Workshop Concept Development

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Tutorials and Organization: Hanna Schneider
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Marin Zec (CDTM)

OVERVIEW

Week 1

Intro Lecture & User Research

Monday　　　Tuesday　　　Wednesday　　　Thursday　　　Friday

Week 1

User Research

Monday   Tuesday   Wednesday   Thursday   Friday

Data Analysis

Monday   Tuesday   Wednesday   Thursday   Friday

Week 1

Concepts and Scenarios

Monday   Tuesday   Wednesday   Thursday   Friday

Week 2

Planning & Prototyping Lecture
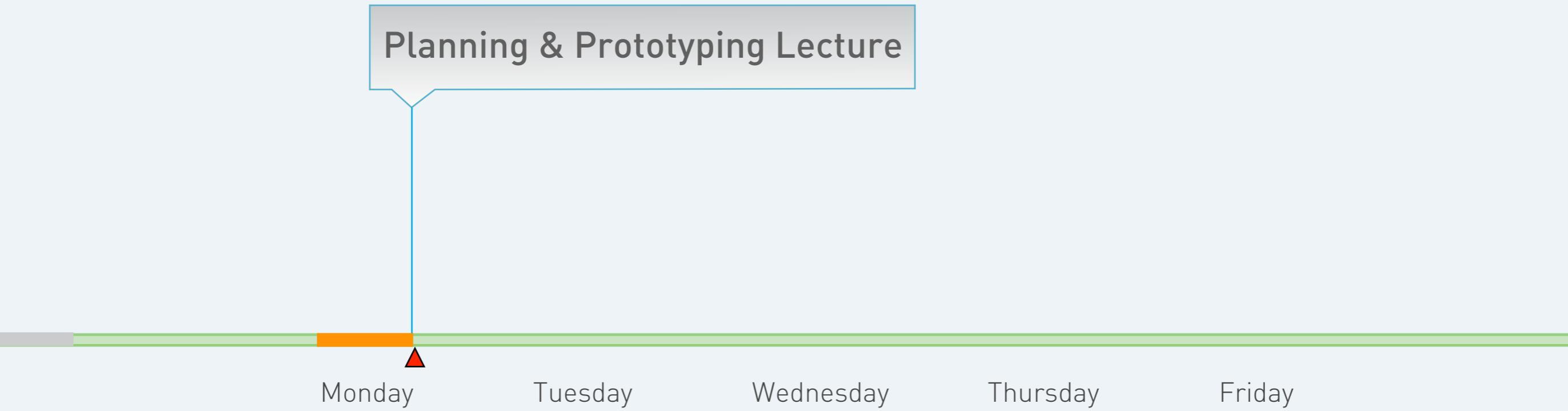
Monday   Tuesday   Wednesday   Thursday   Friday

Week 2

Video Prototyping

Monday　　　　Tuesday　　　　Wednesday　　　　Thursday　　　　Friday
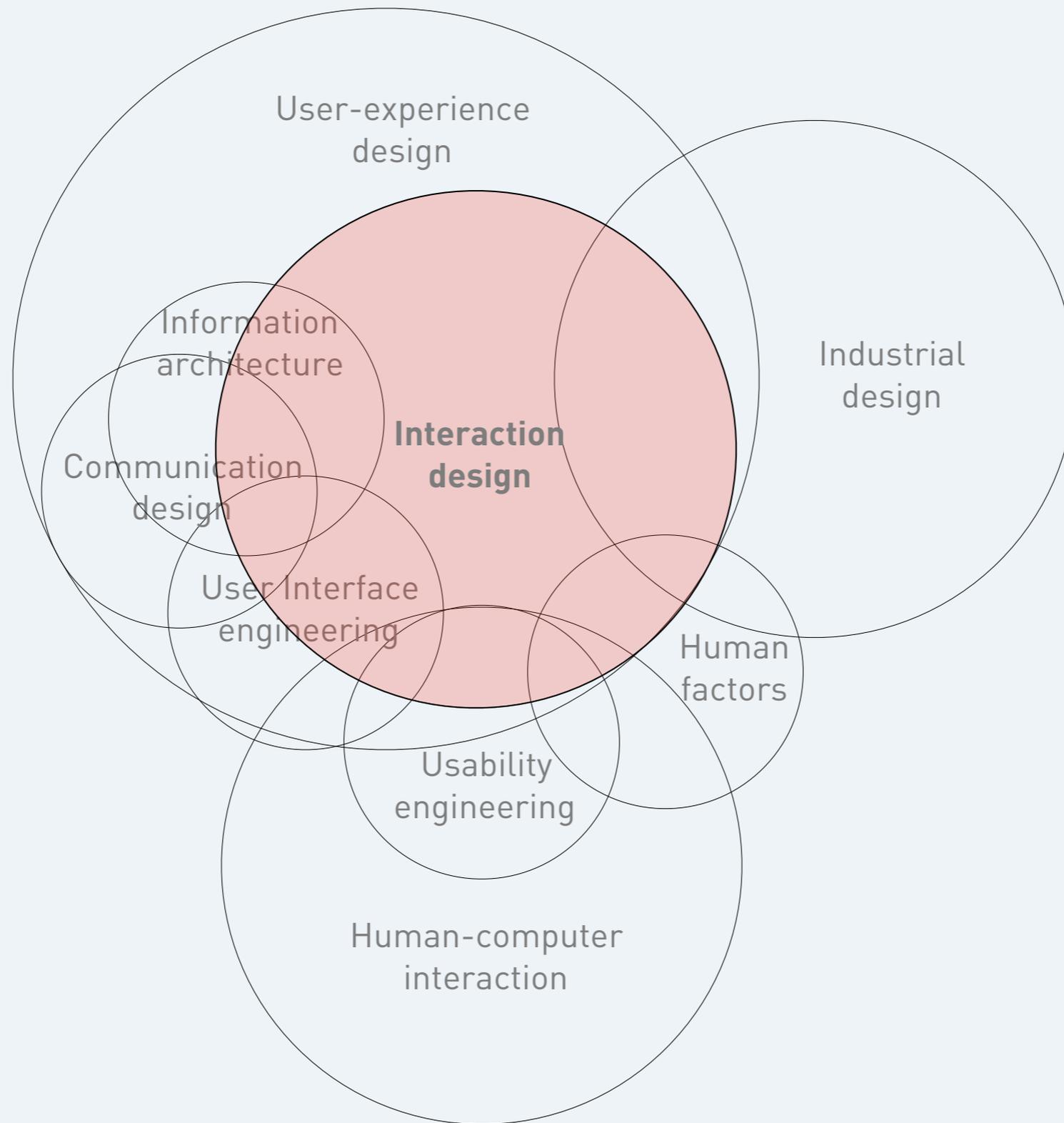
Week 2

Final Presentation

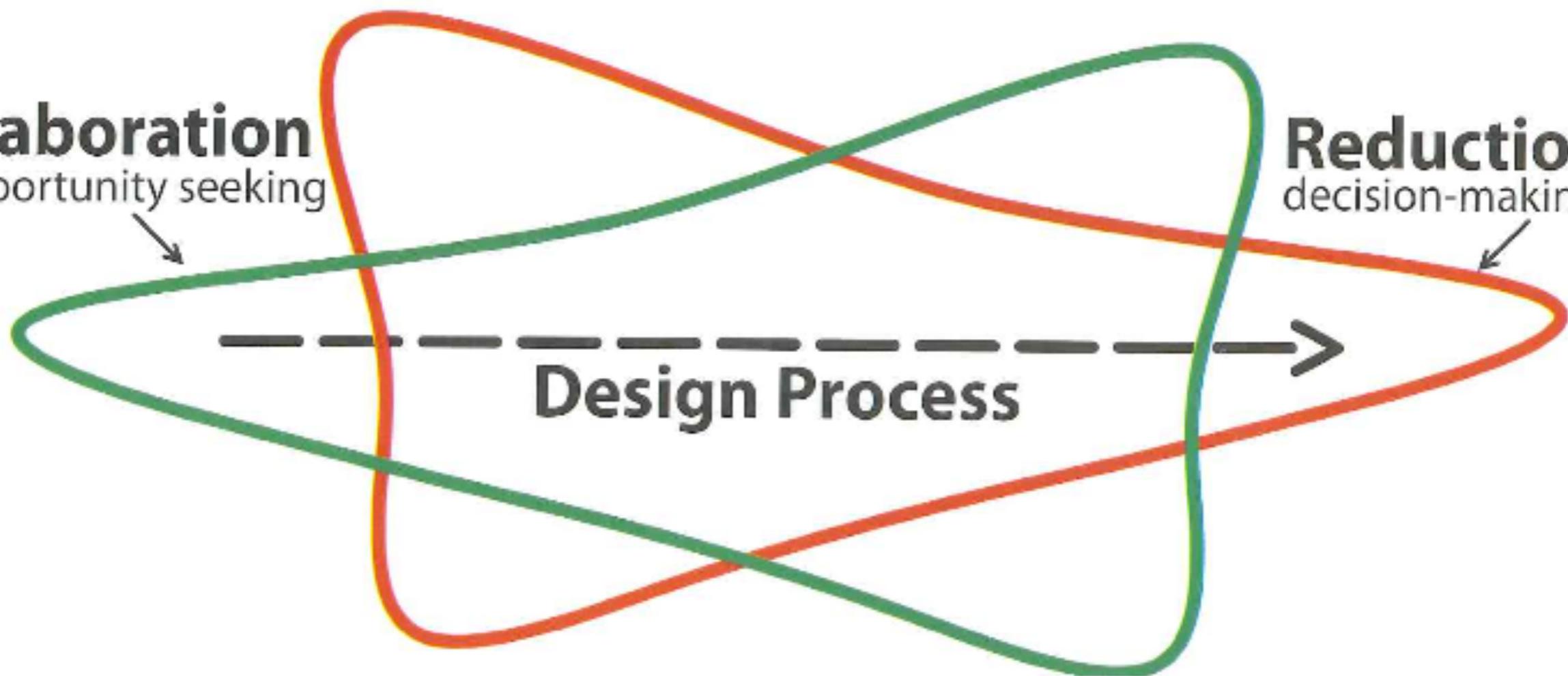Monday   Tuesday   Wednesday   Thursday   Friday
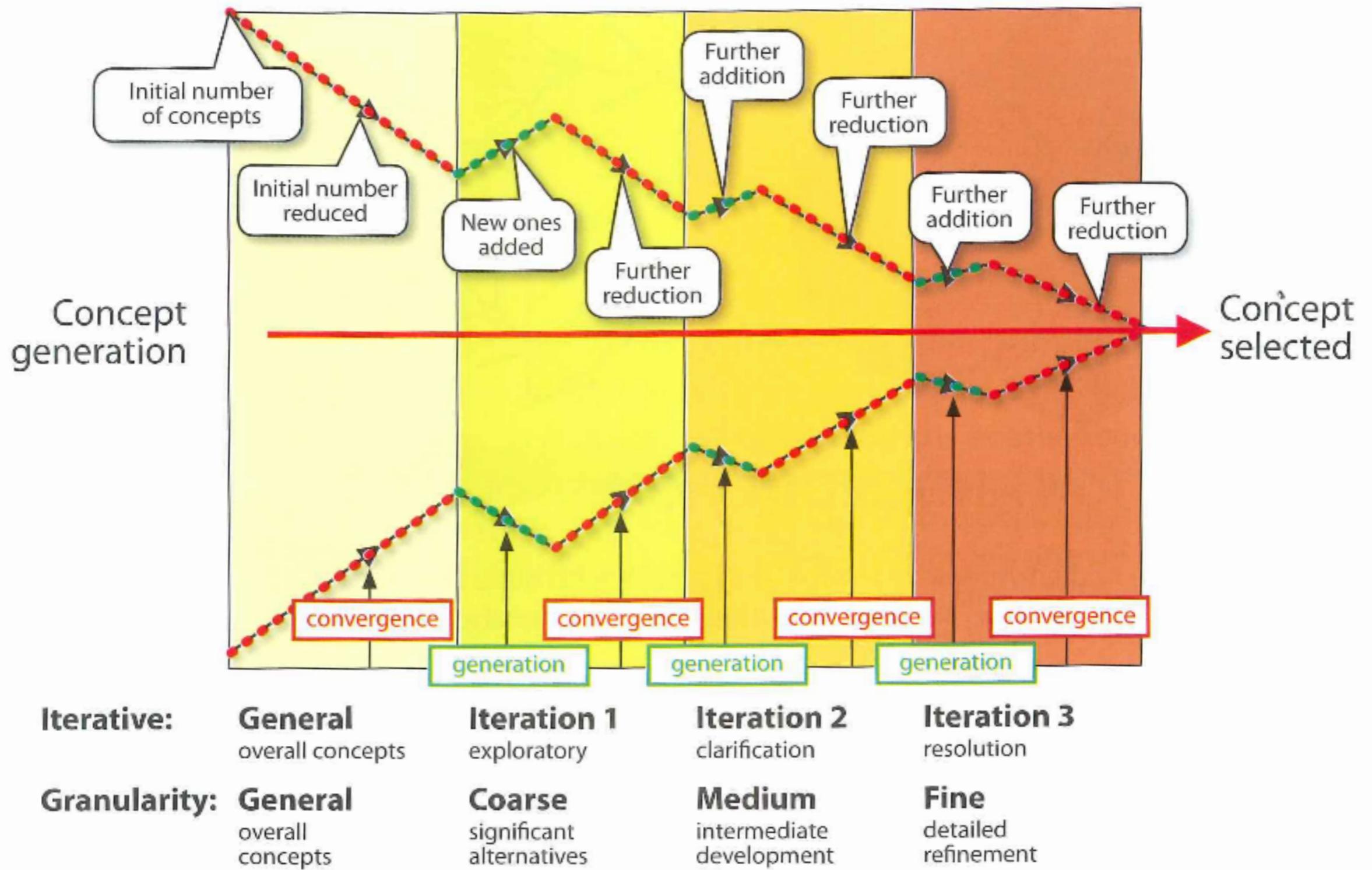
Part 1: User/Design Research

Recap:

User-experience design

Industrial design

Information architecture

Communication design

Interaction design

User Interface engineering

Human factors

Usability engineering

Human-computer interaction

Elaboration
opportunity seeking

Reduction
decision-making

Design Process

People

Personas

frequent
users

novice
users

expert
users

infrequent
users

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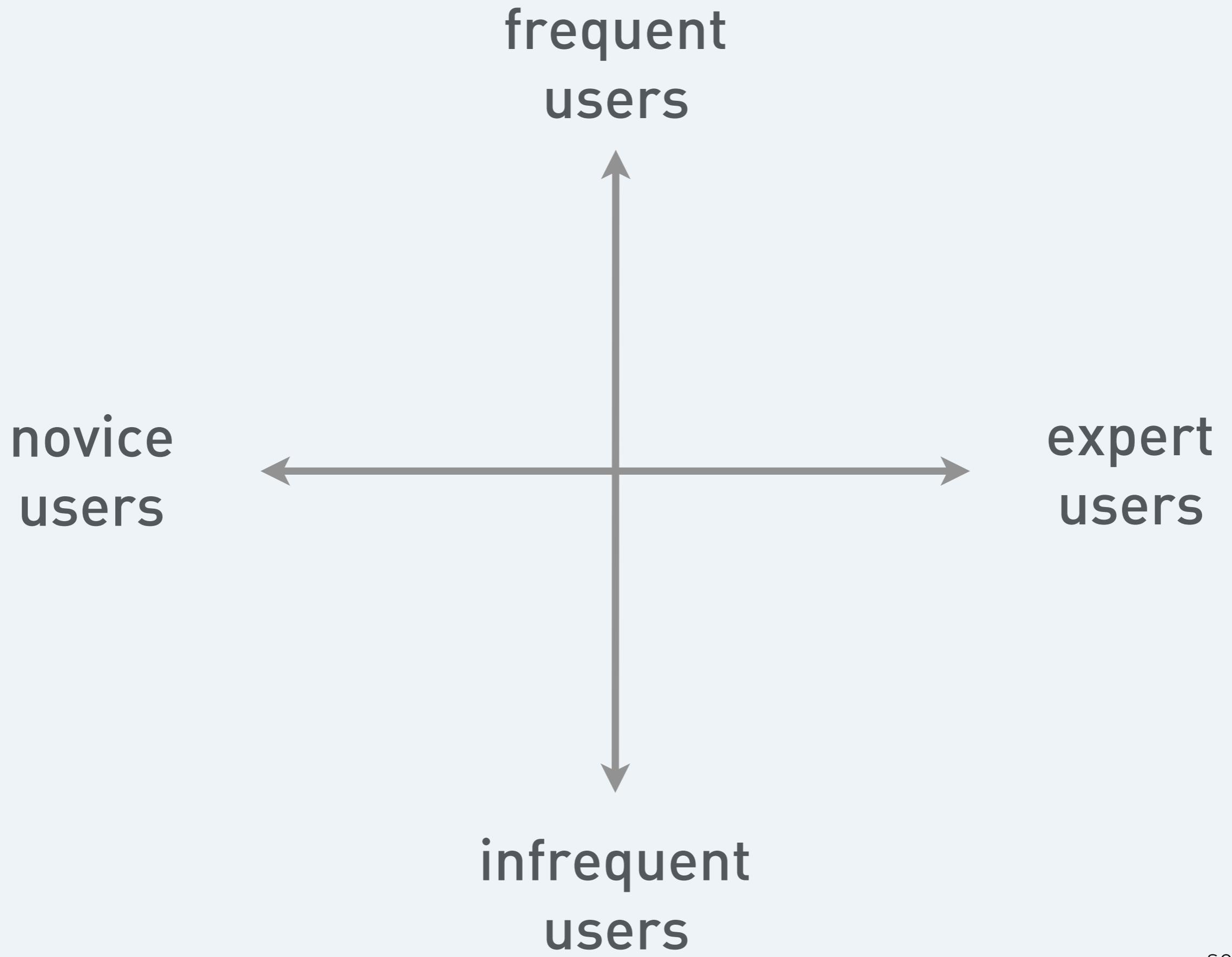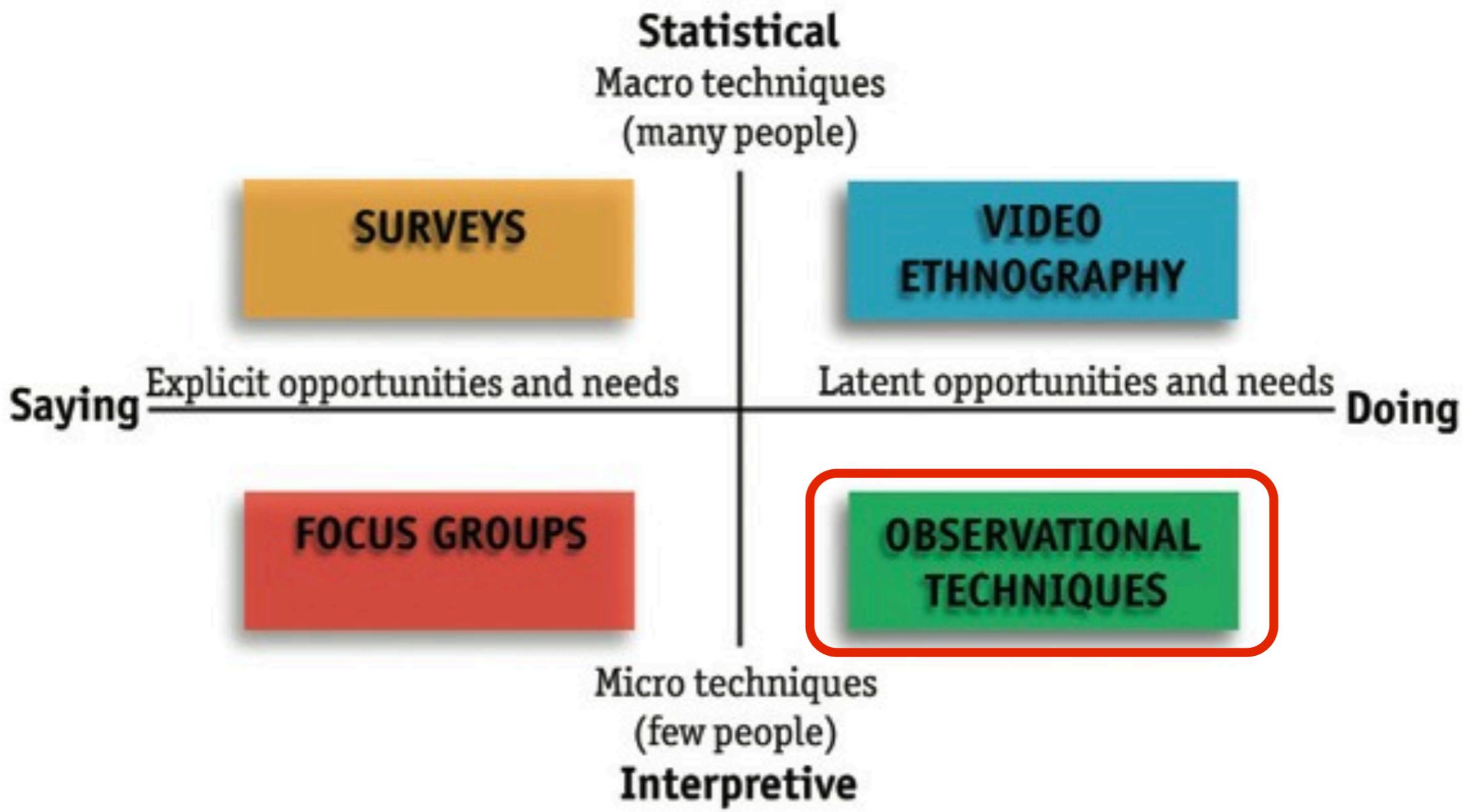
ANALYSIS

Definition of the system
What is the problem?

The designer is a 'problem-scouter'
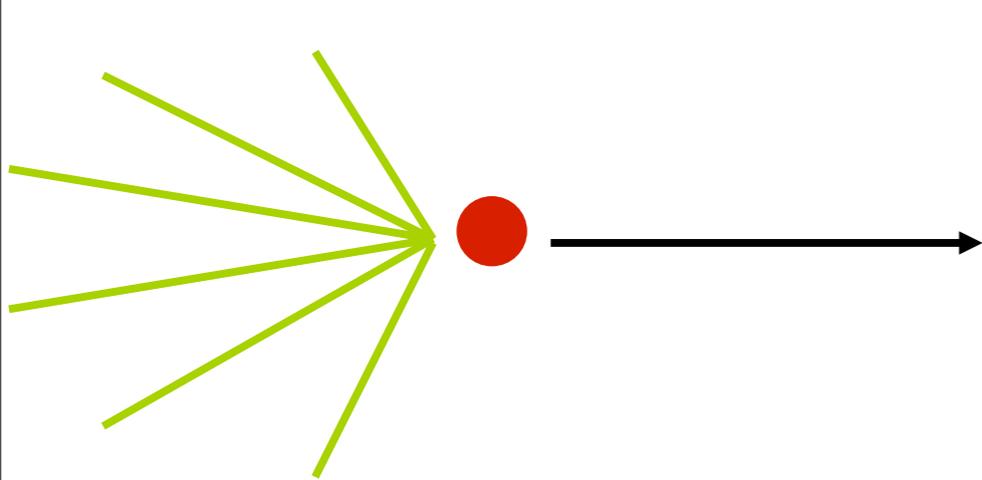
EVALUATION

Possible alternatives
What future do we want?

The designer is a 'story-teller'
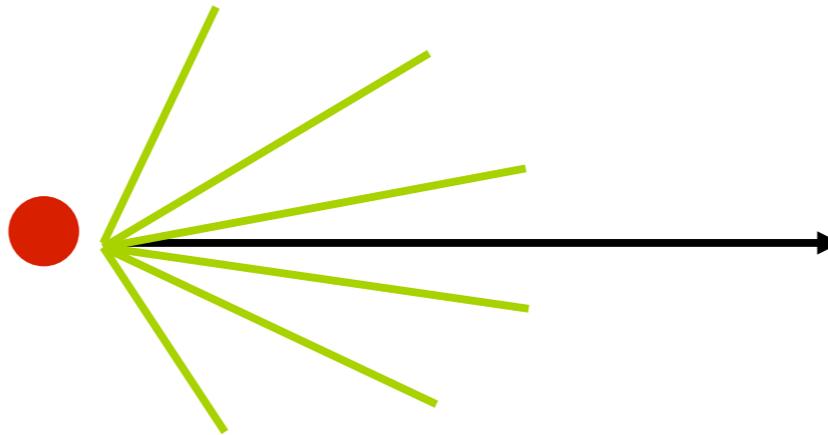
SYNTHESIS

Design of final solutions

What do we implement?

brief   solution

The designer is an 'executor'

Tools of Trade:

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.

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?

Goggles simulate cataracts and reduce vision

Ear defenders block out sound to simulate being hard of hearing

Neck brace reduces head mobility and simulates having a stiff neck

Vest is full of weights to restricts movement and cause slouching

Gloves cause hands to shake

Leg splints restrict knee to stimulate joint stiffness

Oversized shoes contain weights to cause shuffling

AGE SIMULATION

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Empathic Exploration

Emphatic Exploration

1.) Try it yourself
2.) Watch yourself while trying
3.) Watch others while trying
4.) Talk to others
5.) Document experiences

Day 1:
Morning Session:

1.) 9:20 Course Organisation &
Introduction Lecture
2.) 5 Minute Presentations

Afternoon Session:

3.) User Research in the Field

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: cd2017x (x is your team no.)
* all accounts will get access to create posts
2.) Three posts: User Research, Concept, Videoprototype

Design challenge

The best project wins
an audience award

First Blog Post

* one photo & about 150 words abstract
*categories: WS1617; 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)
* Each team one laptop with the data
* Transcript interviews (printed and PDF)
* 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.*