

Mensch-Maschine-Interaktion



Kapitel 14 - Experience Design

- Ziele und Bedürfnisse
- Beschreibung von User Experience
- Evaluation von User Experience
- User Experience: ein Beispiel

Menschliche Bedürfnisse nach Maslow (1970)

Selbstverwirklichung

Individualbedürfnisse (Erfolg, Stärke, ...)

Soziale Bedürfnisse (Liebe, Anerkennung, ...)

Sicherheitsbedürfnisse (Schutz, Vorhersagbarkeit)

Physiologische Bedürfnisse (Essen, Trinken, Schlafen, ...)

Ziele nach Hassenzahl



<http://hassenzahl.wordpress.com>

Selbst

Warum? - Seins-Ziele

Was? - Handlungsziele

Wie? - Motorische Ziele

Welt

Experience

Produkt

Psychologische Bedürfnisse nach Sheldon (2001)



<http://logr.org/anmoers/files/2010/07/autonomie.jpeg>



<http://www.business-games-simulation.de/images/kompetenz.jpg>



http://www.simplify.de/uploads/pics/partnerschaft_zuneigung.gif

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<http://www.onstory.tv/wp-content/uploads/2012/08/story-one.png>

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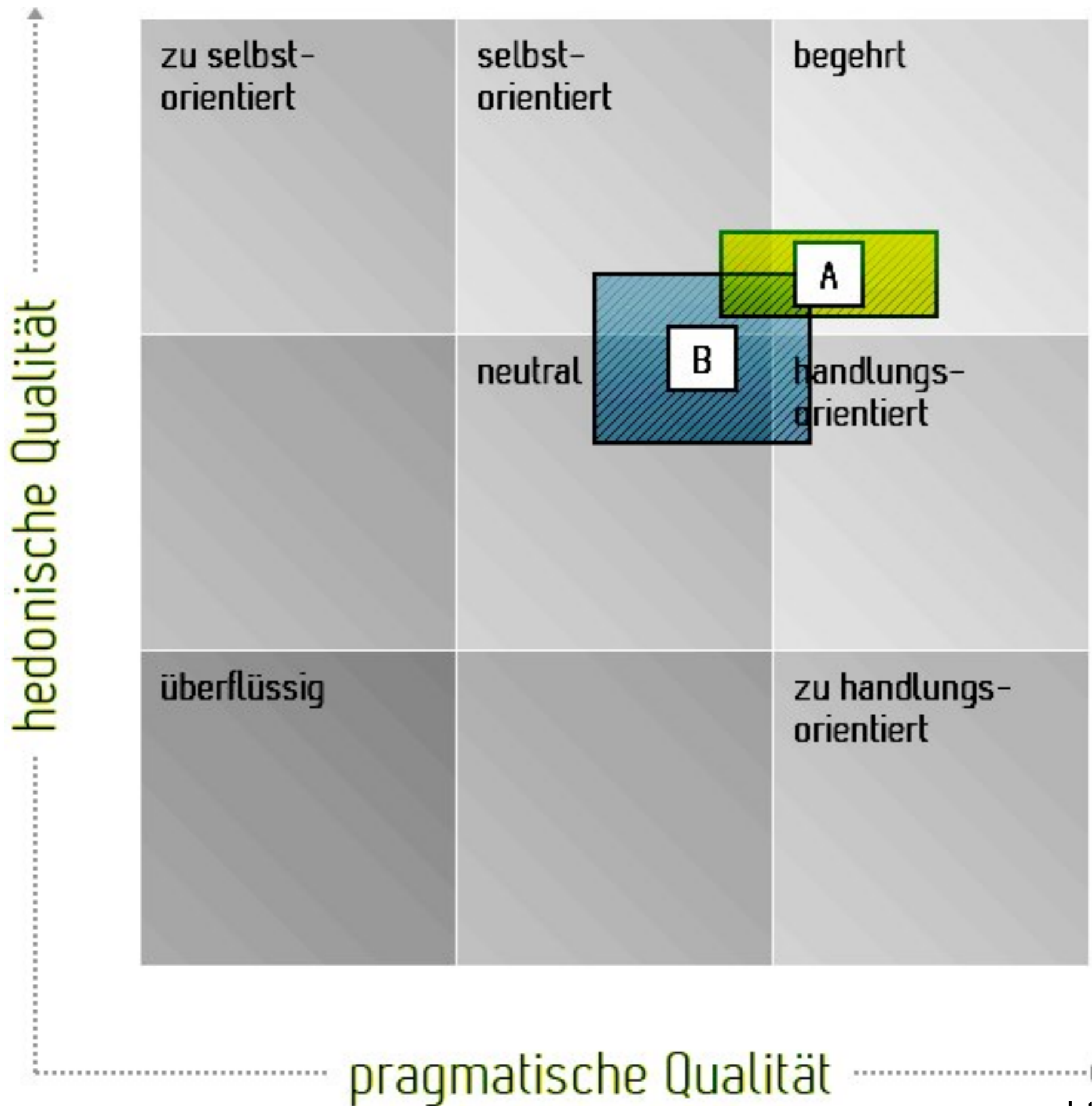
<http://levoleague-wordpress.s3.amazonaws.com/wp-content/uploads/2013/05/Answering-the-toughest-interview-question.jpg>

PANAS

Watson, D., Clark, L. A. & Tellegen, A. (1998). Development and validation of brief measures of positive and negative affect: The PANAS Scales. *Journal of Personality and Social Psychology*, 54, 1063–1070.

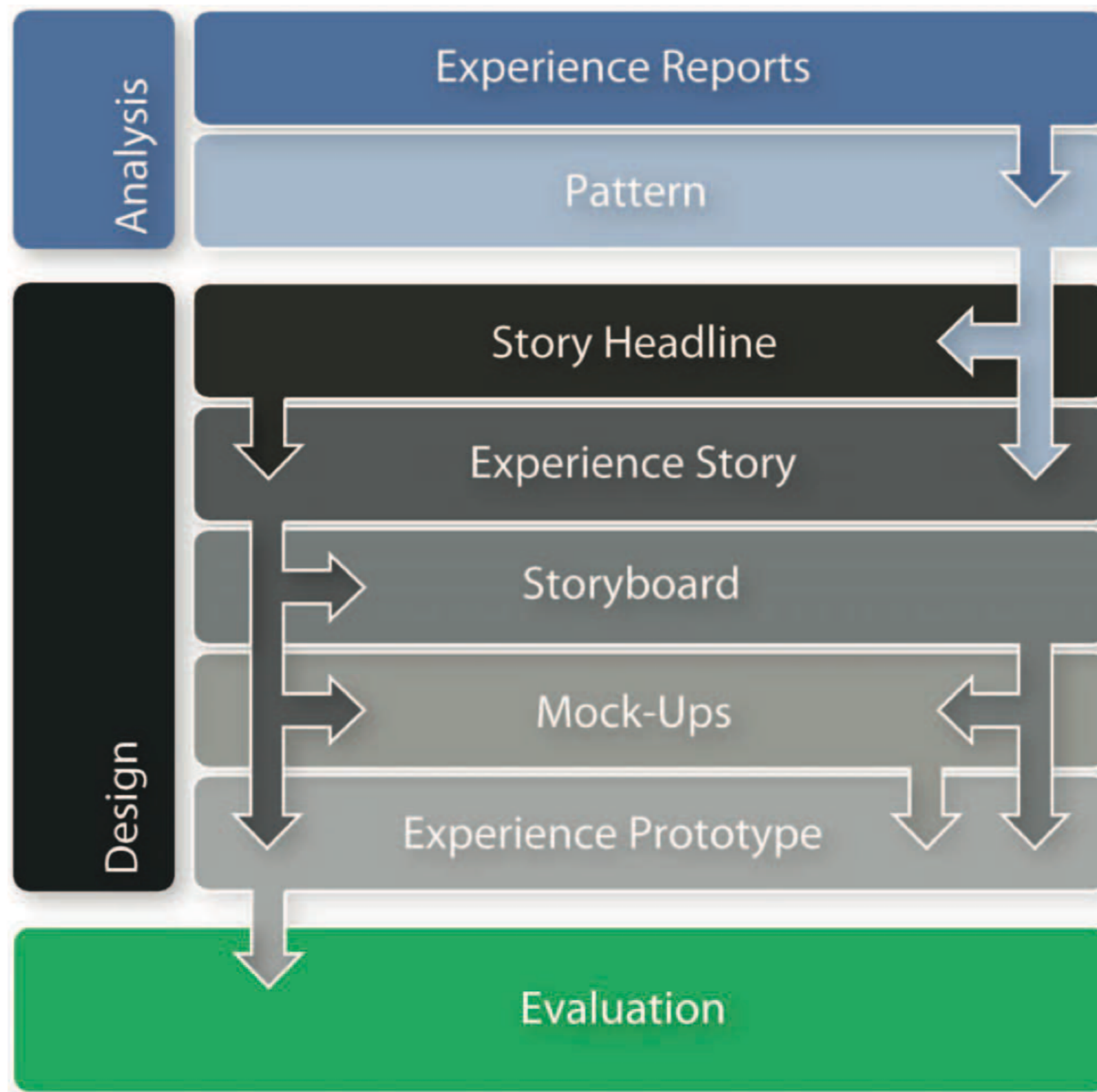
attentive
interested
alert
excited
enthusiastic
inspired
proud
determined
strong
active

distressed
upset
hostile
irritable
scared
afraid
ashamed
guilty
nervous
jittery



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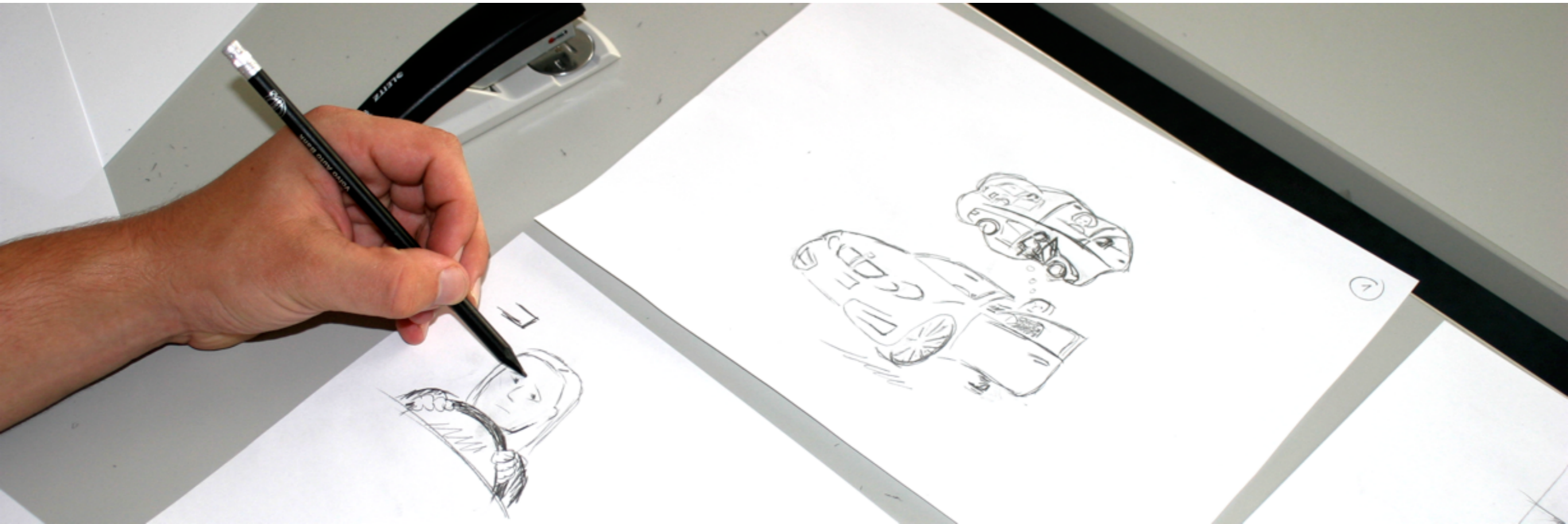
Basis: Erlebnisinterviews



http://www.mb-w201-16.de/Bilder/Treffen/treffen_02_02_004.jpg

Max, Sarah, Marianne, Martin, Monica, and Matthias have known each other for ages. Lately, they don't spend time together as often as before. But one event is always fixed: each year they visit their favorite city as a group – Paris. As usual, they go there in two cars. This year, however, something is different. Max invites all to the trip via Clique Trip, a new app he wants to try out. This app promises to make its users feel close to each other, even when being in two different cars. All friends are excited to test Clique Trip because they hate the feeling of being separated during the trip. It is time to depart. Max is driving one car, Sarah the other. Sarah is a very sporty driver (some say reckless) and Max drives very relaxed (some say painstakingly slow). Consequently, they tend to lose each other on the motorway, with Max getting more and more behind. But Clique Trip helps out. It changes the navigation system so that it guides Max (in the rear car) to Sarah (in the leading car). Ah, Sarah takes the scenic route. "Good choice", Max thinks. He announces "I guess the others plan to visit the nice little cafe in the city centre of Reims. Let me try to catch up". He does, and when the cars are close to each other, Clique Trip opens a communication channel. They can now talk to each other, as if sitting in one car. "Hey," Max yells, "I hope you are not planning to have a first glass of Champagne already? I am driving!"

Storyboard zeichnen







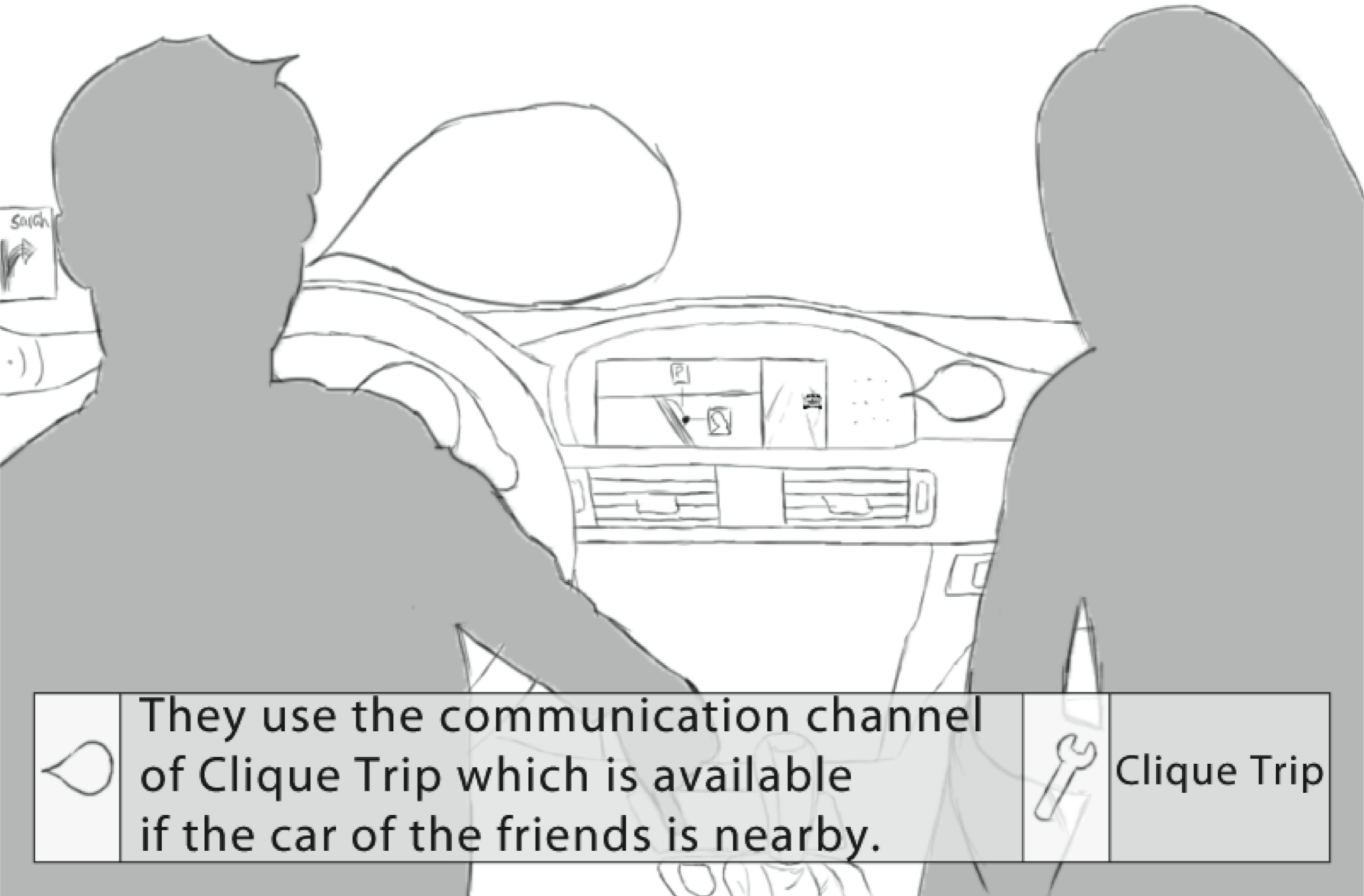
Sarah and Max plan together a trip with their friends.

PC or Tablet,
app for arrange the trip



 Max informs his friends that Sarah is nearby.

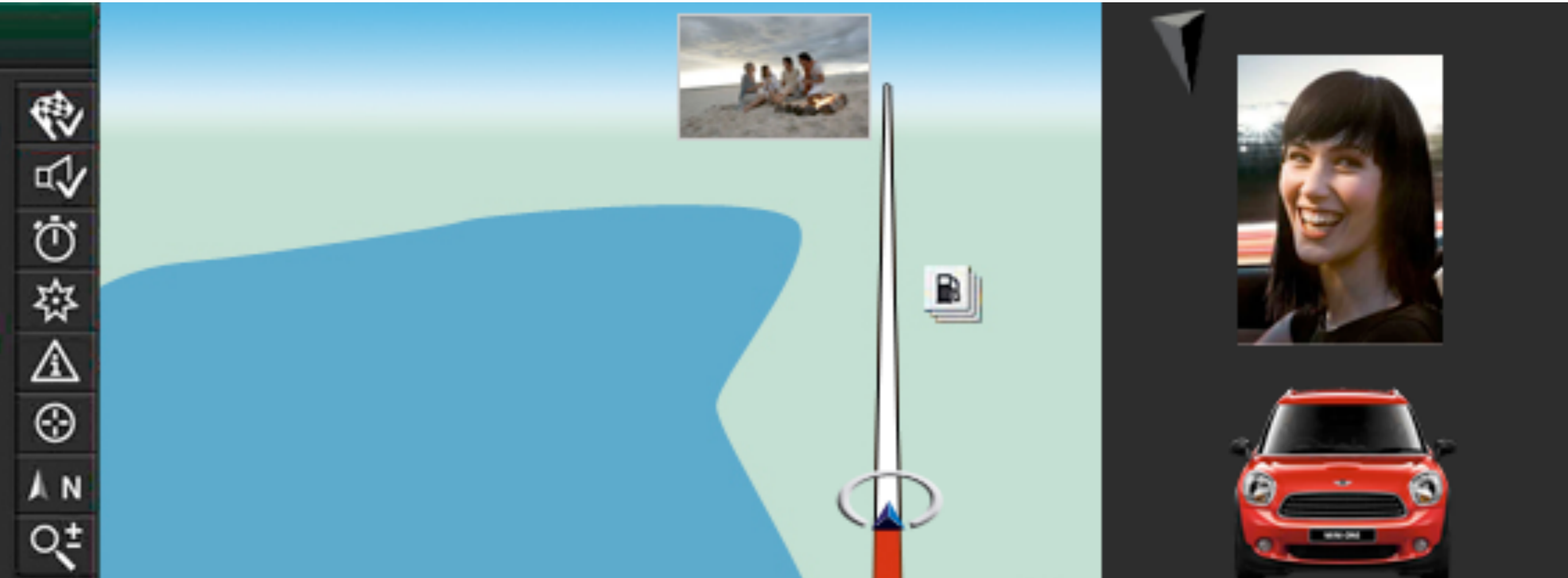
 Clique Trip app position data



They use the communication channel of Clique Trip which is available if the car of the friends is nearby.

Clique Trip

Erste Mockups



Finaler Prototyp

