

② Data Driven vs. Model Driven Inquiry

Data Driven Inquiry	Model Driven Inquiry
① In Data Driven Inquiry user interacts primarily with the data	In Model Driven Inquiry user primarily interacts with model and its results.
② Helps to solve mainly unstructured problems.	Helps to solve well-defined & subset of structured problems.
③ It can be contained in general simple models.	It can be contained in general various & complex models.
④ In this method large amount of data are crucial.	In this method large amount of data are not necessary.
⑤ Helps to improve or prepare decision by showing development in past & by identifying relations or patterns.	Helps to understand the impact of decisions on organizations.

② Designer's Mental Model vs. User Mental Model.

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- | Designer's Mental Model | User Mental Model |
|--|---|
| ① It's a vision of how a system works as held by the designer. | It's a description of how the system works as held by user. |
| ② It's sometimes called as a conceptual model; i.e. a designer's conceptualized of the envisioned system - what the system is, how it is organized, what it does & how it works. | A user's mental model is a conceptualization or internal explanation each user has built about how a particular system works. |
| ③ It's created from what is learned in contextual inquiry & analysis & is transformed into design by ideation & sketching. | It's a product of many different input including knowledge in the head & knowledge in the world. |
| ④ It's the model that the designer's want the end user to understand. | Mental models are usually based on beliefs or assumptions not the facts. |

⑤ For example, use an online library is the interface the person interacts with as a system. Fed by concept by library.

For example, when getting a book from the library by a user, they form a user mental of the things they have to do to achieve goal.

④ Wireframes, Mockups, Prototypes

Wireframes	Mockups	Prototypes
① It's a low-fidelity way to present a product, can efficiently outline structures & layouts.	It's a kind of high fidelity static design diagram, should demonstrate info frames & statistically present content & functions.	It's already very close to finished products, as it's the sample model of any product.



② It's the basic & visual representation of the design.

Unlike a wireframe, a mockup looks more like a finished product or prototype but it is not interactive & not clickable.

Here, processes can be simulated & user interaction can be tested.

③ It's design doesn't need to focus too much on minutiae, but must express design ideas & should not miss any important parts.

It's rather a graphic representation.

A prototype is not very similar to finished product.

④ A wireframe is like a channel that helps team members understand their projects better.

This can be helpful for example to provide investors with a picture of how a finished product can be & help team members review their project visually.

A prototyping is an excellent tool to obtain user feedback & to test the product.

⑤ It needs to be clarified.

it needs to be perfect.

it needs to be interactive.