Workshop Concept Development

Lecturer: Alexander Wiethoff
Tutorials and Organization: Hanna Schneider
External Lecturer: Kalle Kormann-Philipson (Google, Adobe)
Industry Partner: IXDS Munich

LMU LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

Day 1:
Morning Session:

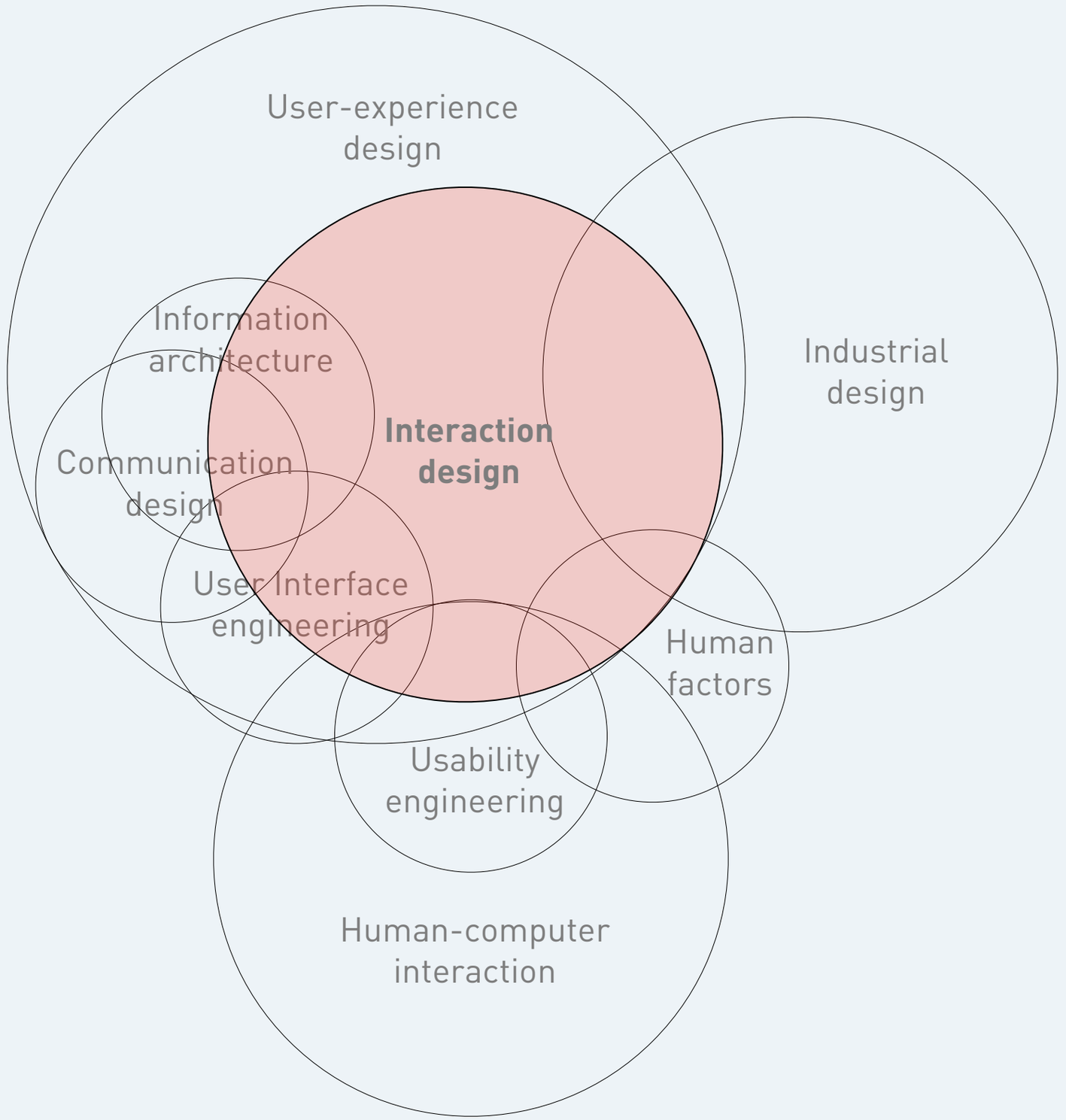
1.) Spaghetti Challenge Course Organisation &
Brief Introduction Lecture

2.) Guest Lecture by IXDS

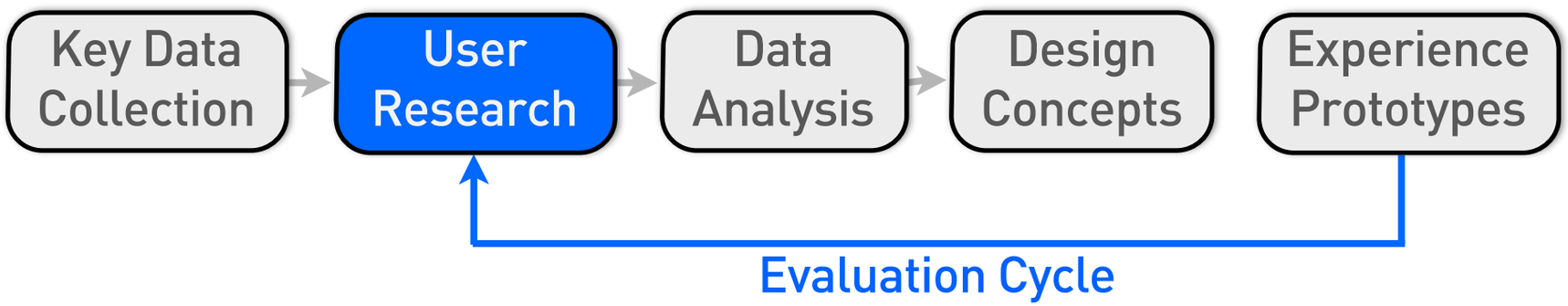
3.) 5 Minute Presentations

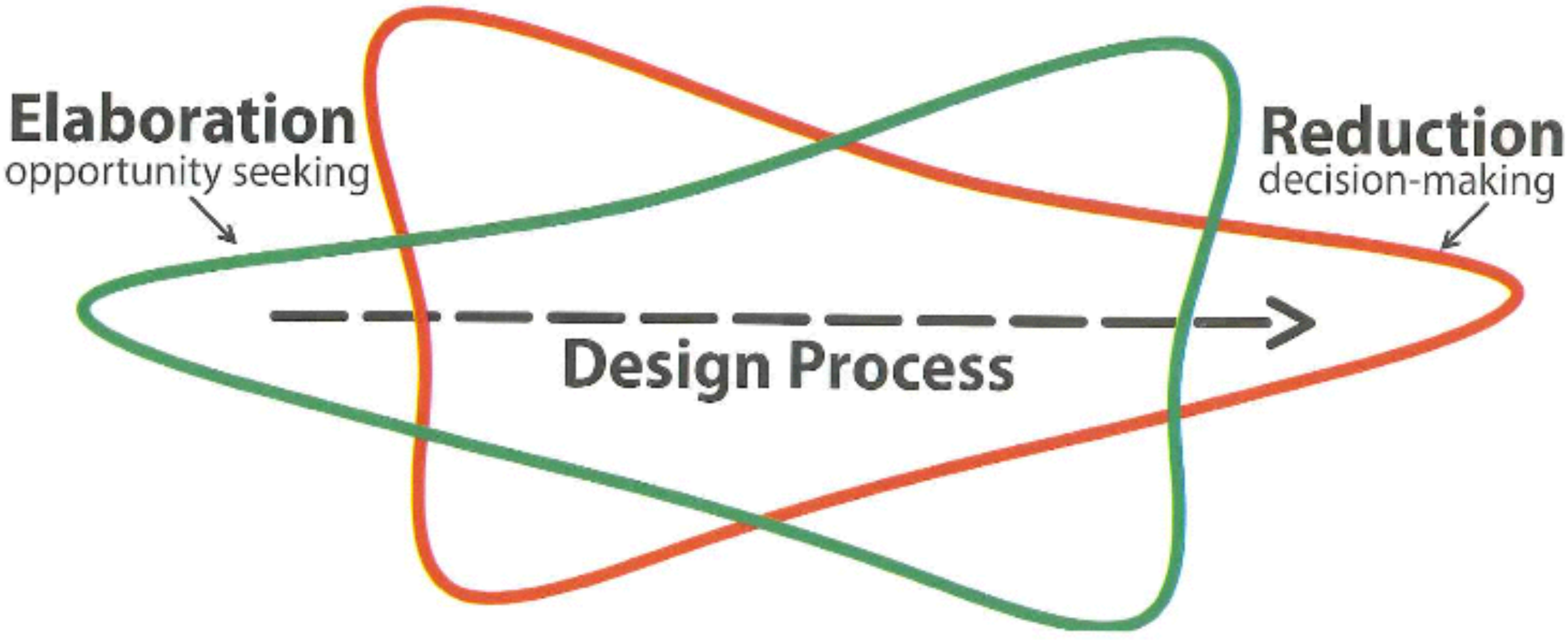
Afternoon Session:

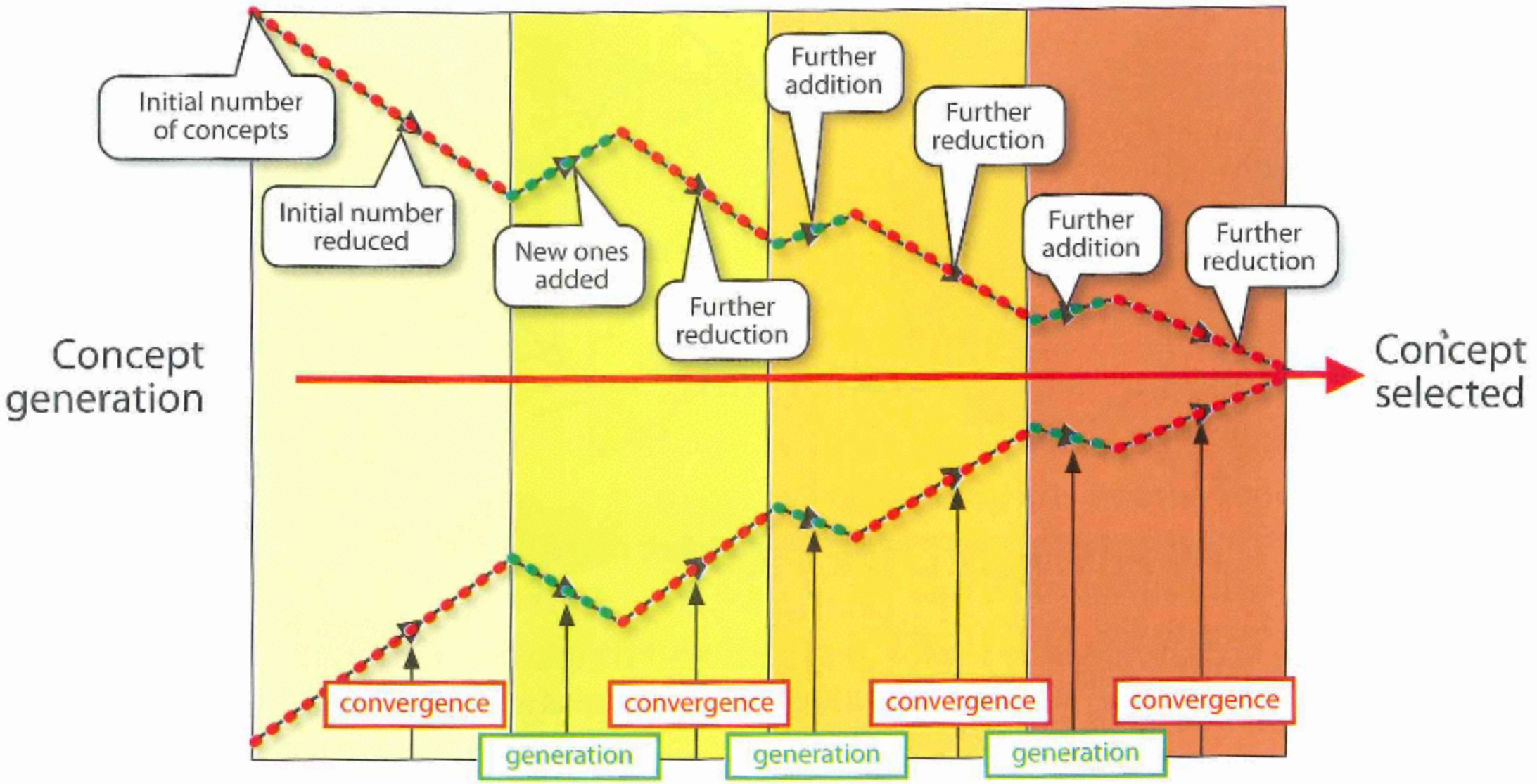
3.) User Research in the Field


User-experience design
Information architecture
Industrial design
Interaction design
Communication design
User Interface engineering
Human factors
Usability engineering
Human-computer interaction

source
[3]


Key Data Collection
User Research
Data Analysis
Design Concepts
Experience Prototypes
Evaluation Cycle

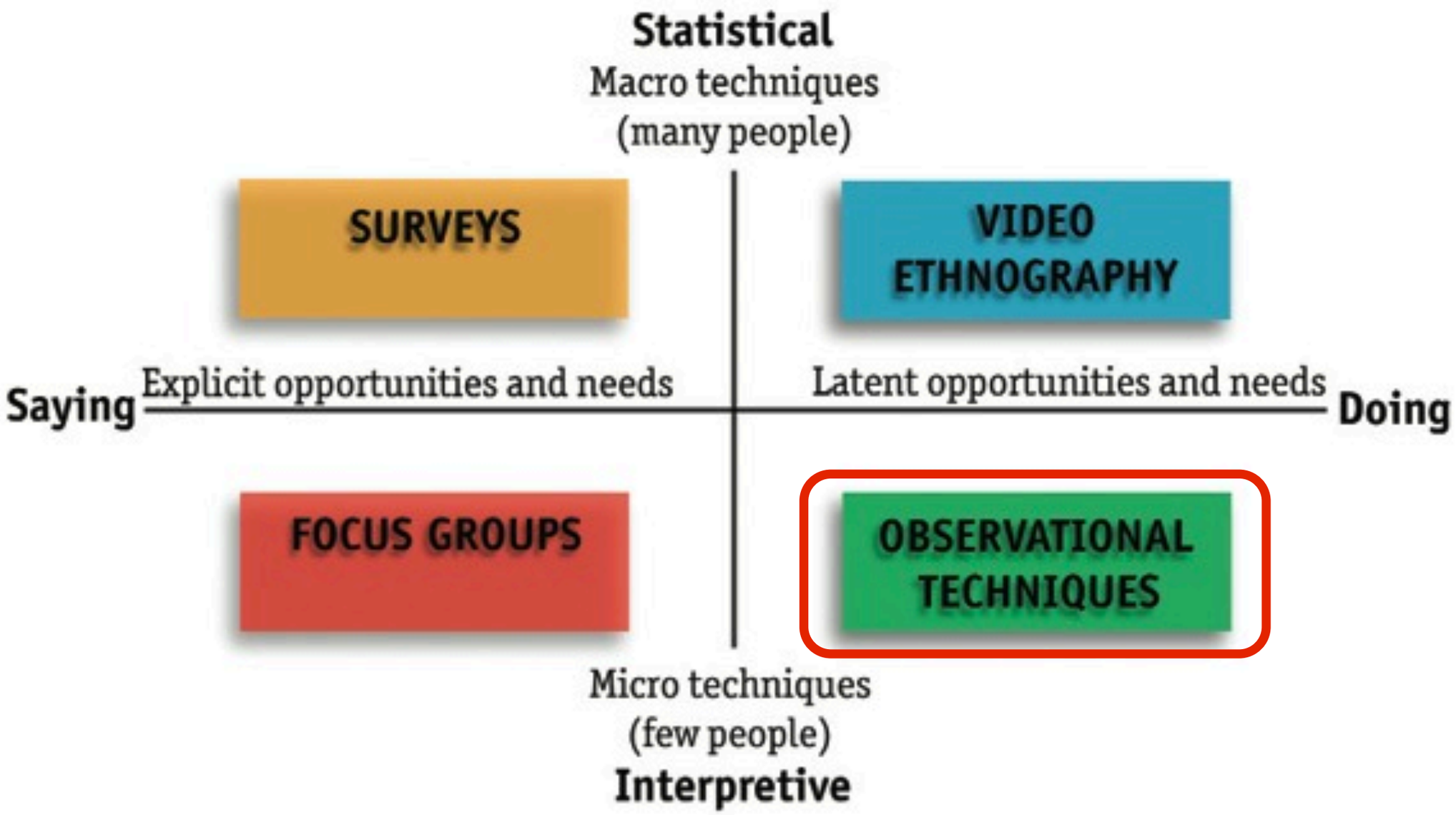

Elaboration
opportunity seeking
Reduction
decision-making
Design Process



Iterative:	**General** overall concepts	**Iteration 1** exploratory	**Iteration 2** clarification	**Iteration 3** resolution
Granularity:	**General** overall concepts	**Coarse** significant alternatives	**Medium** intermediate development	**Fine** detailed refinement

People

source [7]


Statistical
Macro techniques
(many people)
SURVEYS
VIDEO ETHNOGRAPHY
Saying
Explicit opportunities and needs
Latent opportunities and needs
Doing
FOCUS GROUPS
OBSERVATIONAL TECHNIQUES
Micro techniques
(few people)
Interpretive

source: [8]

ANALYSIS

Definition of the system

What is the problem?

EVALUATION

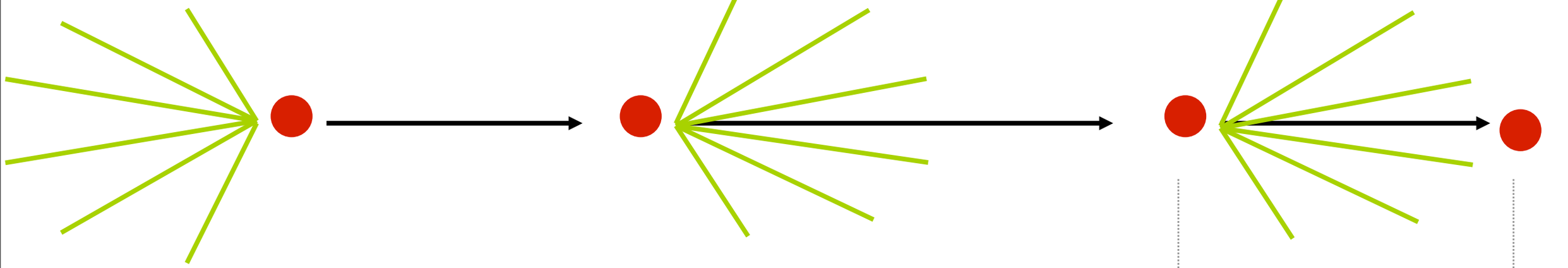
Possible alternatives

What future do we want?

SYNTHESIS

Design of final solutions

What do we implement?



The designer is a ‘problem-scouter’

The designer is a ‘story-teller’

The designer is an ‘executor’

source: [4]

Tools of Trade:

wikimedia creative commons

Interviews

Unstructured - are not directed by a script. Rich but not replicable.
Structured - are tightly scripted, often like a questionnaire. Replicable but may lack richness.

Semi-structured - guided by a script but interesting issues can be explored in more depth. Can provide a good balance between richness and replicability.

source: [8]

Running the interview

• **Introduction** – introduce yourself, explain the goals of the interview, reassure about the ethical issues, ask to record, present any informed consent form.

• **Warm-up** – make first questions easy and non-threatening.

• **Main body** – present questions in a logical order

• **A cool-off period** – include a few easy questions to defuse tension at the end

• **Closure** – thank interviewee, signal the end, e.g, switch recorder off.

source: [8]

Structuring frameworks to guide observation

- - The person. **Who?**
  - The place. **Where?**
  - The thing. **What?**

- **The Goetz and LeCompte (1984) framework:**
  - Who is present?
  - What is their role?
  - What is happening?
  - When does the activity occur?
  - Where is it happening?
  - Why is it happening?
  - How is the activity organized?

source: [8]

To Get 6 ECTS:

1.) Mandatory attendance
2.) Presentations (two with guests)
3.) Be an active member of your team
4.) Hand in the presentations and the video prototype
5.) Document, Document, Document

Blog:

1.) http://conceptdevelopmentlmu.wordpress.com

*each team creates an account @ wordpress.com

* use this suffix: cd2015x (x is your team no.)

* all accounts will get access to create posts

2.) Three posts: User Research, Concept, Videoprototype

First Blog Post

* one photo & about 150 words abstract
*categories: WS1415; User Research, Team X
* deadline: wednesday 23:59

After the presentation:

Do field research (today & tomorrow & wed)

Gather back here: Thursday 9:00 (c.t.)

Thanks & Have Fun!

Thursday Bring:

* Videos & Audio (5 good Images per team to be submitted via UniWorX)
* Each team one laptop with the data
* Transcript interviews (printed and PDF also to be submitted via UniWorX)
* Camera (one per team)

References:

[1] Buxton, W. Sketching User Experiences, *Morgan Kaufmann 2007.*
[2] Blom, J & Chipchase, J : Contextual and cultural challenges for user mobility research*, ACM Press 2005.*
[3] CHI´10 *Panel Discussion on User Research, 2010.*
[4] Copenhagen Institute of Interaction Design, *User Research Workshop 2008.*
[5] Jonas, W. A Scenario for Design, *MIT Press 2001.*
[6] Norman, D. The Psychology of Everyday Things, *Basic Books 1988.*
[7] Moggridge, B. Designing Interactions, *MIT Press, 2006.*
[8] Rogers, Y., Preece, J. & Sharp, H. Interaction Design, *Wiley & Sons 2011.*
[9] Saffer, D. Designing for Interaction, *New Riders 2009.*
[10] Walonick, D. Survival Statistics, *2004.*