Exercise 7 – Mensch-Maschine-Interaktion 1

Project Planning

Starting with this exercise all remaining exercises in this term can be thought of as one large project with several milestones.
In order to find out about the idea of this project, watch the following video:
http://www.medien.ifi.lmu.de/lehre/ss09/mmi1/elderly-project.mp4
It shows the different stages of an example project starting with identifying user needs, brainstorming on solutions, developing concepts to actually implementing different prototypes, which are then used to get feedback from the target group.
Don't worry - the final prototype goes beyond what is asked of you in this course since you are only asked to implement a paper prototype!

Here is the timeline:
- o Exercise 7:   Prepare focus group interviews
- o Exercise 8:   Run focus group interviews and identify user needs
              Create a concept and sketch the key screens
- o Exercise 9:   Build a Paper Prototype
- o Exercise 10: Run a qualitative user study and evaluate the results
- o Exercise 11: Create a Video Prototype

As all future exercises will build on this one, it is important to take the task serious. Also, in your own interest, it is worth thinking about a scenario you are really interested as you are going to work on it for 5 weeks.

Focus Group Interview Planning

(Per-group homework, 1 week)

Come up with an idea of a (future) service or application. For that, identify a specific target group that will most likely / mostly be interested in your idea. Examples include elderly people, kids, inhabitants of a developing country, business travellers, tennis players, handicapped people, security personnel, separated couples, etc.
In order to describe and understand your idea, come up with a scenario. Here are three examples, but you are free to come up with your own ideas:

- o **Example 1: At the train station**
  Nowadays there are public displays at many train or subway stations. Imagine you could interact with them while you are waiting for your train (e.g. by using your mobile phone). Which services is your target group interested in and how would the user interface have to look like?

o **Example 2: In a business meeting**
   Imagine how meeting rooms could look like in the future. Which services are useful to support the whole process from planning a meeting to actually holding it? Which technology would be needed and how would the user interface look like?

o **Example 3: Service terminal for the elderly**
   Which needs do elderly people have in their daily lives? How would a service terminal for their homes have to look like and which services would it offer?

In the next exercise you are going to have to interview at least 2 – 3 people to find out their user needs. Prepare a set of questions for the interview.
Write a report, in which you describe the scenario you chose. Also, shortly describe the target group and how you plan to run the interviews, including the questions you prepared.

Submission:

– Send your solution to your tutor by email. Use an attachment named exercise7-groupN.zip (N is the number of your group). Use the email subject "mmi1 exercise 7 group N".
– The attachment must contain:
  1. Report (PDF format)
  2. A document that specifies how the work was split between the team members ("task-sharing.pdf").
– **Deadline:** 24.06.2009, 12 noon
– Present your scenario as well as the plan for the focus group interviews in the next tutorial (~ 5 minutes).