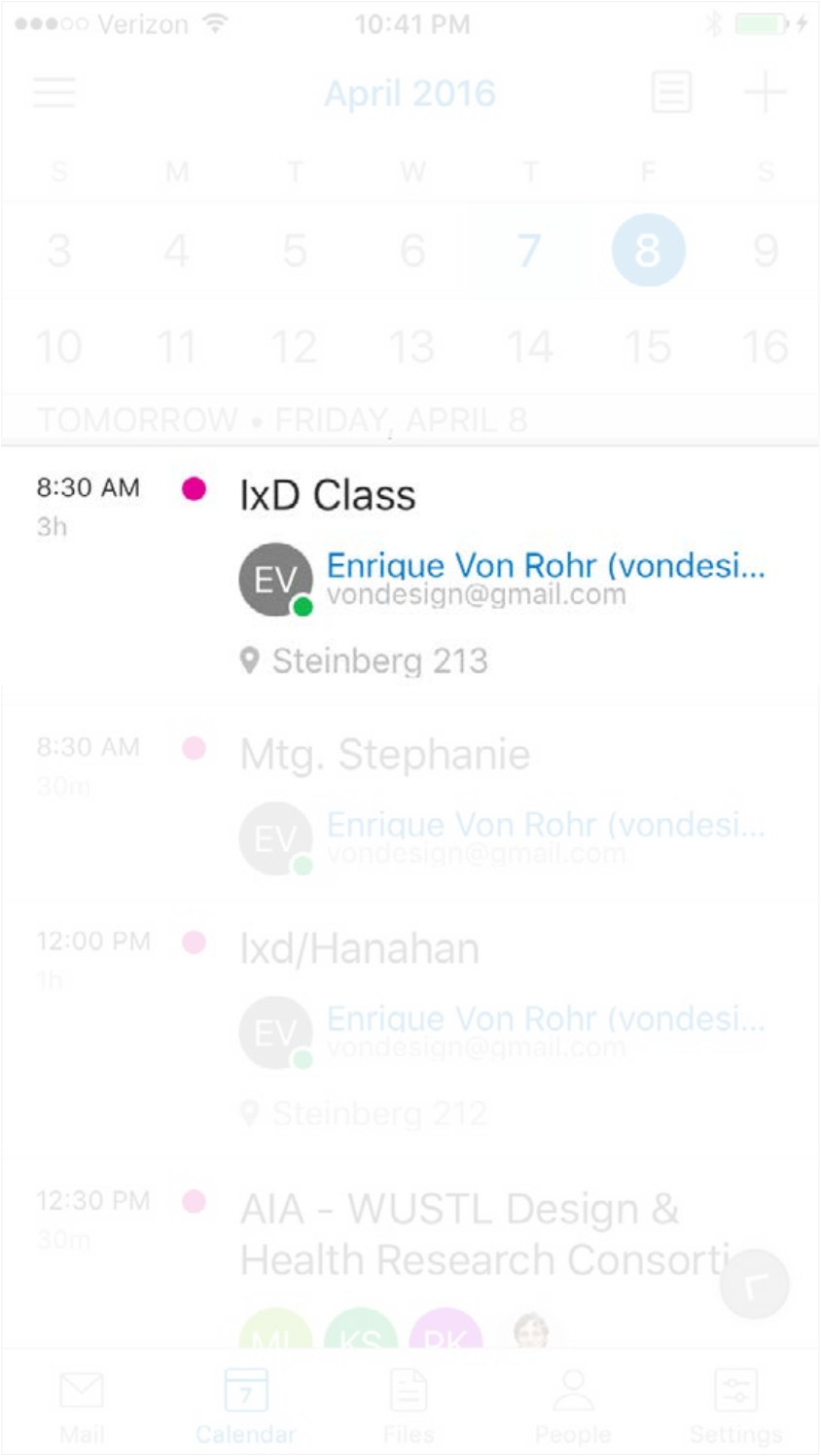
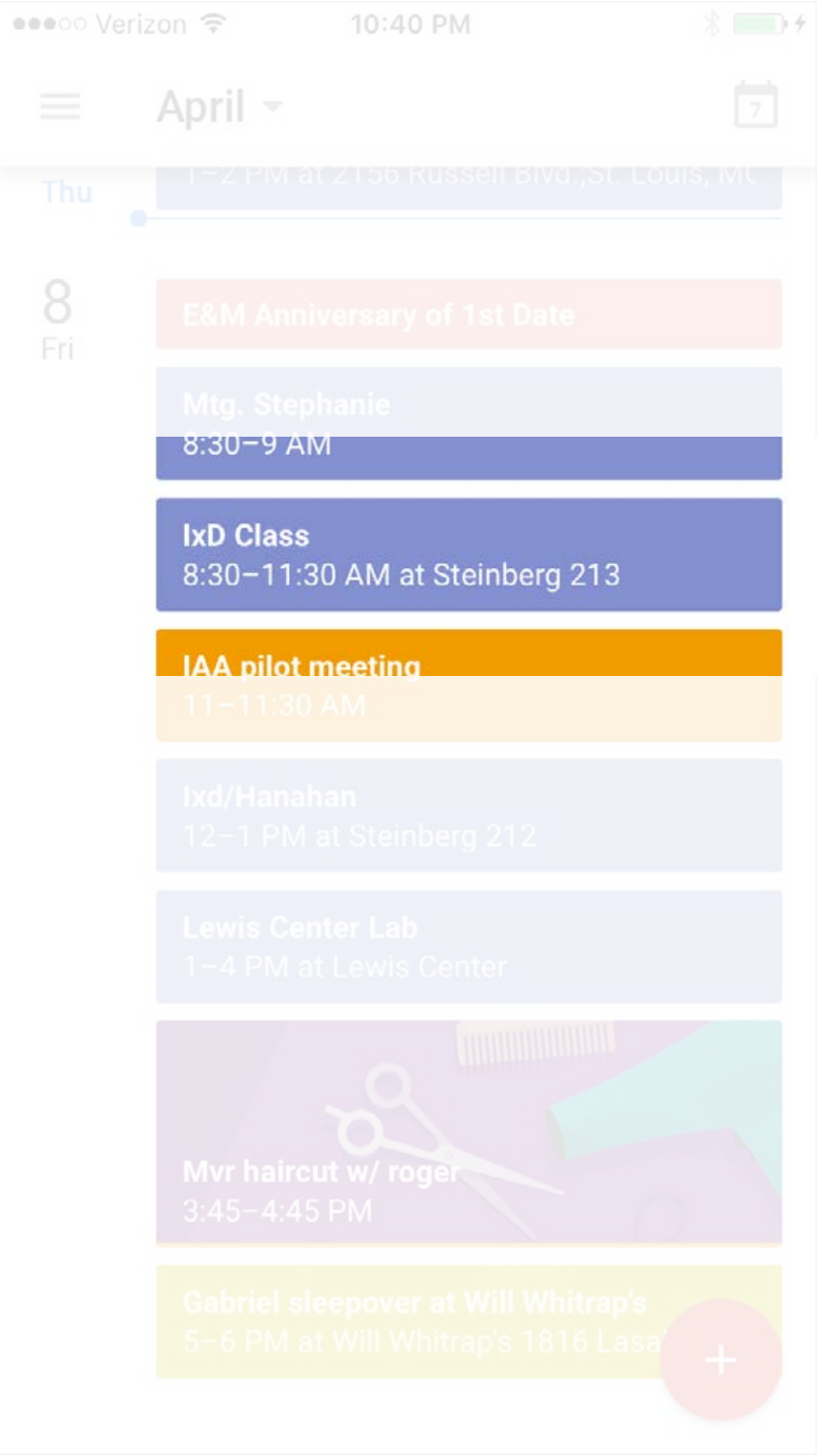
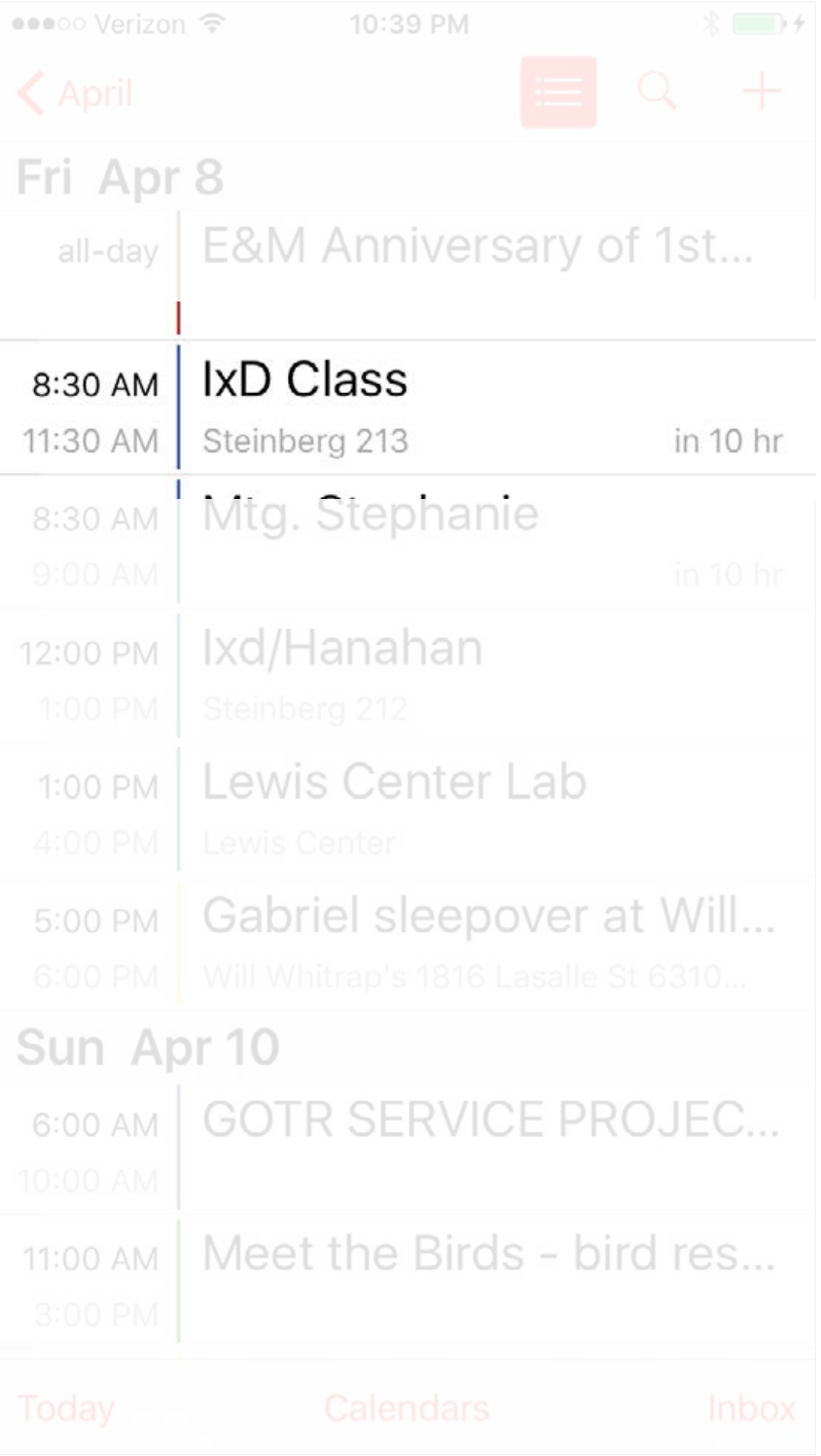
Mail

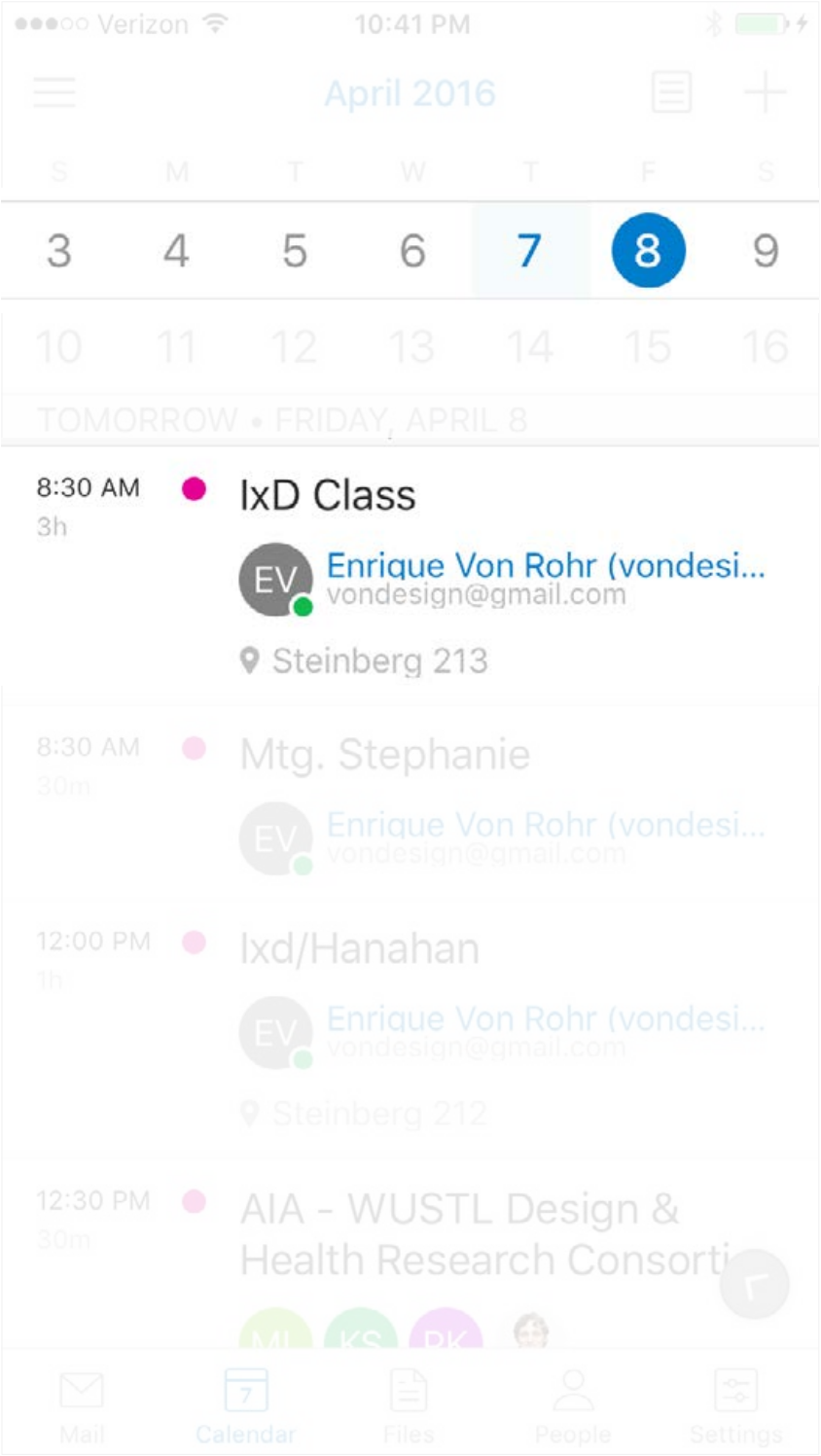
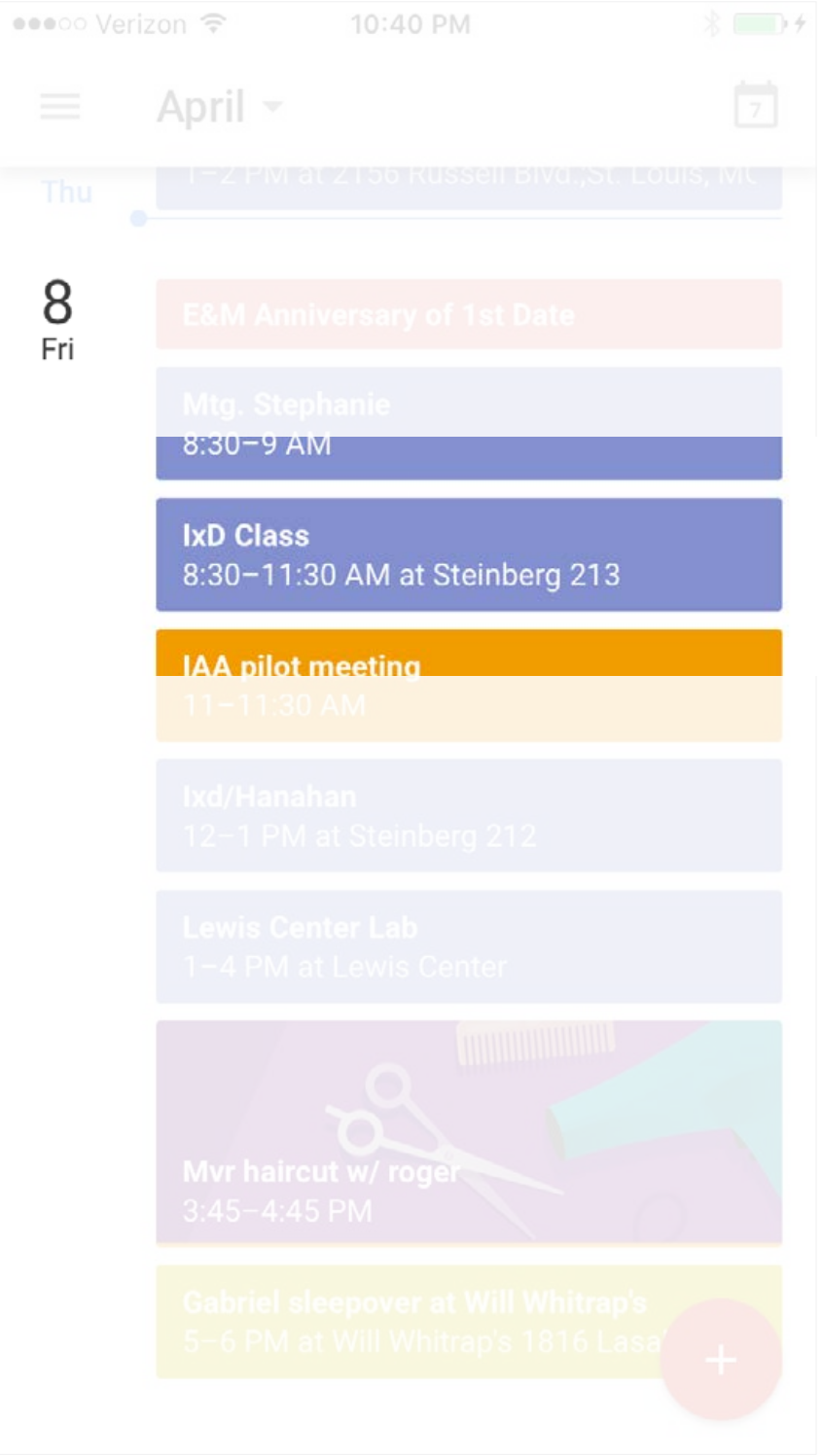
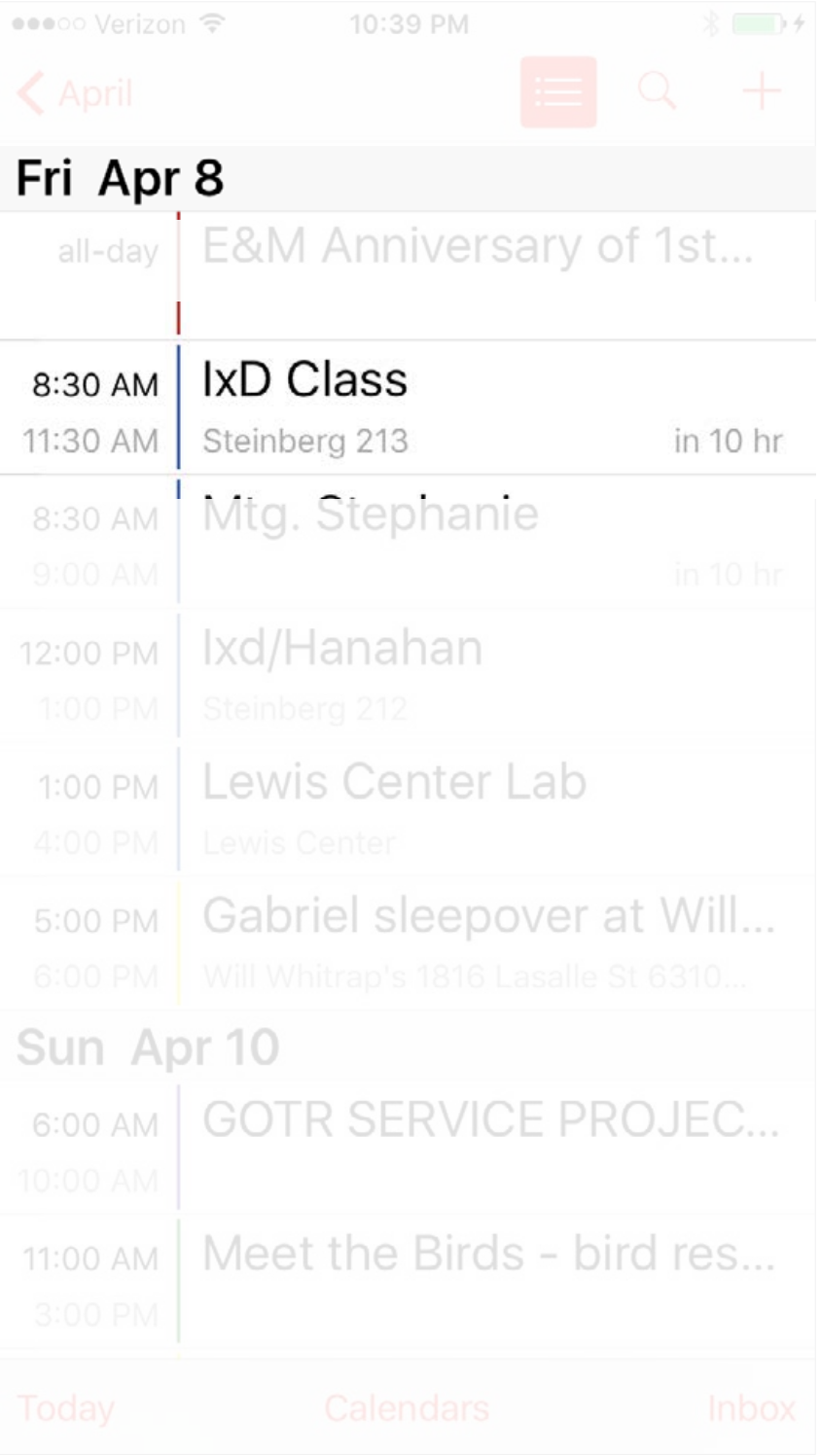
Calendar

Files

People

Settings

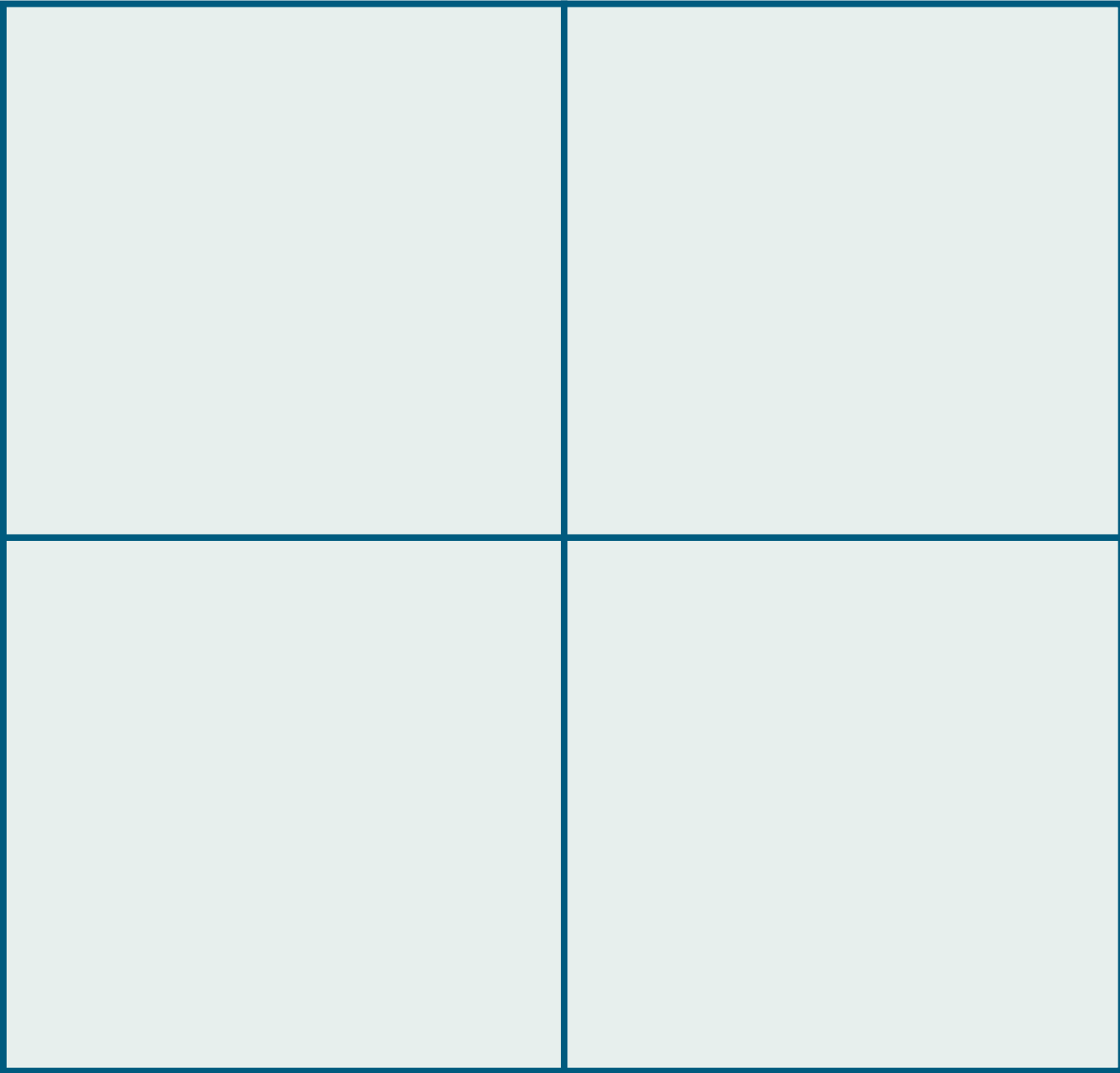
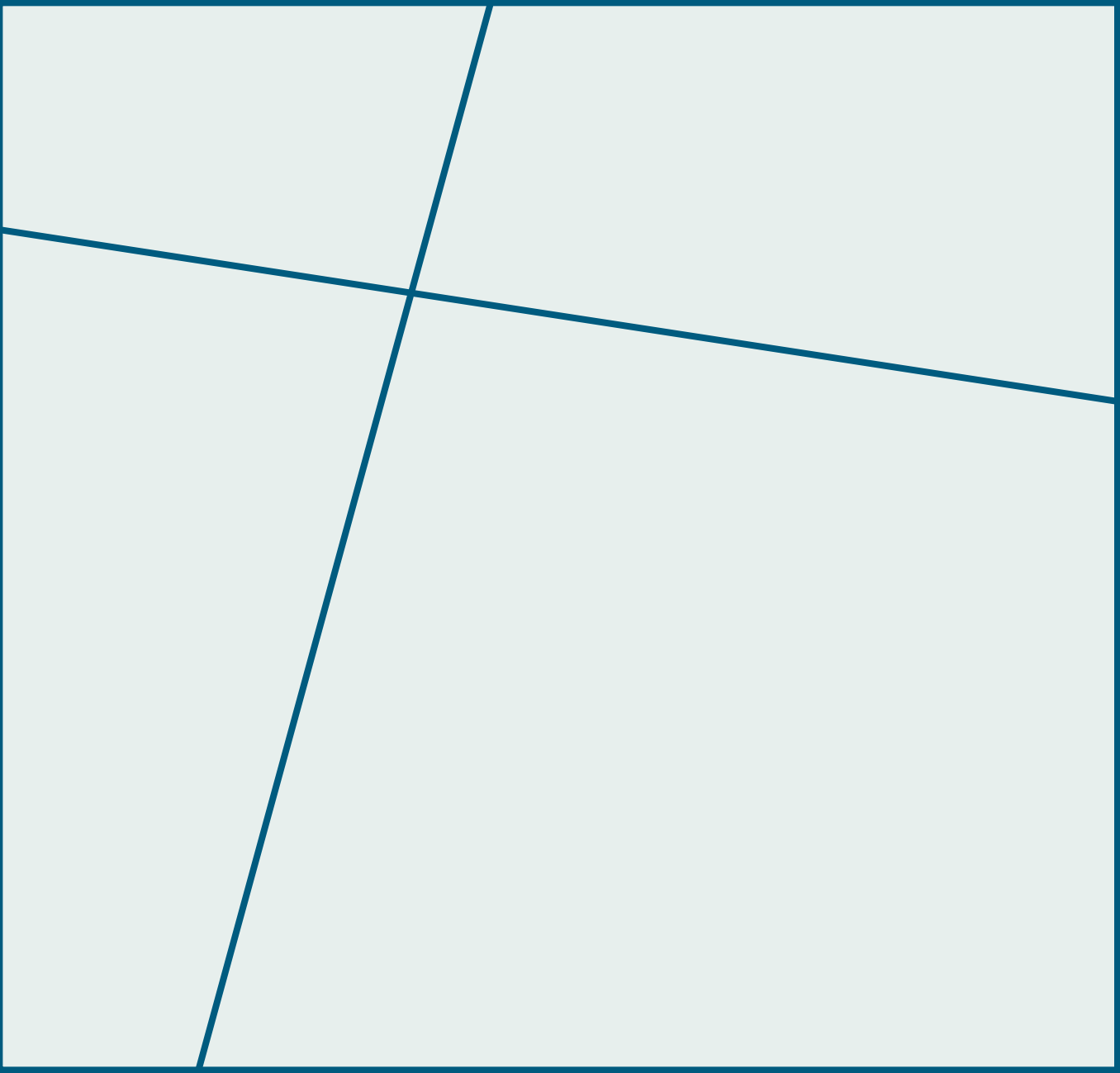




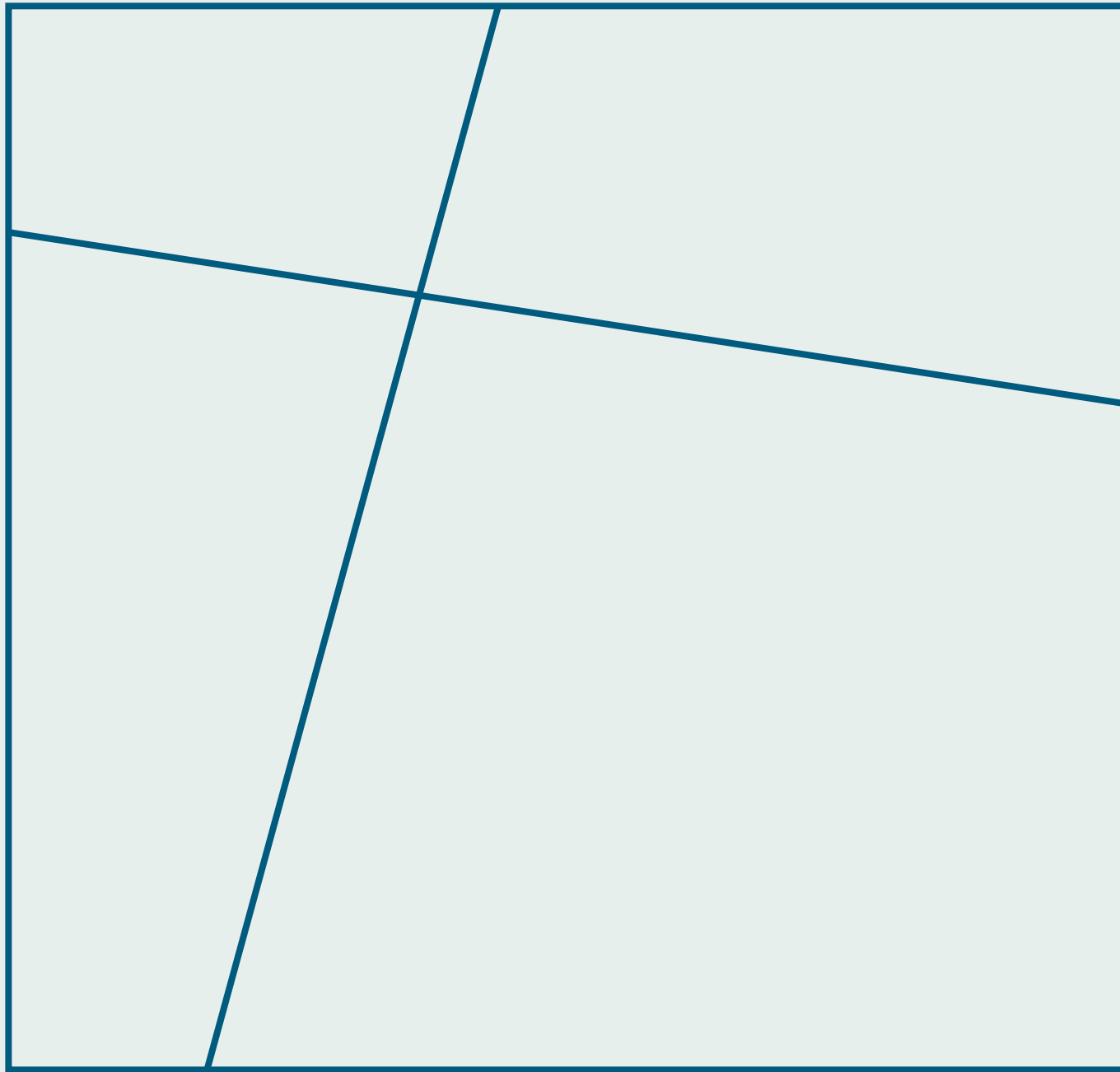
ACCOUNT	ACCOUNT NAME	TOTAL FOR ACCOUNT
101001	INSTRUCTIONAL SUPPLIES	\$3,654
101002	OFFICE SUPPLIES	\$462
101003	EQUIPMENT - NON CAPITAL	\$1,288
101004	TRAVEL CONFERENCE FEES	\$560
101007	MISCELLANEOUS ENTERTAINMENT	\$82
101008	POSTAGE/SHIPPING	\$218
101081	TEMP STAFF	\$74
101092	HONORARIA CRITICS VIS ARTIST	\$1000
	DEPARTMENTAL EXPENDITURES	\$7338

Account	Account Name	Total for Account
101001	Instructional Supplies	\$3,564
101002	Office Supplies	\$462
101003	Equipment — Non Capital	\$1,288
101004	Travel Conference Fees	\$560
101007	Miscellaneous Entertainment	\$82
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101081	Temp Staff	\$74
101092	Honoraria Critics Vis Artist	\$1,000
Departmental Expenditures		\$7,338

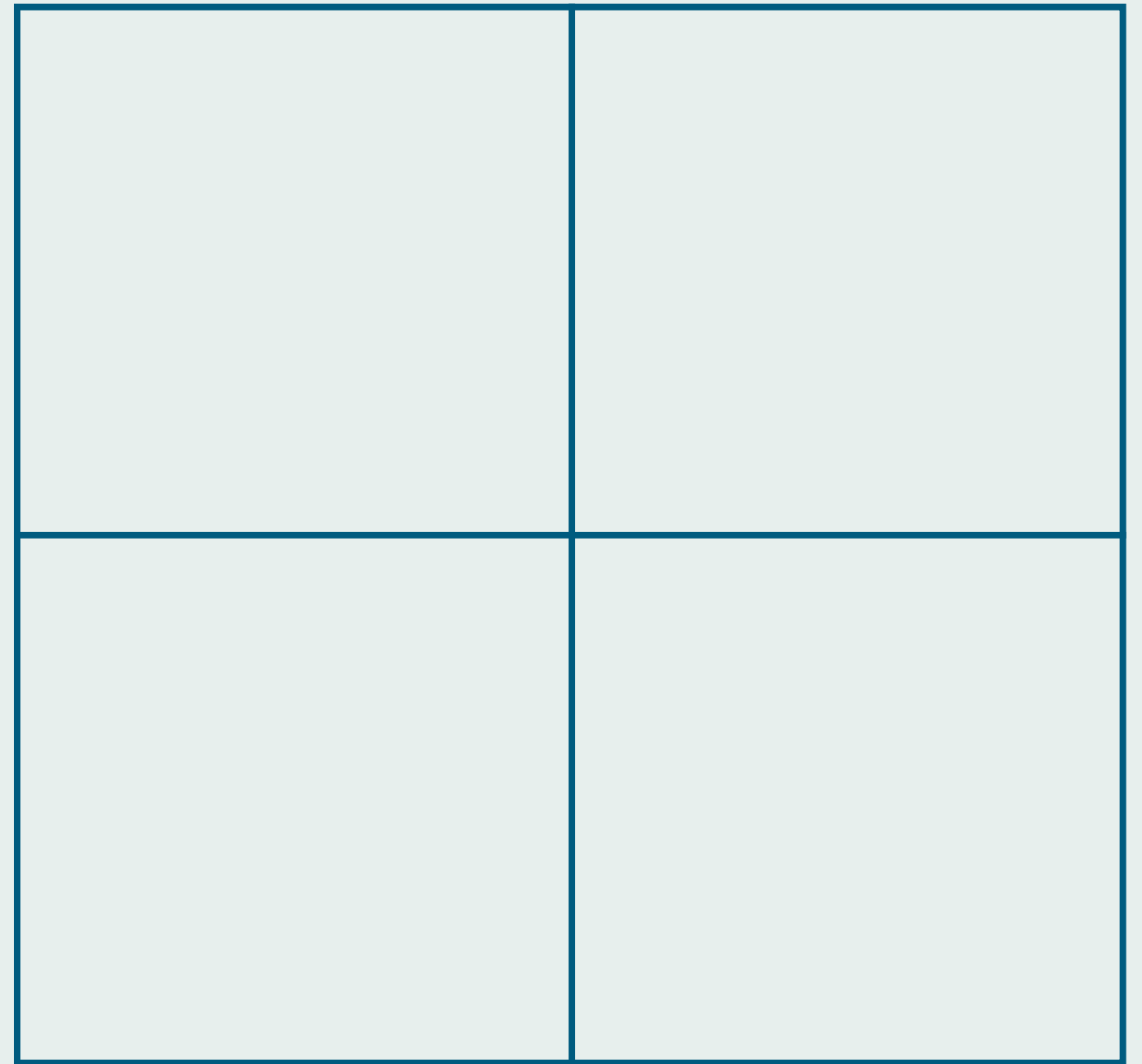
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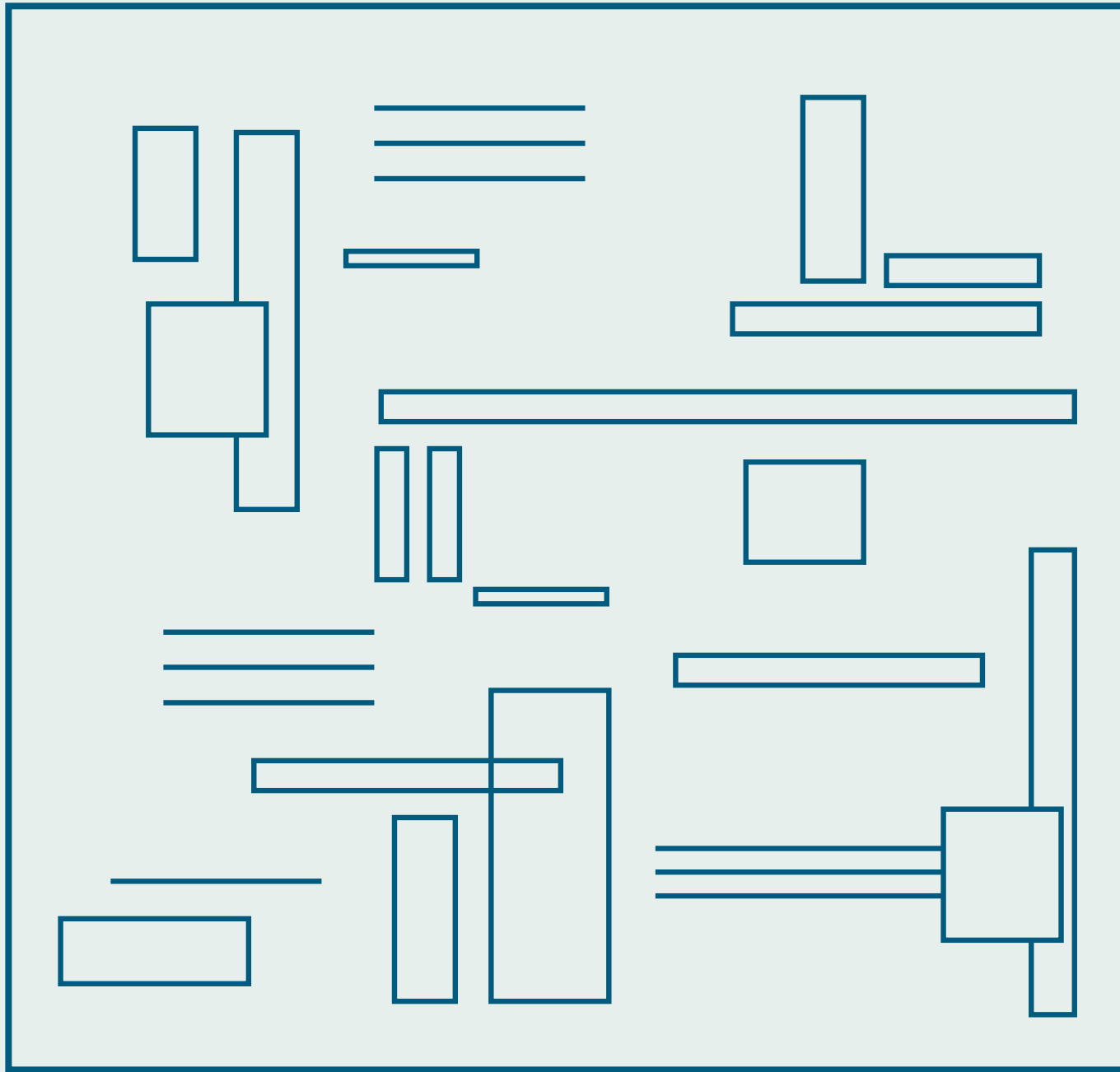
# Asymmetry



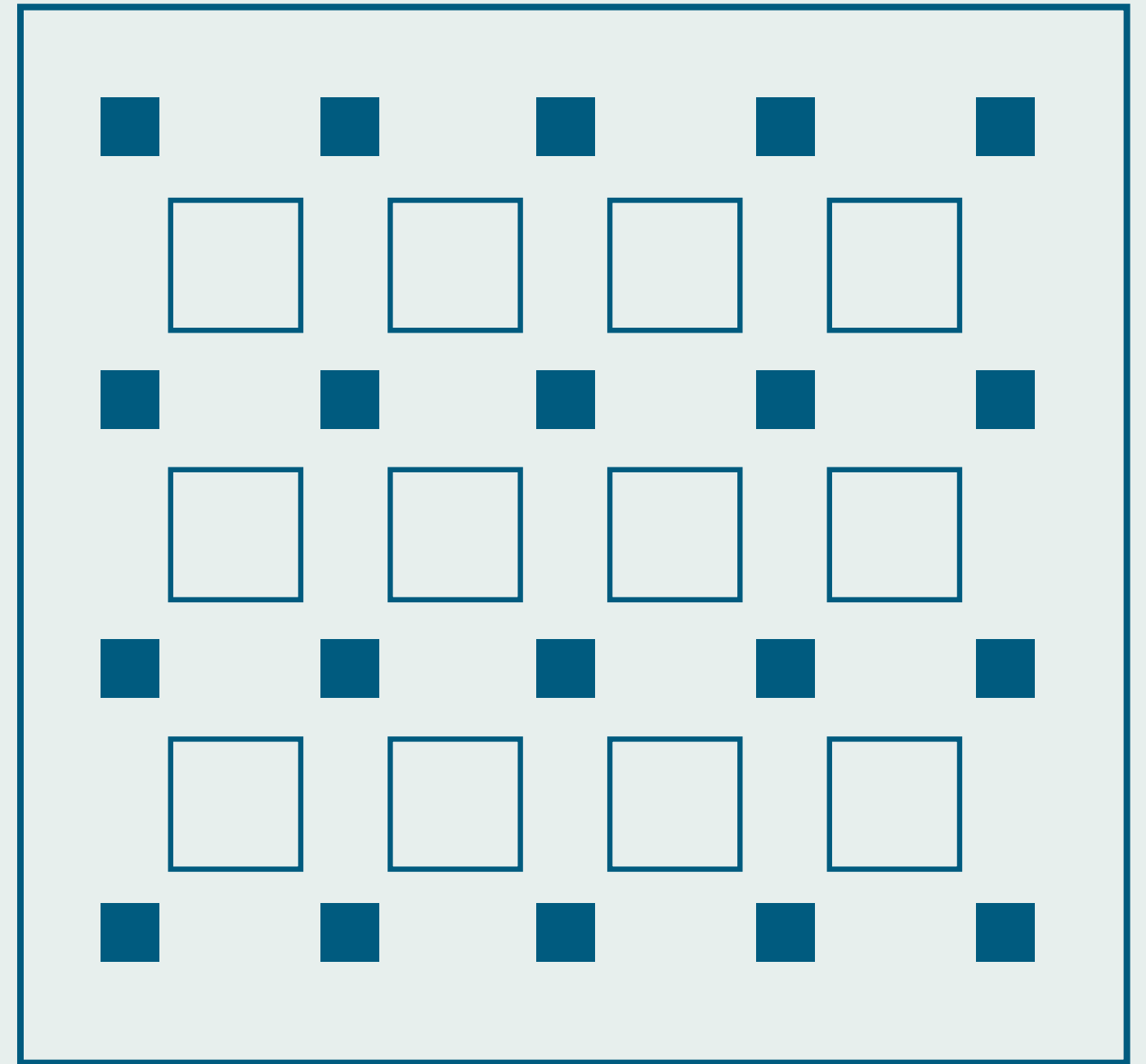
# Symmetry



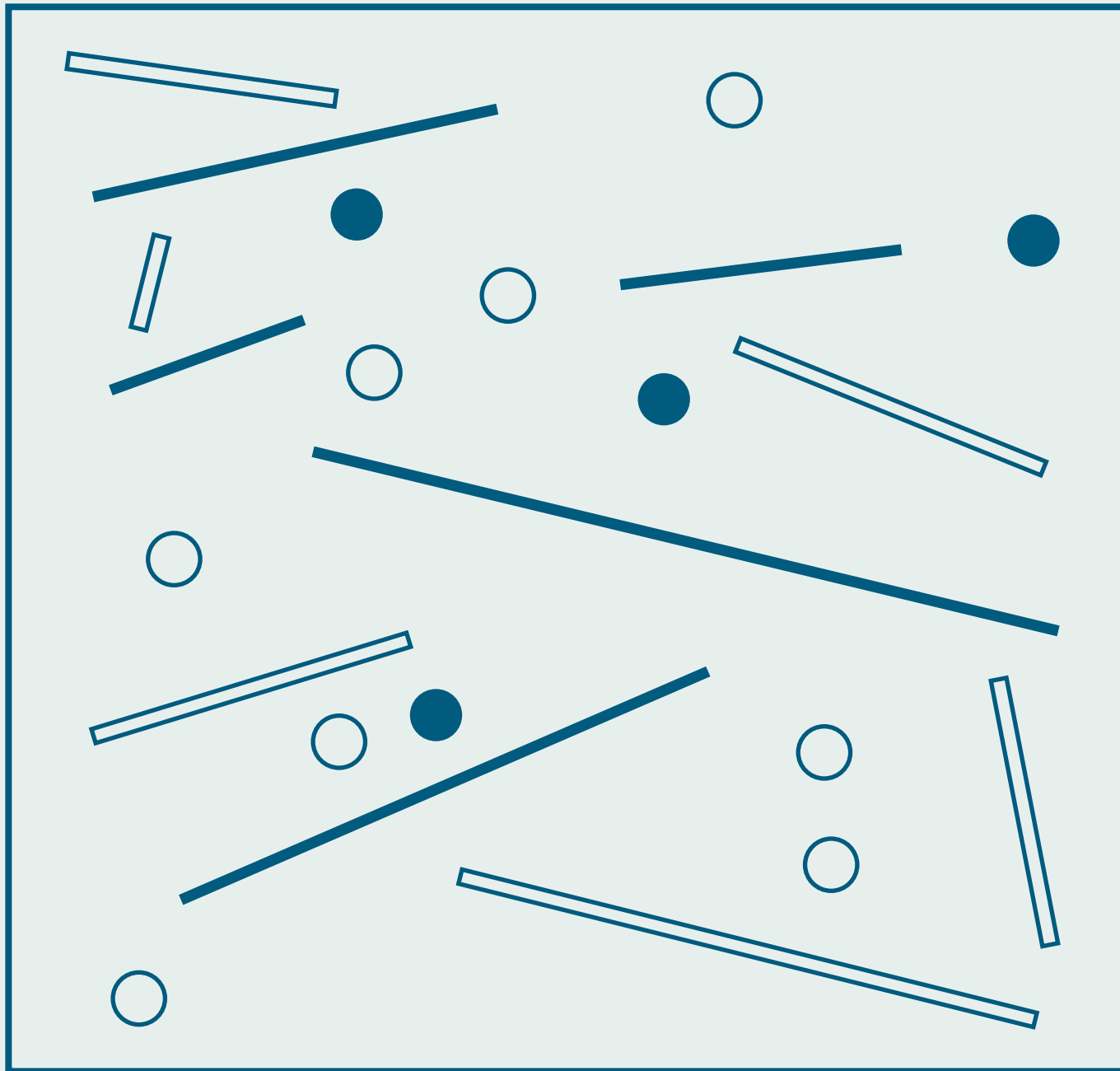
# Complexity



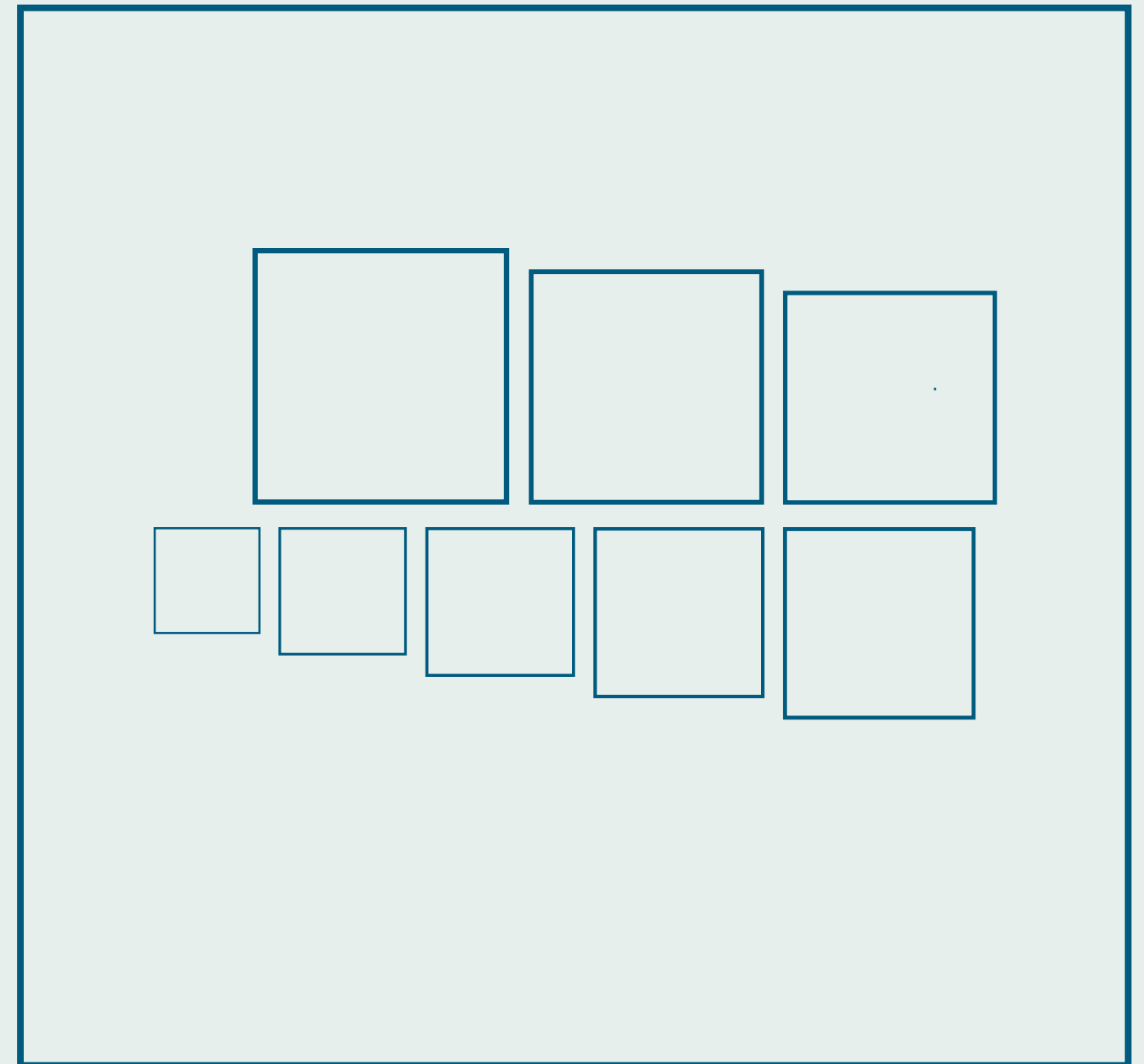
# Simplicity



# Spontaneity



# Predictability





PROPOSED LABEL / WHAT’S DIFFERENT

Nutrition Facts			
Serving Size 2/3 cup (55g)			
Servings Per Container About 8			
Amount Per Serving			
Calories 230		Calories from Fat 72	
		% Daily Value*	
Total Fat	8g	12%	
Saturated Fat	1g	5%	
Trans Fat	0g		
Cholesterol	0mg	0%	
Sodium	160mg	7%	
Total Carbohydrate	37g	12%	
Dietary Fiber	4g	16%	
Sugars	1g		
Protein	3g		
Vitamin A		10%	
Vitamin C		8%	
Calcium		20%	
Iron		45%	
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Original, 1990’s

Proposed in 2014

Servings:  
larger,  
bolder type

Updated  
Daily  
Values

% DV  
comes first

New:  
added sugars

Change  
of nutrients  
required

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per 2/3 cup	
Calories 230	
% DV*	
12%	Total Fat 8g
5%	Saturated Fat 1g
	Trans Fat 0g
0%	Cholesterol 0mg
7%	Sodium 160mg
12%	Total Carbs 37g
14%	Dietary Fiber 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	Vitamin D 2mcg
20%	Calcium 260mg
45%	Iron 8mg
5%	Potassium 235mg
* Footnote on Daily Values (DV) and calories reference to be inserted here.	

Serving sizes  
updated

Calories:  
larger type

Actual  
amounts  
declared

New  
footnote  
to come



A

B1

B2

B3

B5

B6

B7

B9

B12

C

D

E

K



## Vitamin B2: Riboflavin

Our body creates energy in part by removing electrons from broken down carbs, proteins, and fats. Riboflavin helps remove these electrons. Riboflavin also helps your cells make use of several other vitamins. Along with other B vitamins, riboflavin is often added to white flour to replace the nutrients lost in processing.

### What Types of Food Have Riboflavin?



Eggs



Milk



Yeast



Liver



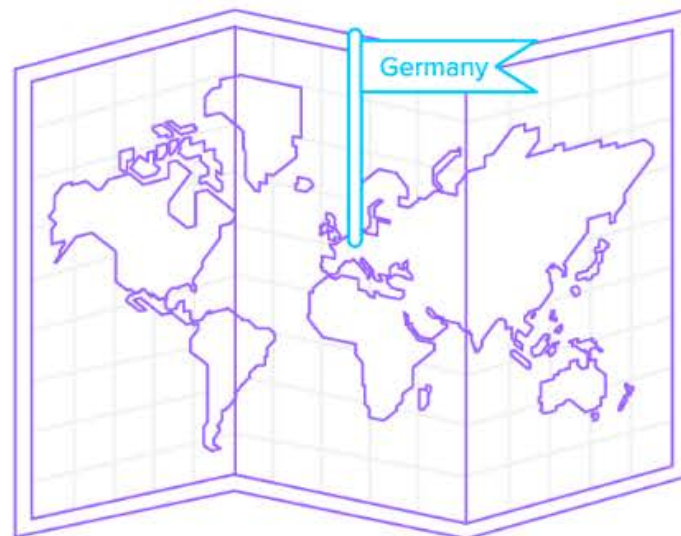
Leafy Greens



Enriched Flour

### Riboflavin in the World: German Gee-Whizz

Doctors in Germany discovered a novel use for riboflavin in the treatment of a degenerative eye disorder. Patients with keratoconus lose their vision as the front of their eye weakens and becomes conical in shape. Researchers at the Technische Universität in Dresden found that dropping riboflavin in patients' eyes and then exposing them to ultraviolet light caused the molecular fibers in their corneas to intertwine and strengthen. Corneal collagen crosslinking is now a common treatment worldwide.

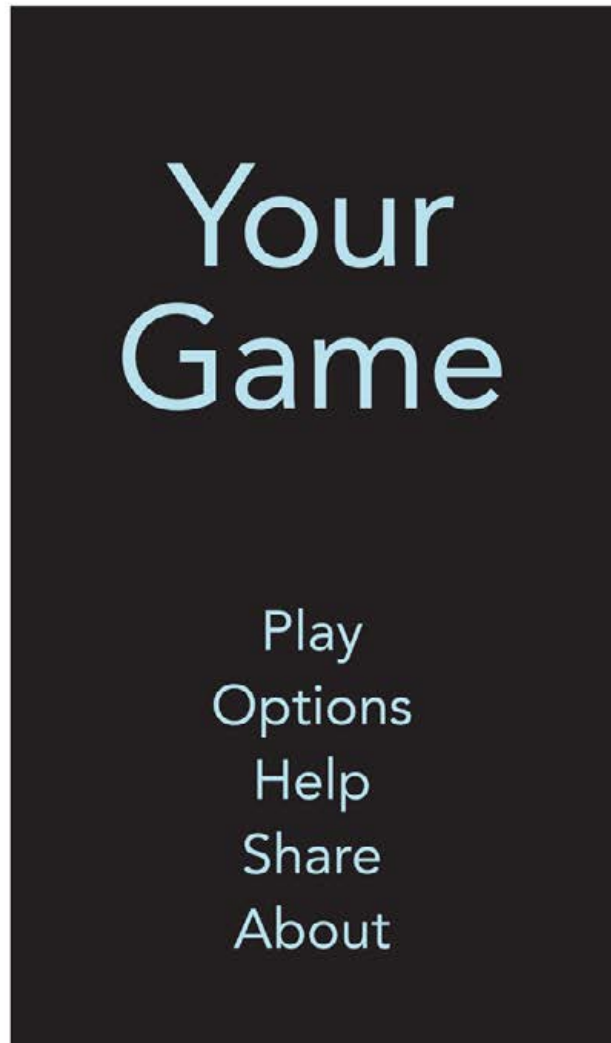


Sources

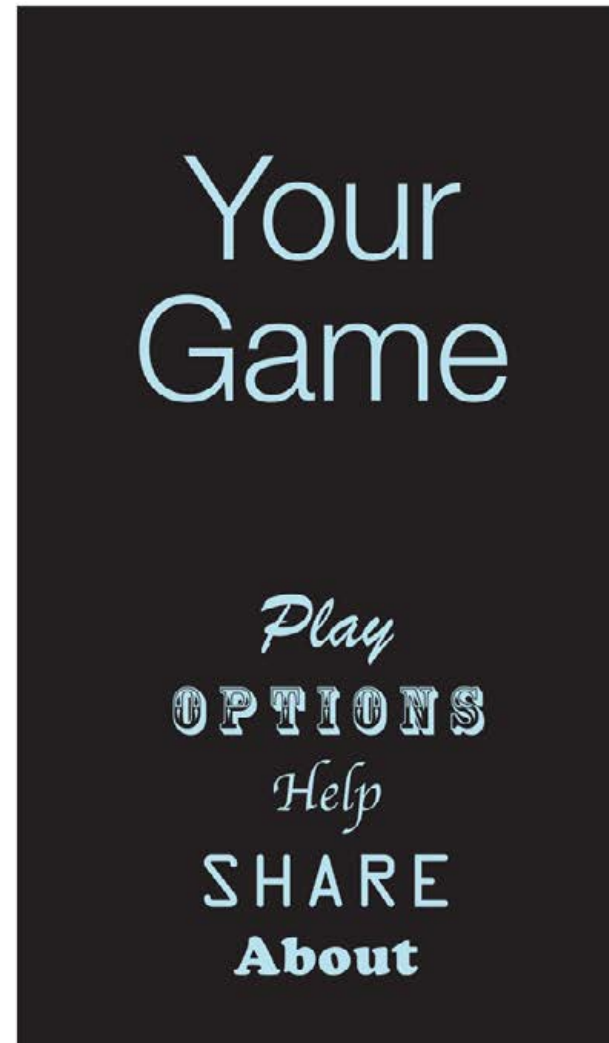


# Type

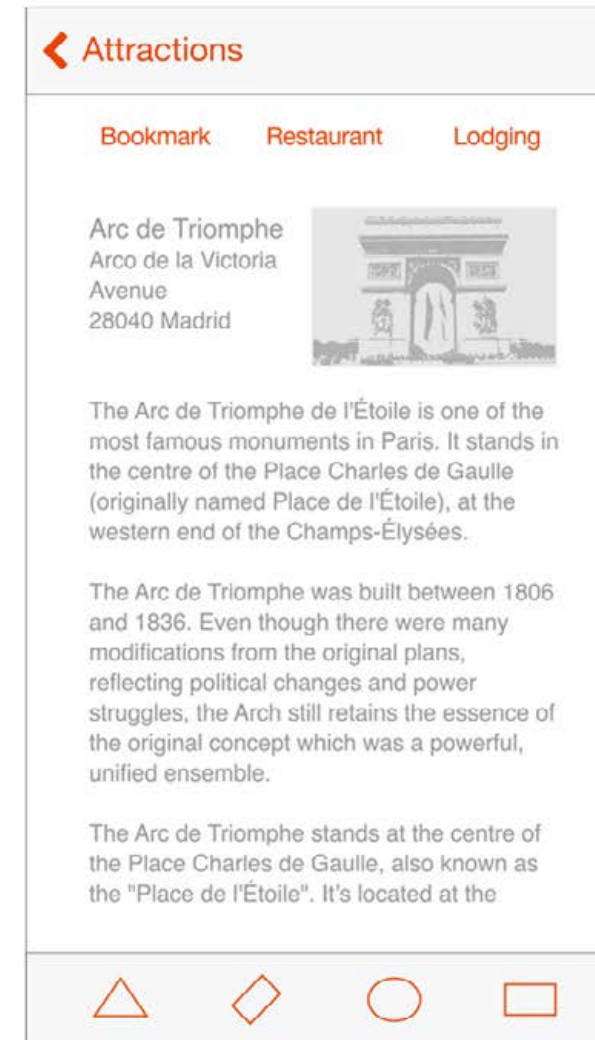
Recommended



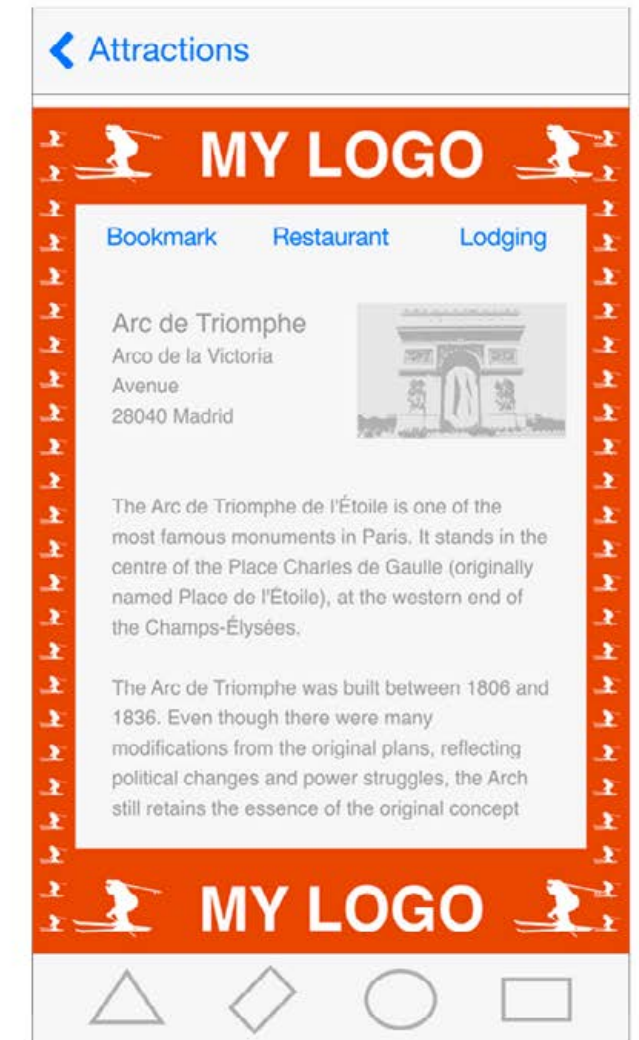
Not Recommended



Recommended



Not Recommended



# Choosing a Typeface

Stick with the classics

**Akzidenz**

**Avenir**

Archer

Baskerville

Bembo

Bodoni

Century

Chronicle

**Clearview**

**Clarendon**

Cooper Hewitt

**DIN 1451**

Didot

Filosofia

**Franklin**

**Frutiger**

Futura

Garamond

Gill Sans

Gotham

**Helvetica**

Lubalin

**Meta**

Mercury

Minion

Mrs. Eaves

Neutraface

Palatino

Perpetua

**Rockwell**

Sabon

Scala / Sans

Thesis / Sans

**Univers**

Whitney

Yale

# Choosing a Typeface

Alex's Top 6

Avenir

Bodoni

Clarendon

Frutiger

Minion

Univers

Web: Google Open Sans

Monospace: Adobe Source Code

Apple UI: San Francisco

Android UI: Roboto

The Vignelli Five: Bodoni, Century, Futura, Helvetica, Times New Roman

AltaVista®  
The most powerful and useful guide to the Net

Ask AltaVista™ a question. Or enter a few words in 

any language

Help - Advanced

Search

Example: Where can I download mp3 files for instrumental music?

Specialty Searches

AV Family Filter - AV Photo Finder - AV Tools & Gadgets  
Entertainment - Health - Online Shopping - Careers - Maps  
People Finder - Stock Quotes - Travel - Usenet - Yellow Pages

CATEGORIES

Automotive  
Business & Finance  
Computers & Internet  
Health & Fitness  
Hobbies & Interests  
Home & Family  
Media & Amusements  
People & Chat  
Reference & Education  
Shopping & Services  
Society & Politics  
Sports & Recreation  
Travel & Vacations

NEWS BY ABCNEWS.com

Lewinsky Talks  
Olympic House-cleaning  
Jasper Trial Begins  
Papal Mass Draws 1 Million Mexicans

ALTAVISTA HIGHLIGHTS  
Search Clinton Video Footage:  
New State of The Union  
Impeachment Trial  
Clinton Testimony  
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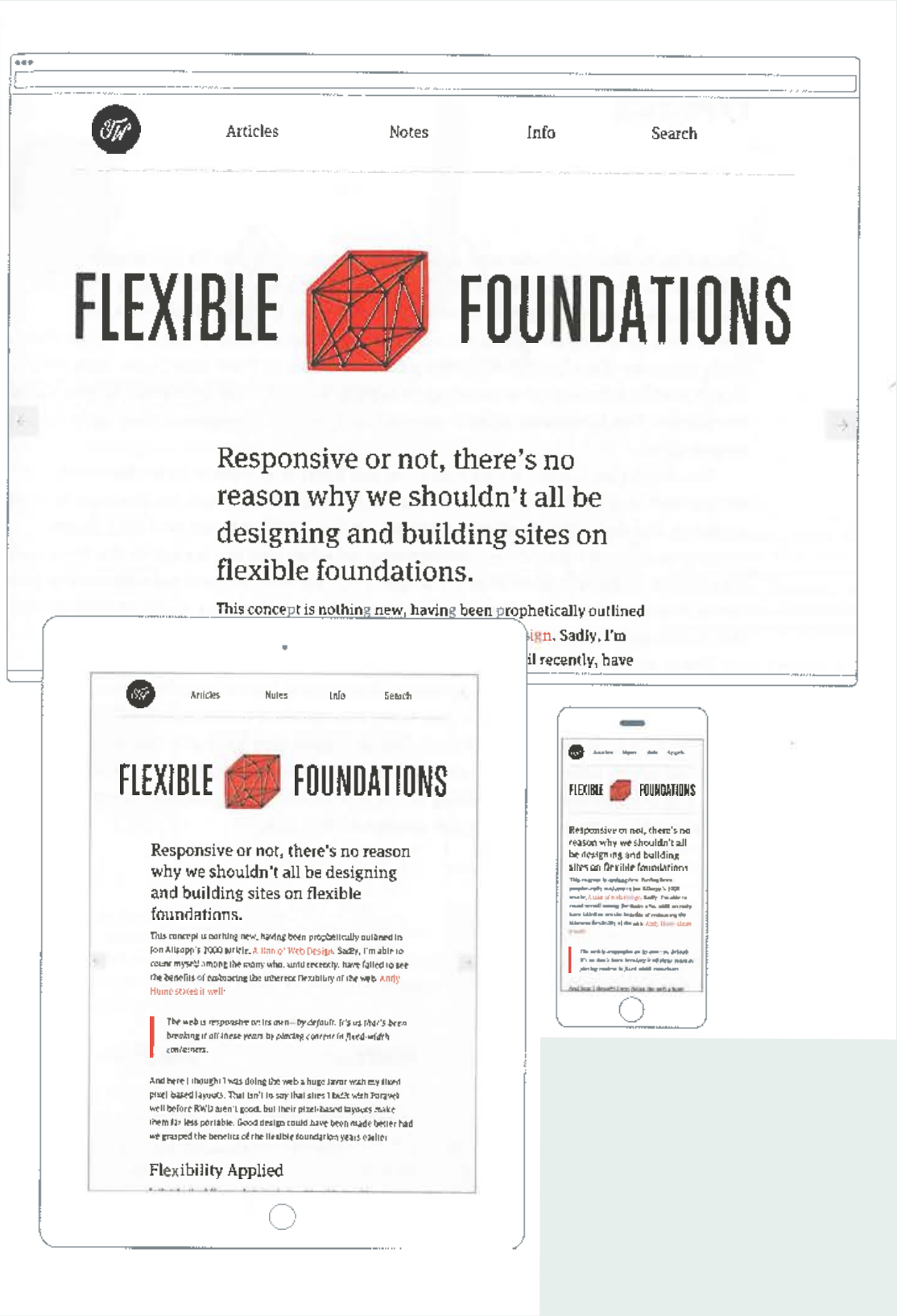
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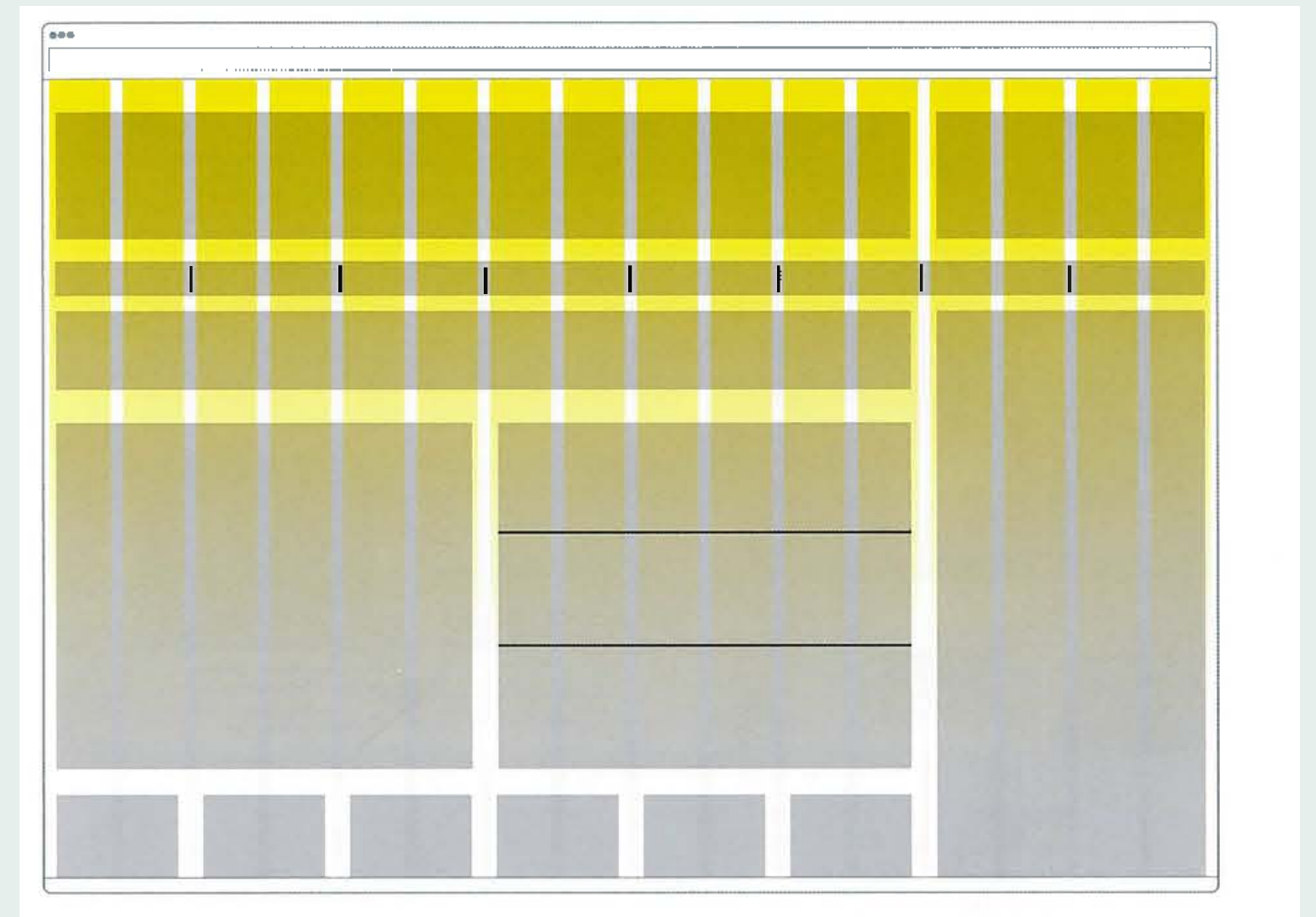
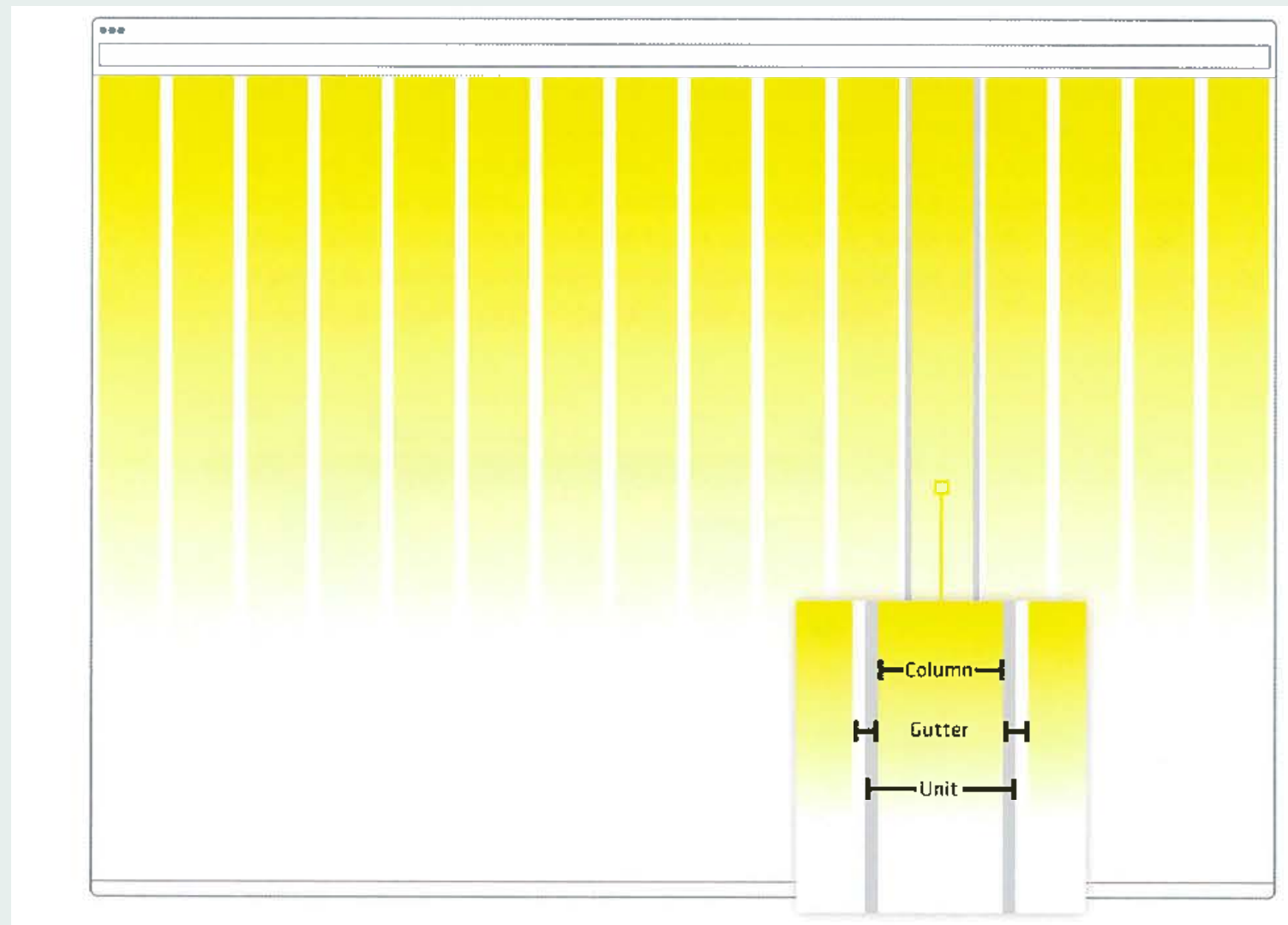
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CAPTION  
9/12 Scala Sans Pro Italic

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# The New York Times

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### Tensions Flare as Sanders Attacks Clinton as Unqualified

By AMY CHOZICK and YAMICHE ALCINDOR 48 minutes ago

The two Democratic Party contenders are questioning the other's fitness to lead, with Senator Bernie Sanders now pressing his attack that Hillary Clinton is not qualified to be president.

1 Comment

### New York Subways Test the Candidates

By J. DAVID GOODMAN 53 minutes ago

Hillary Clinton's five swipes, a familiar trial for veteran New Yorkers, made her the latest candidate to stumble in a politically motivated subway ride.



Eliot J. Schechter/NHLI via Getty Images

### Hockey's Senior Citizen Is Still a Power on the Ice

At 44, the Panthers' Jaromir Jagr has spent four more years on the planet than anyone else in the National Hockey League. He shows no signs of stopping.

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Donald Blankenship's conviction over safety violations brings a powerful message to a troubled industry.



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#### Judgment Day for Reckless Executives

By RENA STEINZOR

Tougher penalties would deter bosses from ignoring safety laws.



Op-Ed: Why Inversions Are Good for the U.S.

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#### The West Is Enabling Graft in Ukraine

By OLIVER BULLOUGH

If you've gone to the trouble of stealing millions of dollars, you want to keep them somewhere more secure than Panama.

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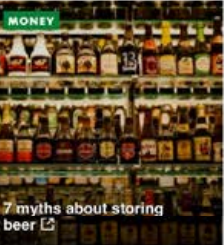
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Here are things to know about Toni Tennille from 'Captain & Tennille.'

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Panama Papers reinforce

## Is the business card swap really dead, or can we revive the ritual?

Article by [Rick Byrne](#)



Not many of us are exchanging business cards these days—still, there's something about the physicality of the cards, to say nothing of the ritual of handing them around (whatever version you choose) that's empowering and validating.

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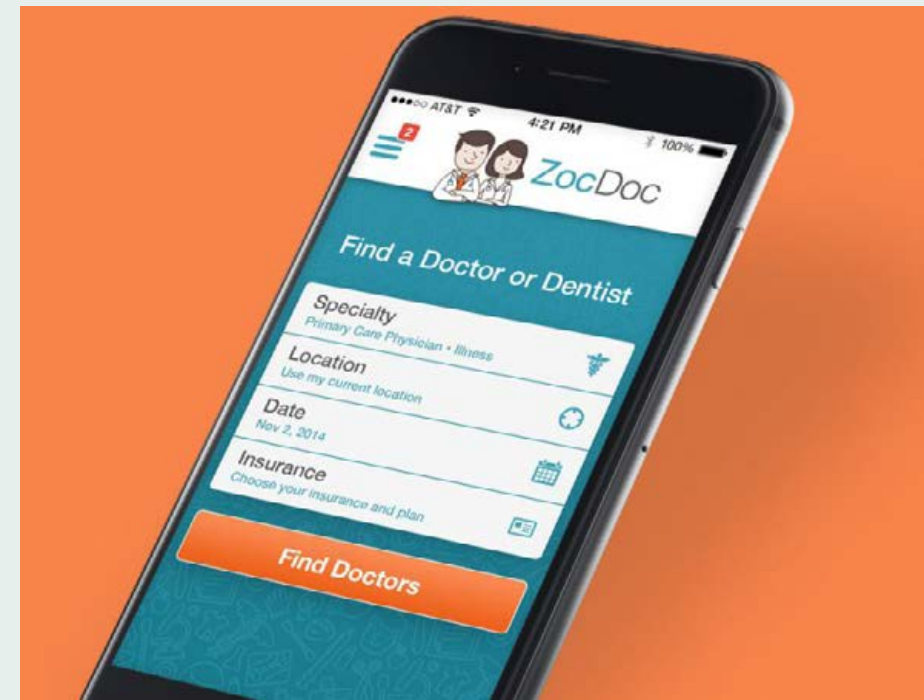
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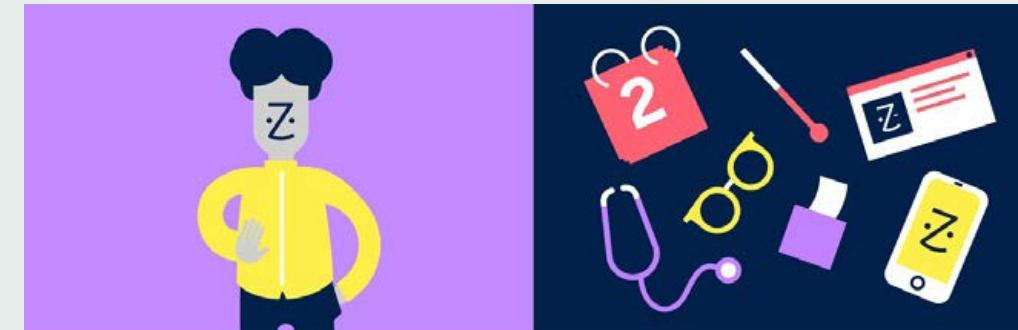
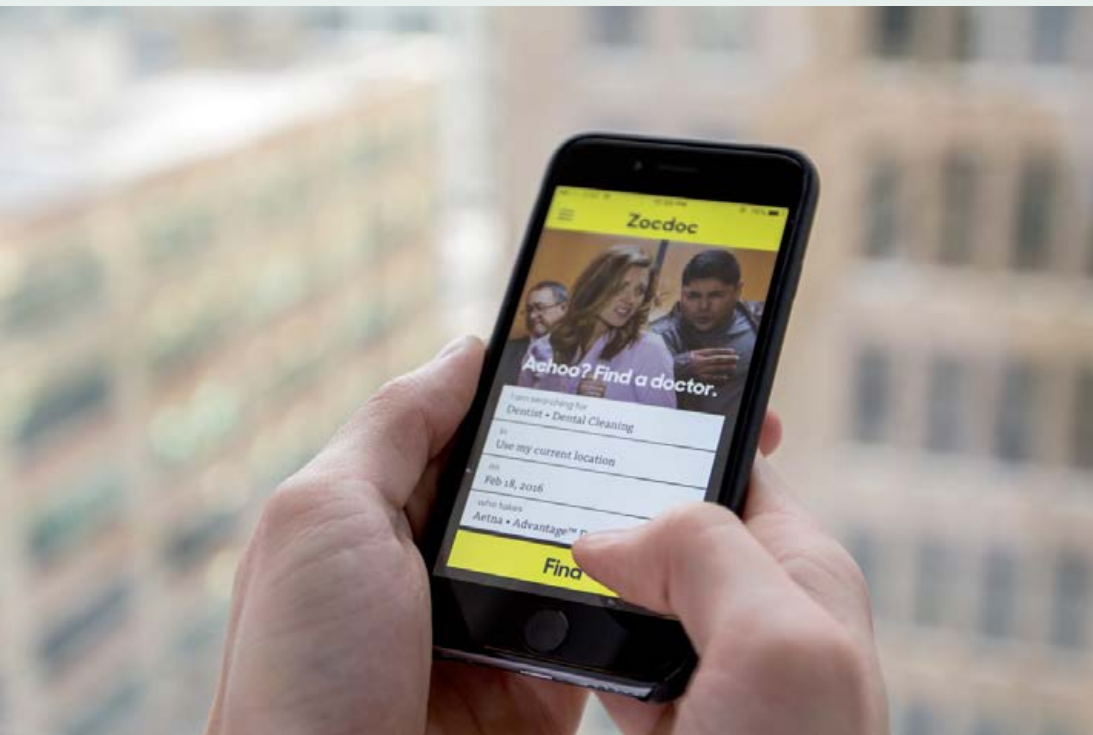
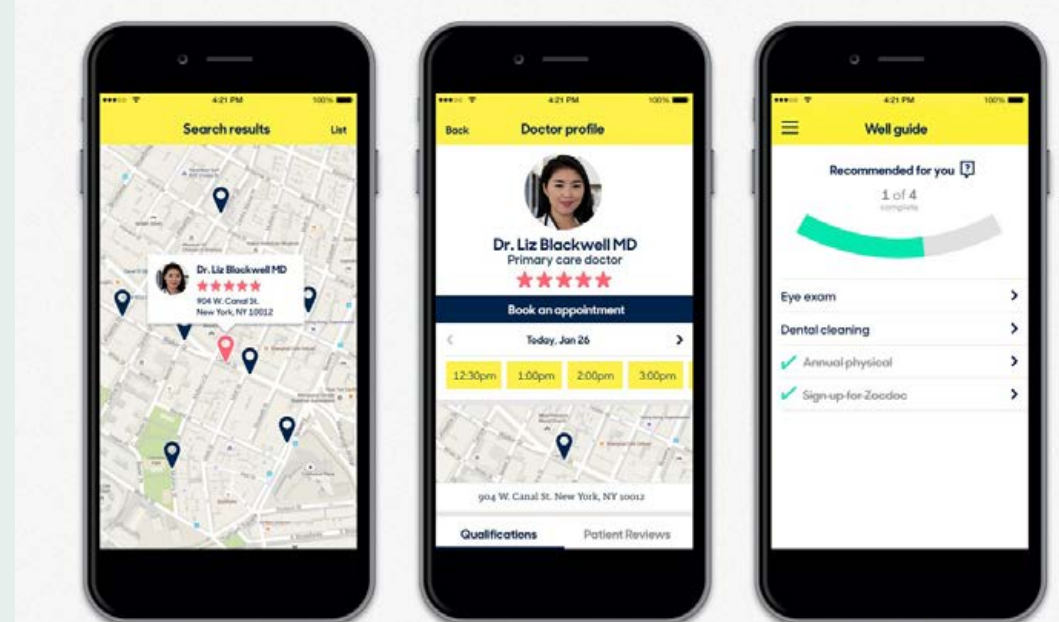
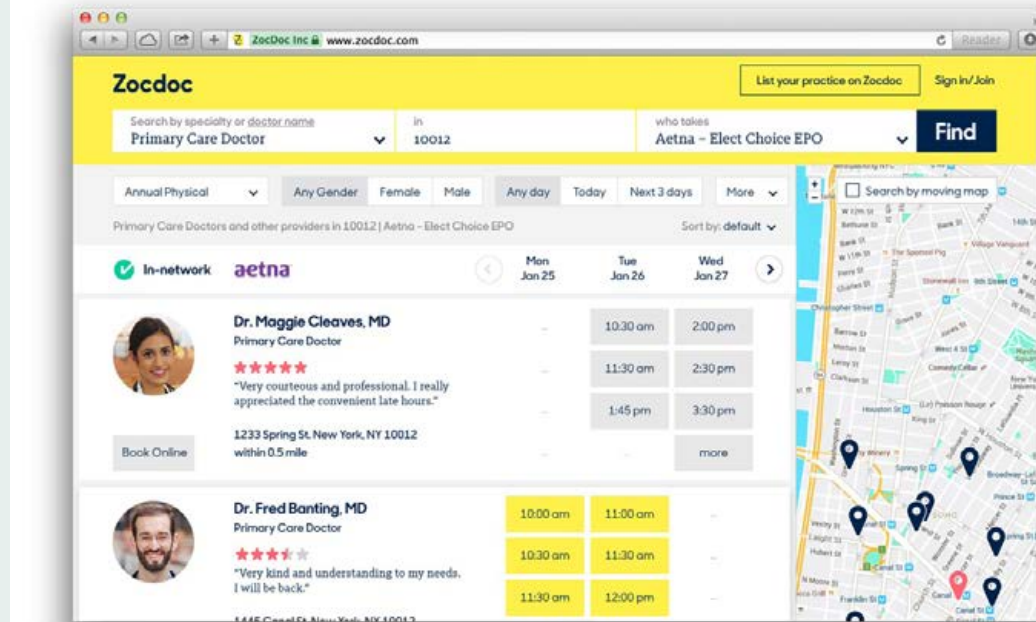
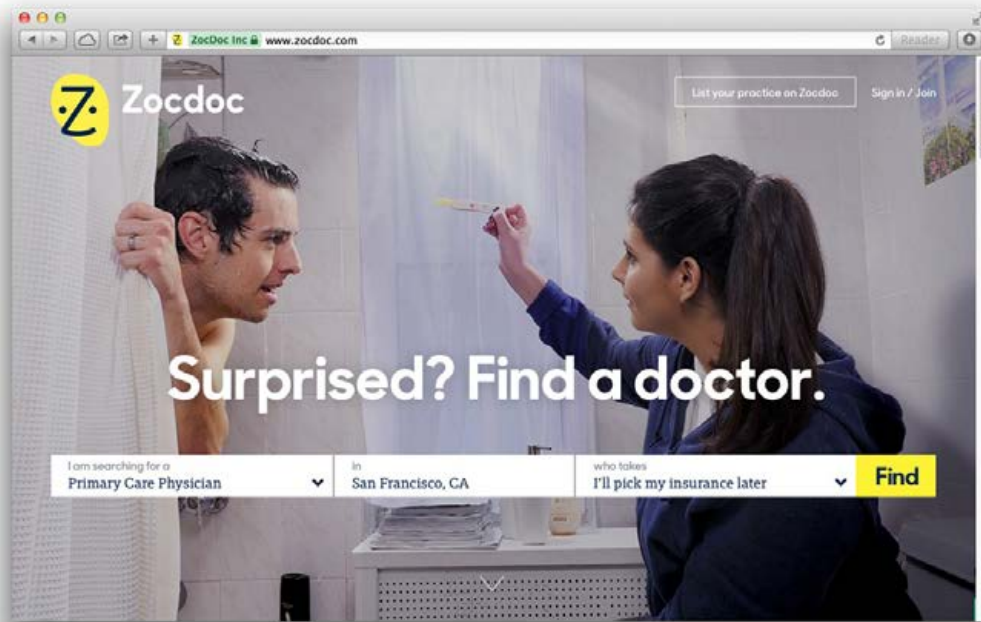
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Friday	Saturday	Sunday	Monday	Tuesday	Next
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11:00 am  
11:15 am



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Balances

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Analysis

Manage Cash

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Accounts (4 of 4)

-\$1.03 (-0.29%)

Today's Gain/Loss\*\*

Your Balance History

1-Month

1-Year

Year-to-Date

\$600

\$400

\$353

\$200

\$0

01/01/16

03/01/16

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Your Top & Bottom Movers

Symbol

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Last Price

ESPH

ECOSPHERE TECH INC COM

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\$0.023

AS OF 11/04/2016 3:01 PM ET

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Good

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Form 8-K ECOSPHERE TECHNOLOGIES For: Sep 13

EDGAR SEC FILINGS 09/16/2016 5:08 PM

Form 4 ECOSPHERE TECHNOLOGIES For: Sep 13 Filed by: Brisben William

EDGAR SEC FILINGS 09/14/2016 4:15 PM

Form 10-Q ECOSPHERE TECHNOLOGIES For: Jun 30

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NASDAQ

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5,060.99

S&P 500

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2,091.45

Crude Oil 44.10 -1.25%

Gold 1,303.00 -0.02%

US 10 Year 17.83 -1.60%

AS OF 11/04/2016 03:00 PM ET – Oil, Gold, 10-Yr Bond Data Delayed by 10 Min \*\*

Top News

S&P on track to snap eight-day losing streak

REUTERS - 12:53 PM ET 11/4/2016

Strong U.S. job growth, rising wages boost December rate hike prospects

REUTERS - 9:22 AM ET 11/4/2016

Yum unit Taco Bell to have 9,000 U.S. outlets by end-2022

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TRIGGER



RULES



FEEDBACK



LOOPS & MODES



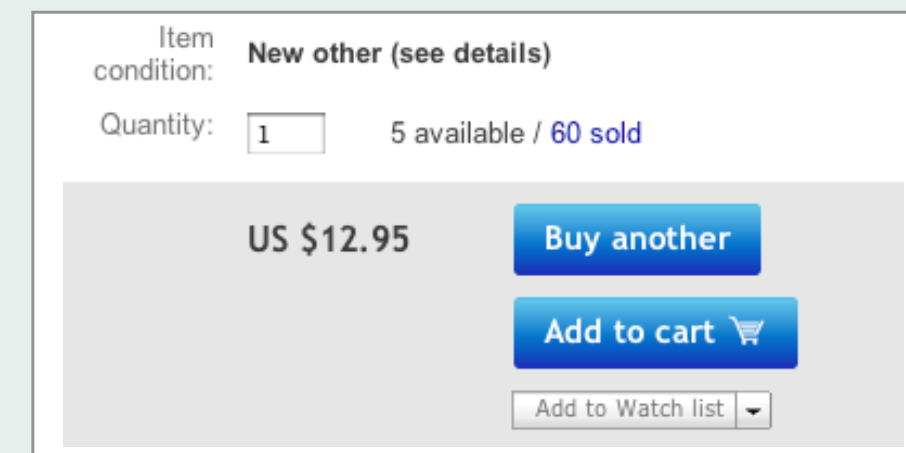
An example of a trigger. In iOS (as in Windows Phone), you can use the camera even on a locked phone. Pressing the camera icon bounces the bottom bar up a little, indicating that you swipe up to get the camera functionality. Of course, slide to unlock is its own trigger as well.



An example of a rule. When you're using the music-streaming service Spotify and then turn it on on another platform, the first instance of Spotify pauses. If you resume playing on the first instance, the second platform will pause. This creates a very frictionless, cross-platform service. (Courtesy Sebastian Hall.)



An example of feedback. In Coda2, the Process My Order button becomes a progress bar when pressed. The text should change to Processing Order and Order Processed!, however. (Courtesy Christophe Hermann and Little Big Details.)



An example of a loop. On eBay, if you've bought the same item in the past, the button changes from "Buy it now" to "Buy another." (Courtesy Jason Seney and Little Big Details.)



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**Roboto**  
Christian Robertson (12 styles)



All their  
equipment and  
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A shining crescent  
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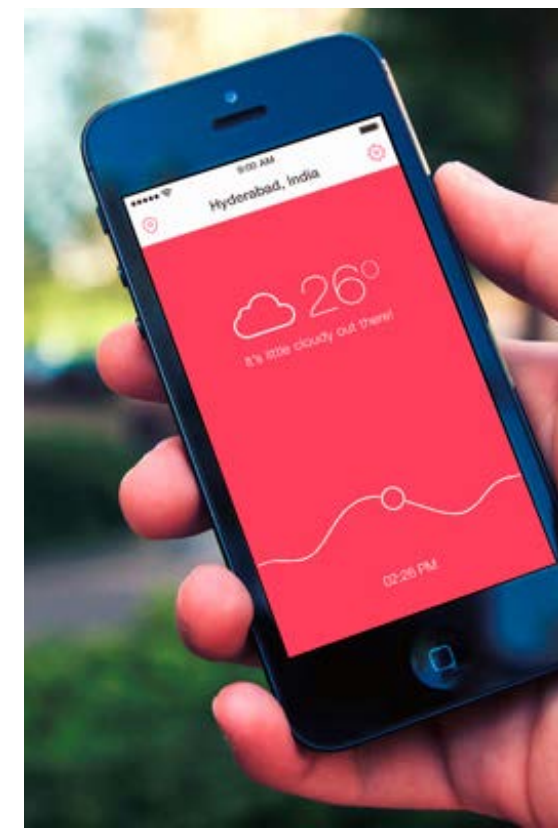
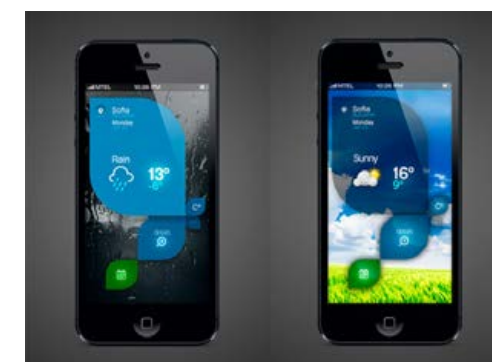
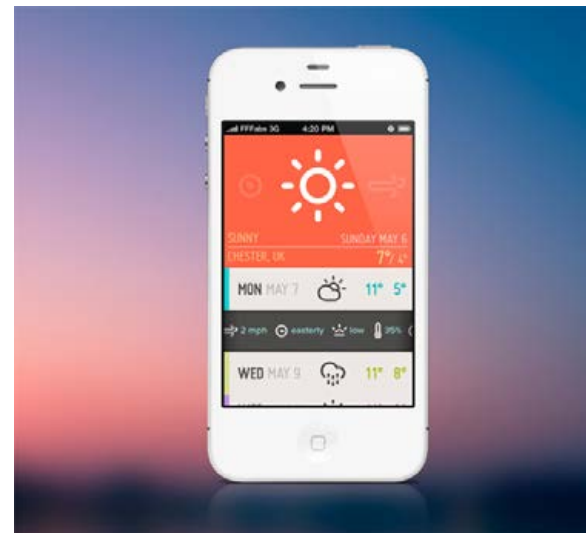
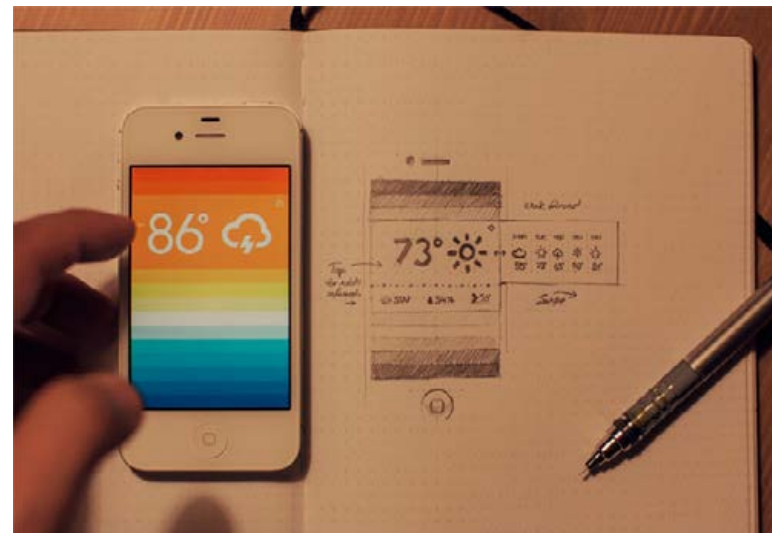
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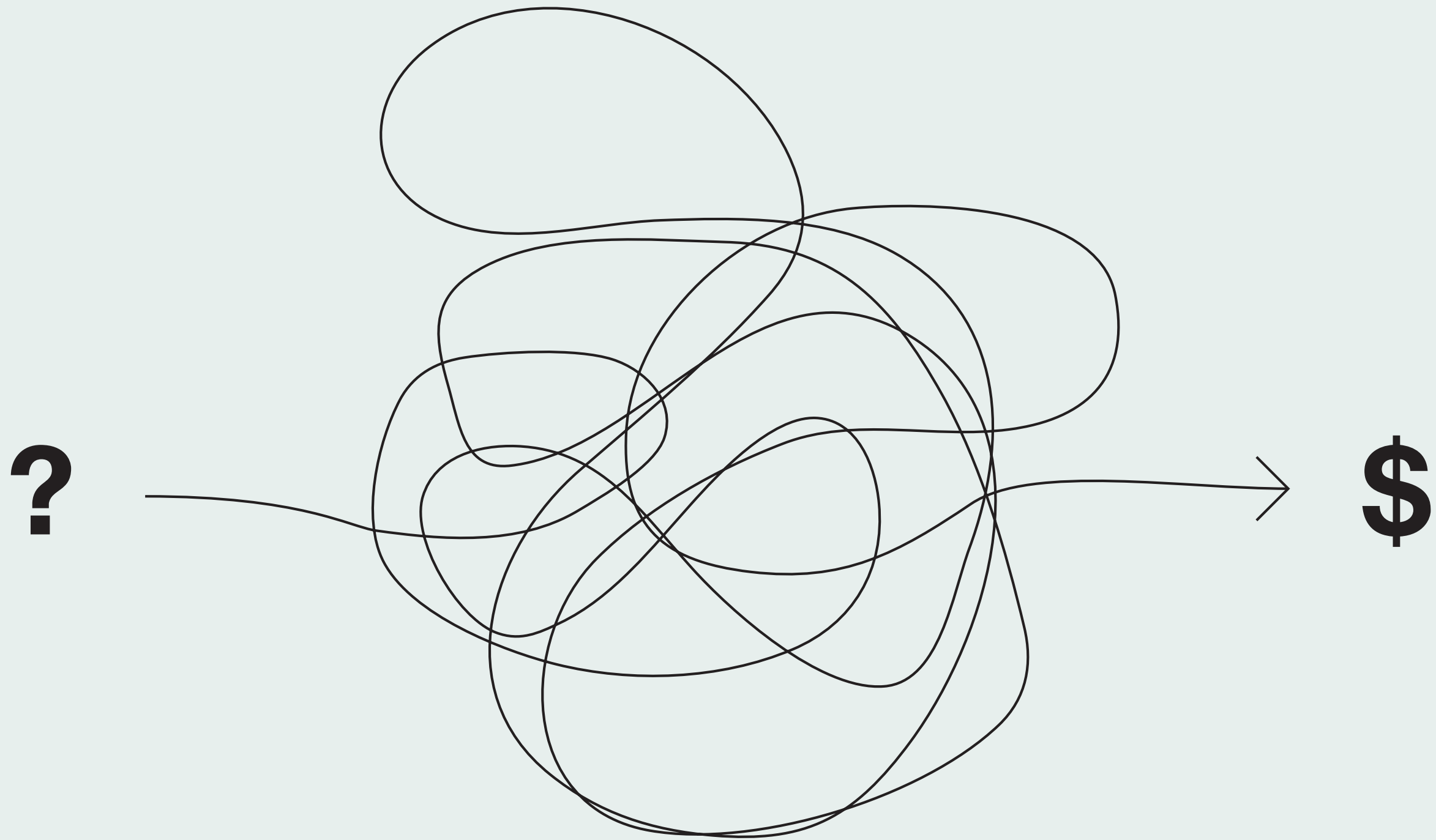
Slant

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Width

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Adapted from design process of Tim Brennan (~1990), engineer at Apple's Creative Services Group (Source: Dubberly 2004)

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