Exercise 4 – Mensch-Maschine-Interaktion 1

User Requirements

(Group homework: You are free to choose your group of 4-5 people yourself)

You have a job offer for redesigning the following website: http://www.museen-in-bayern.de/. Before designing a new user interface you want to gather user requirements (e.g. what kind of information do users search for, what kind of events are they interested in). Make yourself familiar with functionality offered by this website and gather user requirements with the following methods:

1. Conduct Personal Interviews

To find out about problem areas and to collect information about user needs conduct personal interviews together with your group.
Thereby execute the following steps:

1. Set Goals:
   What are you trying to find out? Write these goals down in max. 5 sentences.
2. Design a questionnaire based on your goals
   Remember the rules of a good questionnaire. It should not take longer than 10 minutes to complete it!
3. Identify your users.
   E.g. elderly people, students...
4. Do a pre-test!
   Test your questionnaire with at least one person not belonging to your group (e.g. another MMI student). Refine your questionnaire if necessary.
5. Conduct the interviews
   Execute the interviews with at least 3 participants. (No MMI students allowed!)
6. Document, document, document!
   Do audio and/or video recordings (with permission!). Take notes and photos! You will need this material for the next tasks (personas, day in a life scenario)!

2. Personas

From task 1 derive three different personas.

Information on elements of a persona description can be found here:
Calabria, Tina: An introduction to personas and how to create them. Step Two Designs - KM Column, March 2004.
http://www.steptwo.com.au/papers/kmc_personas/index.html

3. Day in a Life Scenario

From Task 2 derive a Day in a Life Scenario for one of your personas.

4. Other methods

In retrospect, do you think you gained deep enough insight into user requirements with these methods? What would you differently in future? What kind of other methods could you have used?

Submission:

– Submit the solution using Uniworx. Include names of team members. Your file has to be a PDF and has to be named in the following scheme: exercise4-<cip-Kennung>.pdf. Each group should submit only one solution.
– **Deadline:** 13.06.2011, 12:00 (noon). **2 weeks!**