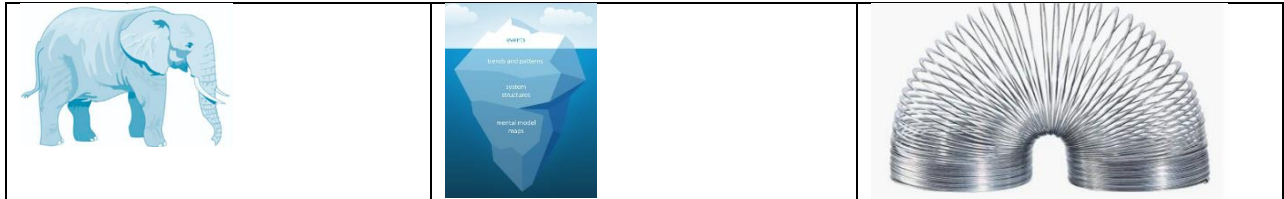


PADM 5781
Speaking Notes
Week 7

WHERE WE ARE

- At the moment, we are not in the Stroh textbook.
- Both the Discussion Forum 2A and the Midterm are now due October 5.

QUICK REVIEW



IDEO website

<https://cantwait.ideo.com/>

IDEO online

<https://www.ideo.org/>

“Design Thinking 101” Nielsen Norman Group – The Web Site and textual explanation.

<https://www.nngroup.com/articles/design-thinking/>

“Design Thinking 101” Nielsen Norman Group – the first of 15 videos on YouTube.com

https://www.youtube.com/watch?v=6lmvCqvmjfE&list=RDLV6lmvCqvmjfE&start_radio=1&r_v=6lmvCqvmjfE&t=76

1. Scenario: Redesigning user experience through frame creation

The problem situation centers on entrenched and seemingly intractable issues associated with an entertainment quarter in a metropolis. With its bars and clubs, this particular area attracts about 30,000 young people on a good night. The issues include drunkenness, fights, petty theft, drug dealing, and sporadic violence. Over the years, the local government has been using ‘strong-arm tactics,’ increasing the police presence and putting in CCTV cameras. Clubs have been required to hire security personnel. All this extra visible security has made for a grim public environment, and the issues have persisted (Dorst, 2011).

[note: I do not know the reference to the citation above. I learned of this example from a class I am taking at UGA.]