



DESIGNING MACHINE LEARNING

A Multi-Disciplinary Approach

Design Project #1

DESINST 240: Designing Machine Learning



*Congratulations, you made it to
your first design project!*



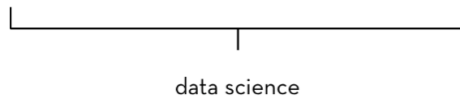
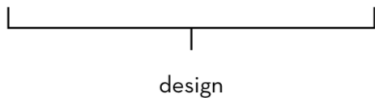
*But first, some take-aways from
our guided investigations...*



1.

*Collaboration across disciplines and values
is hard*

Purpose-Built vs. *Outcome-Oriented*



2.

*A human-centered process takes many
steps*



3.

Ambiguity is frustrating!



*Guided Investigations are all about
solving **tangible** problems*



*Design Projects are all about
imagining **intangible** opportunities*



meetup



Meetup

...finding my tribe...

Meetup



...finding my tribe...

...lifelong learning...

Meetup



...finding my tribe...

...lifelong learning...

Meetup

...building an ecosystem...



...finding my tribe...

...lifelong learning...

Meetup

...social adventuring...

...building an ecosystem...



meetup
(better)



meetup
(better)

**COLLECTING
KNOWLEDGE**

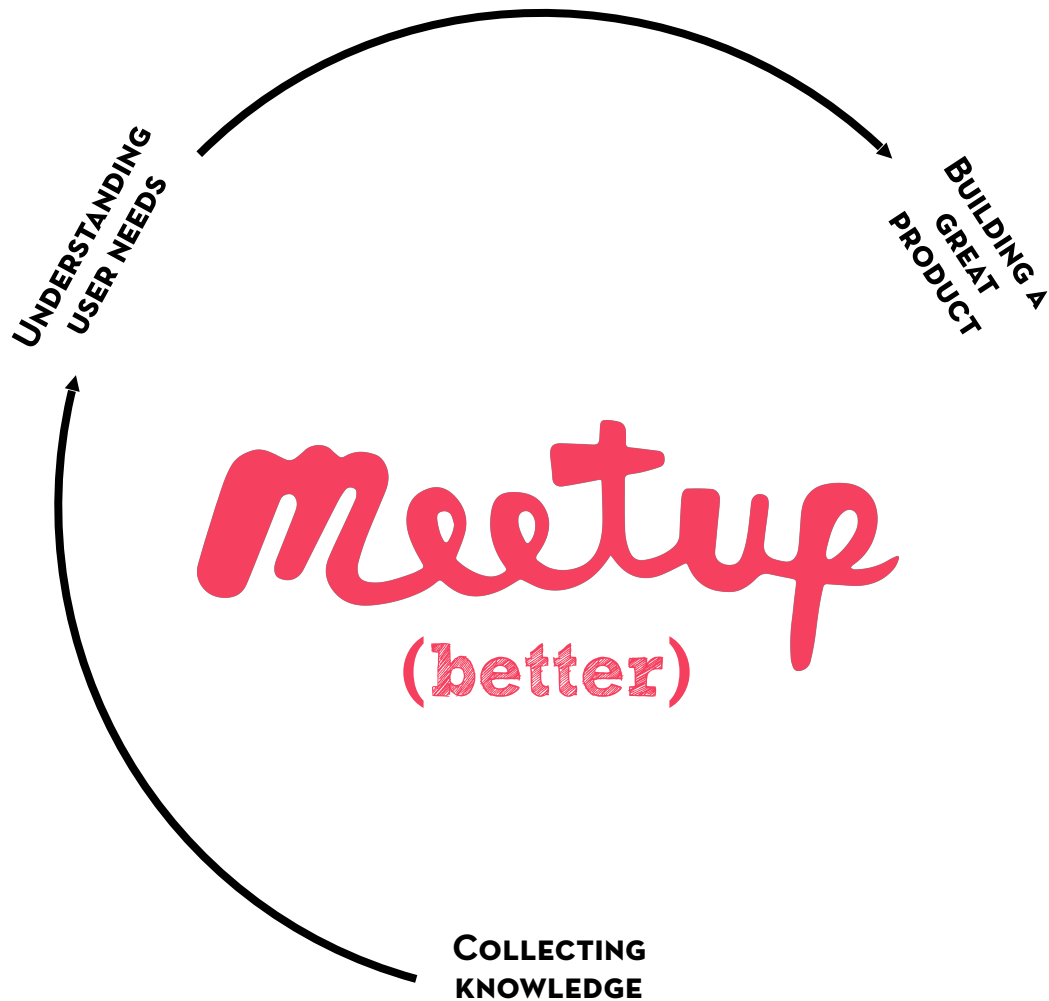


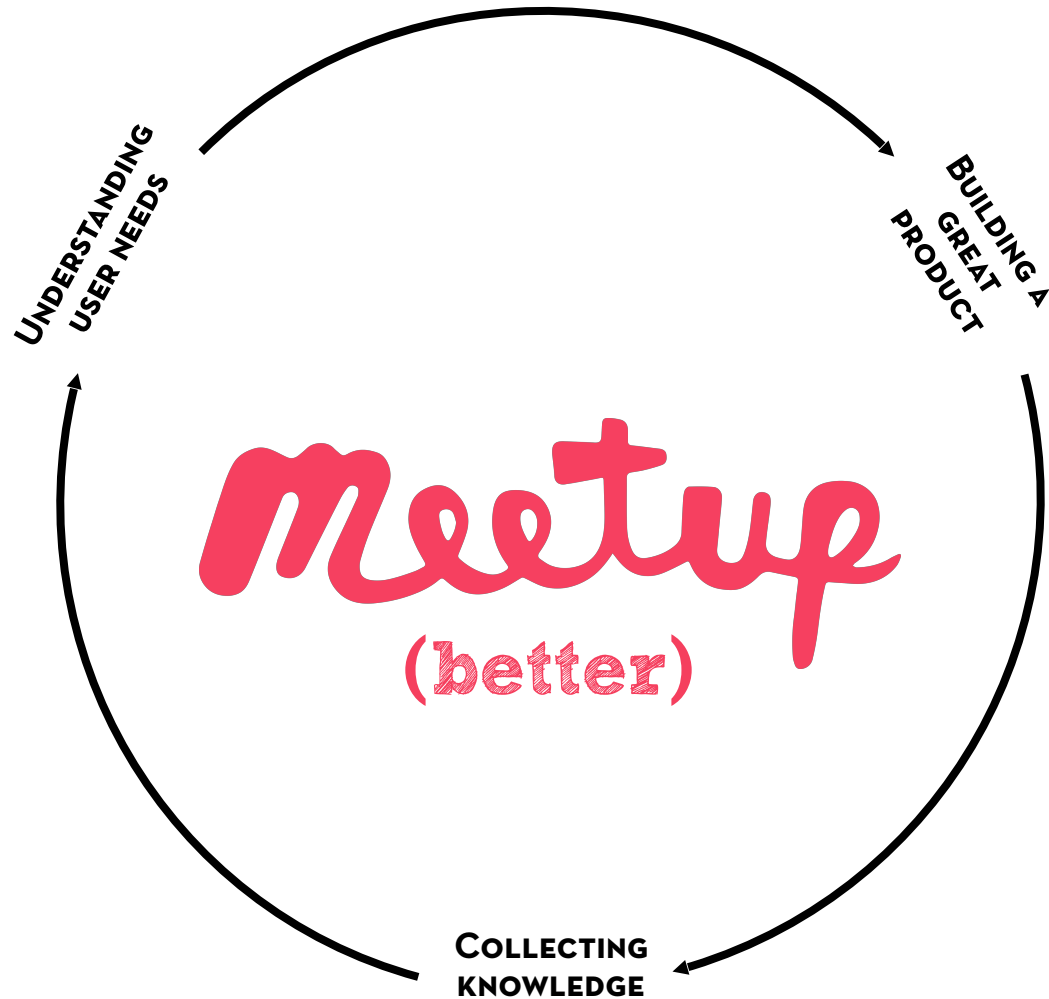
UNDERSTANDING
USER NEEDS

meetup
(better)

COLLECTING
KNOWLEDGE







Design Project #1:

Using insights from stakeholder interviews, data, and team research, redesign Meetup.com to further its mission of 'bringing people together locally'*

* <http://blog.meetup.com/press/>



What we expect:

- *An 8 minute presentation*
- *Go beyond a slideshow...build something!*
- *Use your time creatively! Demo, skit, handout, etc.*



Data-driven insights

(Michelle)



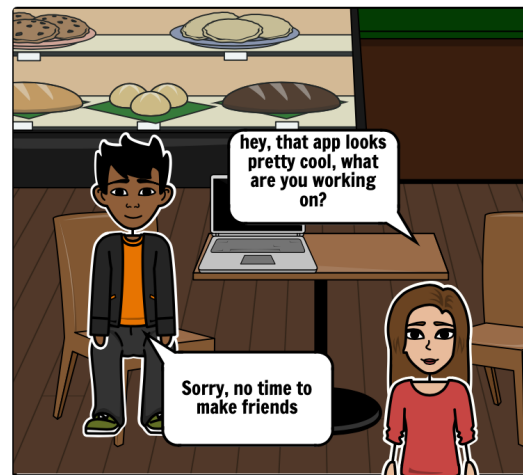
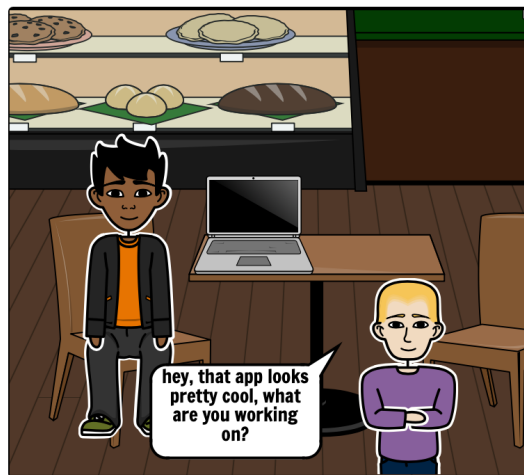
Story-driven insights *(Abhay)*



Everyone has a story...









Create your own at Storyboard That

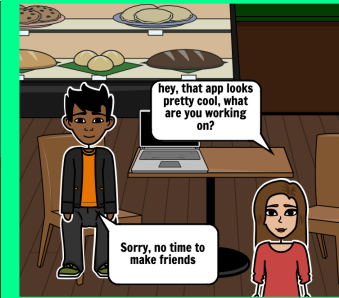
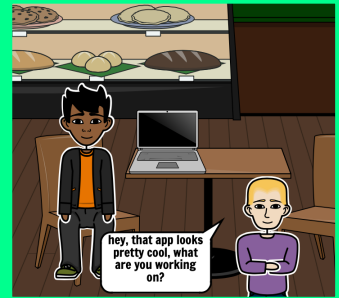


Create your own at Storyboard That

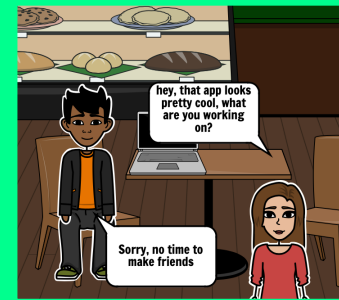
faster?



Create your own at Storyboard That



Create your own at [Storyboard That](#)



Create your own at Storyboard That



smarter?





*A world of prototyping
resources...*

