24.10.16

Designworkshop II

Review Research: Problem Framing & Use Case

veronika.ritzer@bmw.de

Workshop Theme:

BEYOND THE SCREEN

In-car interaction concepts across soft- and hardware

With the rise of digitalization, **screens are widely replacing** knobs, buttons and other **haptic interaction methods**.

http://www.digitaljournal.com/img/9/1/2/2/9/7/i/5/5/2/o/ajeepdashboard8.jpg

http://2.bp.blogspot.com/-C05Ip2Ctv8c/UzqTdr1z0iI/AAAAAAAAGBk/YG5VxARksA4/s1600/tesla-model-s-cockpit.png

In-/ output is reduced to the size of the screen **while the complexity** of interaction possibilities/ information **has risen**.

Hauptmenü 15:42 tagessch...

Multimedia
Radio
Telefon
Navigation
Office
ConnectedDrive
Fahrzeuginfo
Einstellungen

Emotional interaction experiences (e.g. haptical) are being uniformed as the diversity of form and materials are reduced to the one universal touch screen experience.


5
12 15 18
OTIS
Passenger
1000 kg
15 Persons
12 15 18
7 8 9
4 5 6
1 2 3
B 0 Enter
L C


Evergreen
BAHN

Workshop Theme:

-> What kind of new interactions concepts in the car can merge hard- and software?

-> How can they support ease of usability, the conveying of information and an emotional experience specifically for in-car interactions?

Examples

source: [3]

DANIEL ROZIN

http://www.smoothware.com/danny/

source: [3]

SMART HALO

https://www.smarthalo.bike

source: [3]

FAMILY OF THE ARTS

http://www.familyofthearts.com

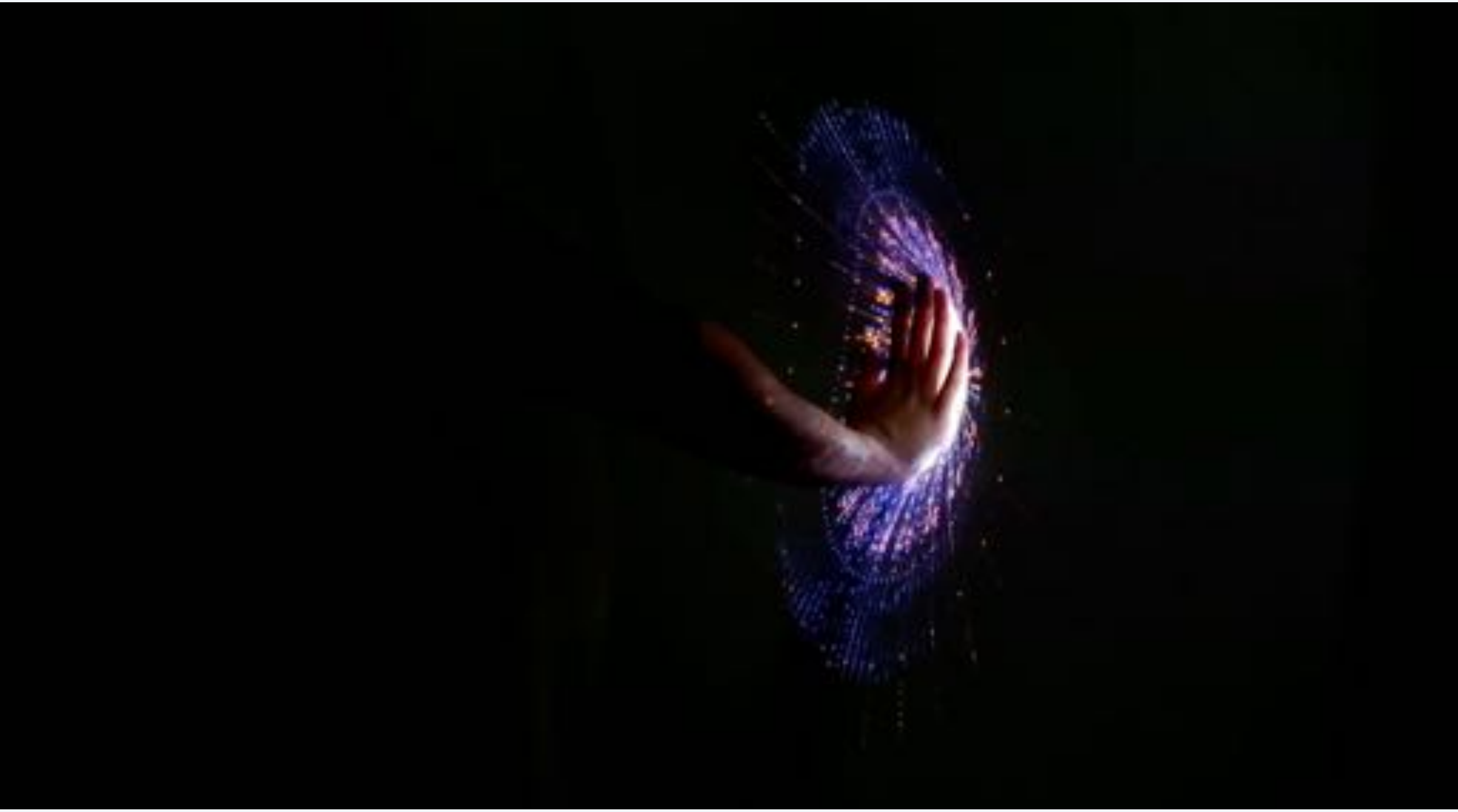
source: [3]

FERROLIC
http://www.ferrolic.com

source: [3]

TATIANA PLAKHOVA

https://vimeo.com/130972302



source: [3]

TEMPESCOPE
www.tempescope.com

TEAMLAB

http://www.team-lab.net/works/ffgarden

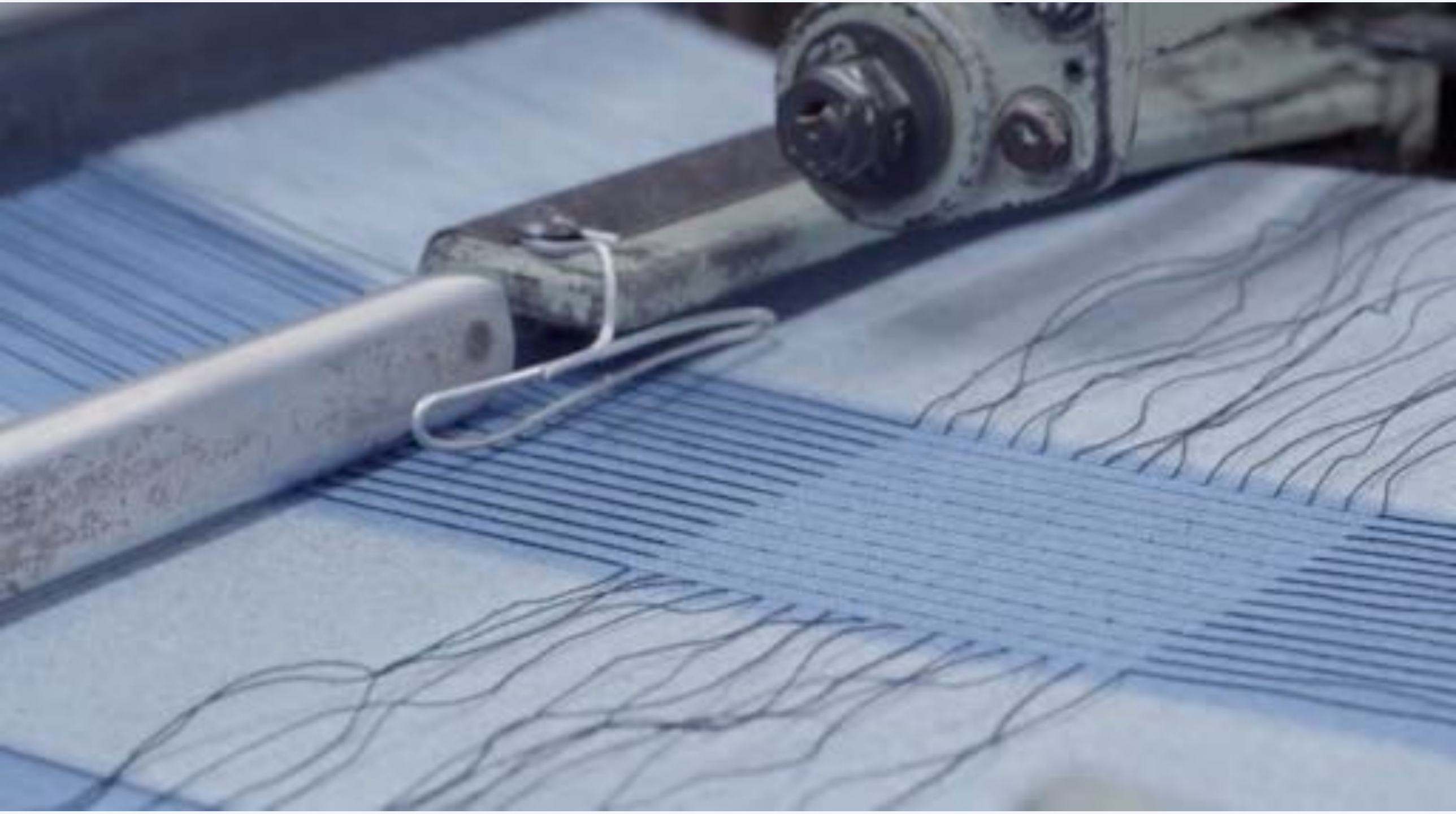
GOOGLE SOLI

https://www.wired.com/2015/05/google-atap-project-soli-gesture-technology/

source: [3]

GOOGLE JAQUARD

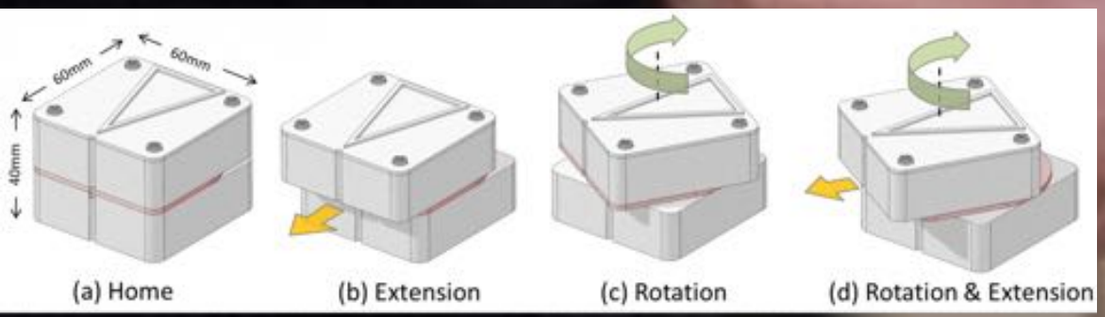
https://www.youtube.com/watch?v=qObSFfdfe7I



source: [3]

SHAPE SHIFTING NAVIGATION

http://news.yale.edu/2015/08/26/shape-shifting-navigation-device-both-sighted-and-visually-impaired



FABIAN HEMMERT: SHAPE SHIFTING MOBILES

http://www.fabianhemmert.com/projects/shape-changing-mobiles

SIEMENS

source: [3]

Until 31.10.16

DELIVERABLE 1: 30 mins per group, PDF presentation

- PROBLEM FRAMING

Describe the specific challenge you want to solve by using an exemplary use case based on your self-testing research with DriveNow/ BMW Museum.
What particular problem/ use case do you want to solve for in-car interactions? (e.g. navigation, entertainment, temperature/ air conditioning,…)
For whom? (e.g. driver, passenger, children, elderly, …)

- SUMMARY DESK RESEARCH

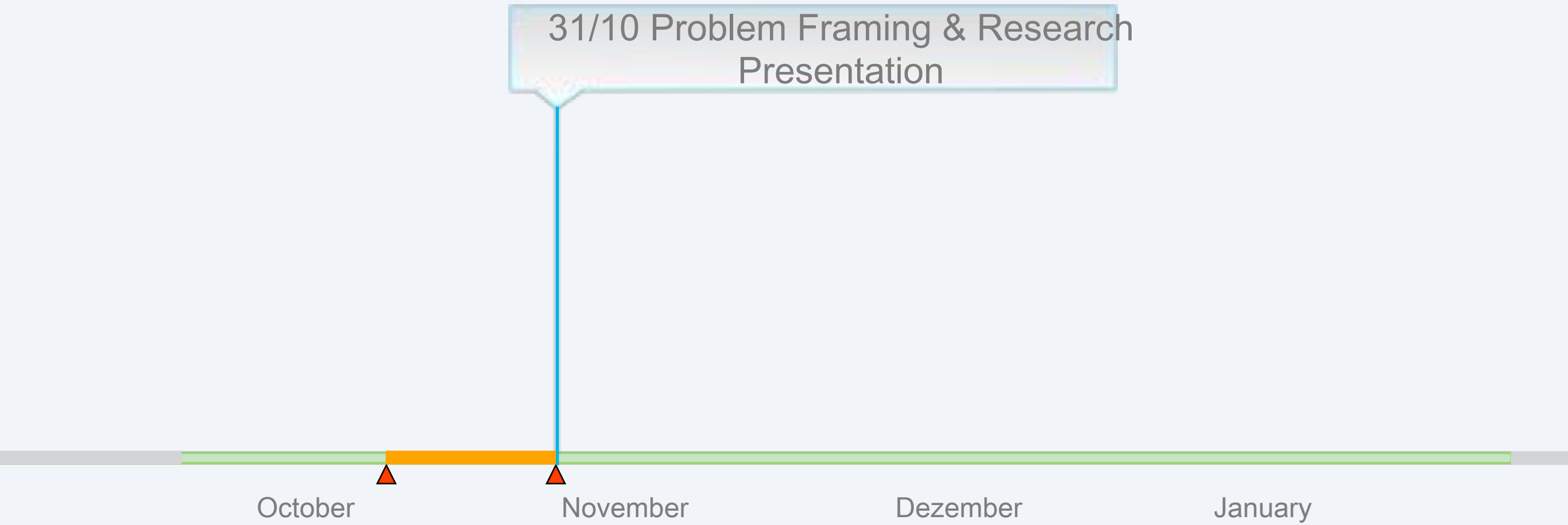
Interaction concepts & existing applications (mobility context and beyond)
e.g. that merge hard-/ software // that rethink in-/output mechanisms /// that try to increase the emotional experience
Structure your desk research (minimum 15 examples) into groups and give them each group a title describing the grouped examples´ innovative approach to interaction design

Milestones & Deliverables: Research

Research & Problem Framing

24.10.16 Review Research: Problem Framing & Use Case

31.10.16 **Deliverable 1**: Problem Framing & Research Presentation



Milestones & Deliverables: Concept

Concept Development
07.11.16 Review Concept
14.11.16 Review Concept
21.11.16 **Deliverable 2**: Presentation Concept with Storyboard & Planning of Prototyping

Milestones & Deliverables: Low-Fi Prototyping

Low-Fidelity Prototyping
28.11.16 First Draft Prototype & User Test Planning
05.12.16 Review Results User Testing & Concept Iteration
12.12.16 **Deliverable 3**: Low-Fidelity Prototype based on User Feedback

Milestones & Deliverables: High-Fi Prototype

High-Fidelity Prototyping & Presentation

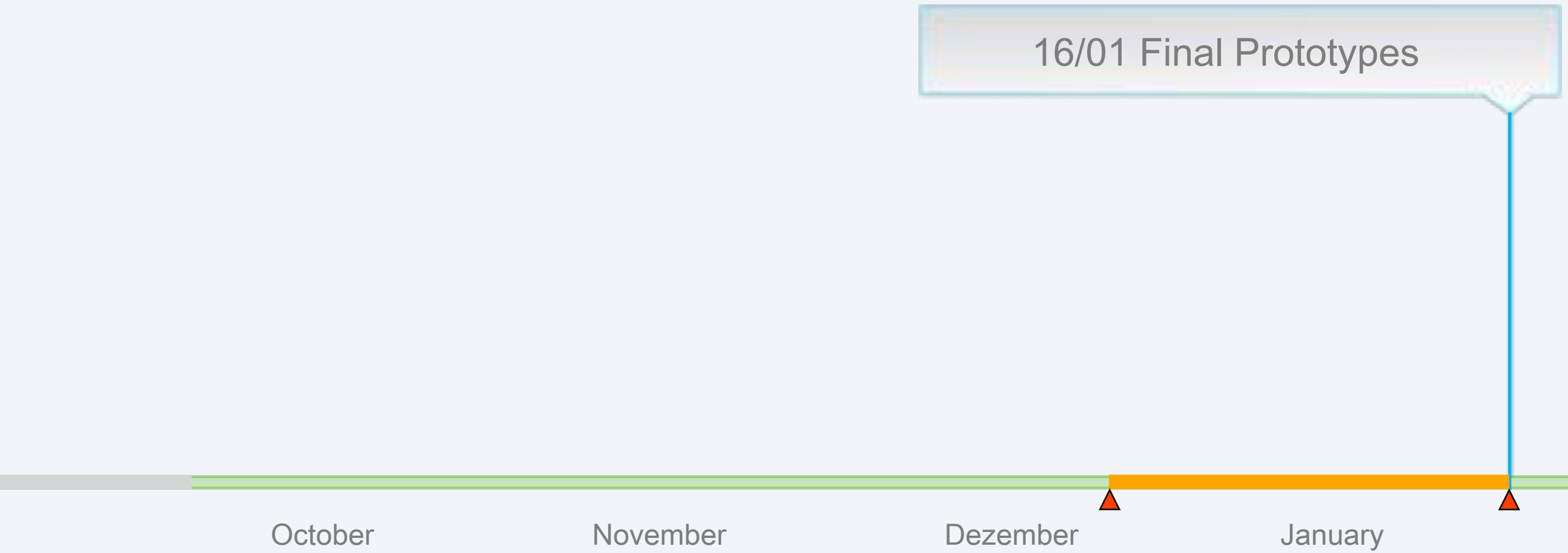
19.12.16 Review High-Fidelity Prototype

09.01.17 Review High-Fidelity Prototype

16.01.17 High-Fidelity Prototype

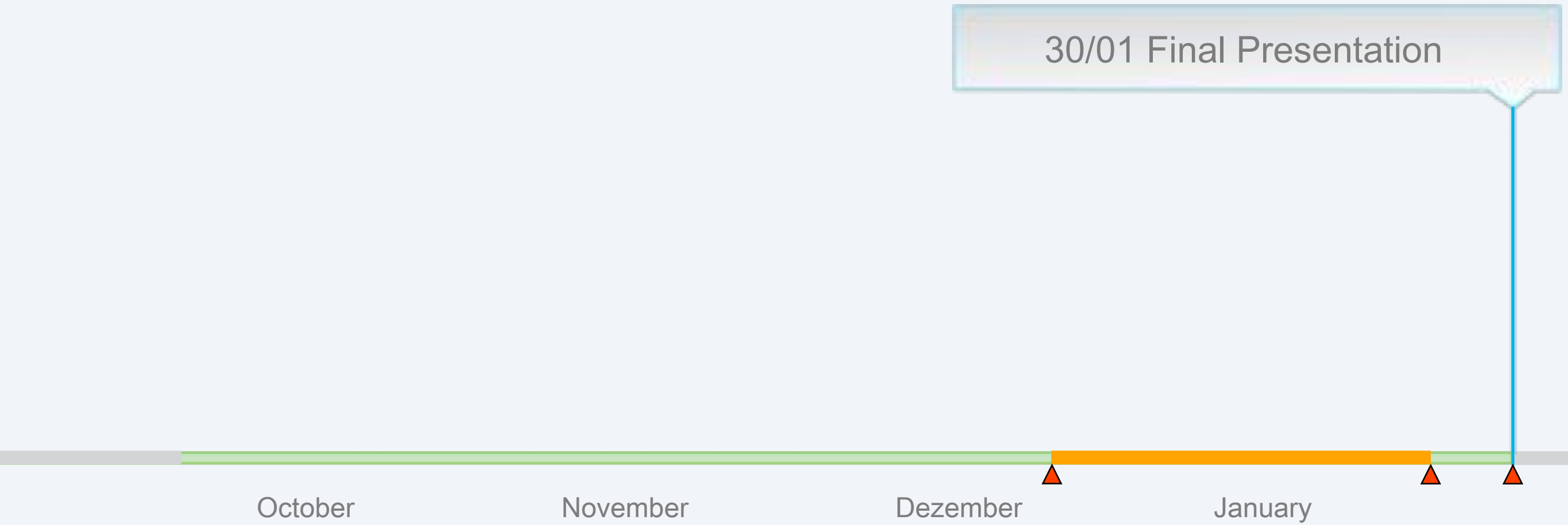
23.01.17 Preparation Presentation

30.01.17 **Deliverable 4**: Final Presentation incl. High-Fidelity Prototype



Milestones & Deliverables: Final Presentation

High-Fidelity Prototyping & Presentation
19.12.16 Review High-Fidelity Prototype
09.01.17 Review High-Fidelity Prototype
16.01.17 High-Fidelity Prototype
23.01.17 Preparation Presentation
30.01.17 **Deliverable 4**: Final Presentation incl. High-Fidelity Prototype



Your grades (per team!)

- Attendance of & participation in meetings
- 4 deliverables: in time, complete
- Strength of conceptual work (deliverables 1,2)
  - Quality of research
  - Is your concept solving the problem you framed?
  - Is your concept merging hard- and software?
  - Is it supporting ease of usability, conveying information, an emotional experience?
  - How innovative is your concept?
- Strength of prototyping (deliverables 3,4)
  - Does it make the idea experienceable?
  - Does it work? Is it self-explanatory?
  - How well was user feedback carried out and incorporated?
- Presentation
  - How crisp could you bring your work across?
  - Presentation skills, material

Questions?

source: [3]