

# Praktikum Experience Design

Daniel Ullrich

Stina Schick





# Experience Design?



# Teilnehmer & Konzept

# Zeitplan

<b>Montag</b> 13.03.	10:00	Organisatorisches, Zeitplan, Vorstellung
	10:30	Theoretische Einführung in Experience Design
	11:30	Beispiele aus vergangenen Jahren
	13:00	Praktisches Beispiel Geschenkverpackung
	15:00	Aufgabe Story „Reiseerlebnis“
<b>Dienstag</b> 14.03.	9:30	<b>Theorie: Respectful Technology</b>
	10:00	Theorie: Methoden zum Sammeln von Erlebnissen
	10:30	Rollenspiel Interview
	11:30	Sammeln von Erlebnissen zu einem speziellen Kontext (Kameras benötigt!)
	14:00	Erlebnisse auswerten
16:30	Erlebnisse präsentieren	
<b>Mittwoch</b> 15.03.	9:30	Theorie: Erlebnis Pattern
	10:30	Aufstellen von Erlebnis Pattern
	11:30	Präsentation: Erlebnis Pattern
	14:00	<b>Theorie: Nudging</b>
	14:30	<b>Theorie: Experience Prototyping &amp; Video Prototyping</b>
	15:00	Theorie: Methoden zum Schreiben von Erlebnisgeschichten
15:30	Verfassen von Experience Stories	
<b>Donnerstag</b> 16.03.	9:30	Kurze Review- Präsentation
	10:30	Präsentation der Experience Stories
	14:00	Theorie: Storyboarding
	14:30	Praktisches Storyboarding
	16:30	kurze Review Präsentation

# Zeitplan

<b>Freitag</b> 17.03.	9:30 10:30 14:00	Präsentation der Storyboards Theorie: Wireframing Wireframing
<b>Wochenende</b> 18-19.03.		Wireframing
<b>Montag</b> 20.03.	9:30 10:30 14:00 15:30	Präsentation der ersten Wireframes Vorbereitung Präsentation des Experience Design Konzepts Theorie: Prototyping und agiles Testen Präsentation des Experience Design Konzepts
<b>Dienstag</b> 21.03.	9:30	Prototyping, agiles Testen
<b>Mittwoch</b> 22.03.	9:30	Prototyping, agiles Testen
<b>Donnerstag</b> 23.03.	9:30	Prototyping, agiles Testen
<b>Freitag</b> 24.03.	9:30 14:00 16:00	Vorbereitung der Präsentation Präsentation der Ergebnisse & Videoprototyp Ende

## Was wird bewertet?

- Generelle Mitarbeit
- Einstiegsübungen
- Story
- Storyboard
- Wireframe
- Videoprototyp
- Prototyp
- Abschlusspräsentation
- Steckbrief (für Website)
  
- Website (Master-Studenten)



# Experience Design

## Usability & User Experience

The German standard for usability:

„...das Ausmaß, in dem ein Produkt durch bestimmte Benutzer in einem bestimmten Nutzungskontext genutzt werden kann, um bestimmte Ziele (Aufgaben) effektiv, effizient und mit Zufriedenheit zu erreichen (Zufriedenstellung) ...“



# Usability & User Experience



## Usability & User Experience



„...usability has nothing to do with their differences...“  
„...these differences did not come by accident...“

## What is User Experience?



First contact by Don Norman [2]:

„Wow, I want it,“ I said to myself. Only then did I ask, „What is it? What does it do? How much does it cost?“ concluding with „I’ll buy it,“ which I did.

Alessi „Juicy Salif“ (designed by Philippe Starck).

## What is User Experience?



What is special about Champagne?



## What is an experience?

- Experiences...      ... are (positive) narratives, stories; retrospective summaries of episodes
- ... make our lives meaningful; define our Selves
- ... are what is actually remembered and communicated
- ... are the "currency" of product evaluation

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- ... **are more important than the product itself**

## What is an experience?

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... make our lives meaningful; define our Selves

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... are more important than the product itself

Typically considered as added value (secondary), Experience now becomes the core value (primary).

**Designing positive experiences requires an psychologically sound and design-oriented understanding of human experience and interaction.**





# Psychological Needs?

## Psychological Needs

Needs as the source of well-being and a starting point for technology design

Need theories have a long tradition in psychology

e.g., Physical health, Security, Self esteem,

Love-belongingness, Self-actualization (Maslow, 1954);

Competence, Autonomy, Relatedness (Deci & Ryan, 1985)

## Psychological Needs

Study by Hassenzahl, Diefenbach & Göritz, 2010 (N=548)

*»Think of a recent positive experience with technology. What made it so positive?«*

Rating of experience in terms of need fulfillment (Scale by Sheldon et al., 2001)

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Most stories were marked by one especially salient need.  
**Needs provide categories of experiences.**



# Psychological Needs?

## Psychological Needs

Well-being as a result of fulfilling universal psychological needs.

Enjoyment from ... ... Competence – »I'm good in what I do«

Performance, control, challenge, skills, learning



## Psychological Needs

**Well-being as a result of fulfilling universal psychological needs.**

Enjoyment from ... ... Relatedness – »I feel close to the people I care about«  
Family, romance, emotional expression

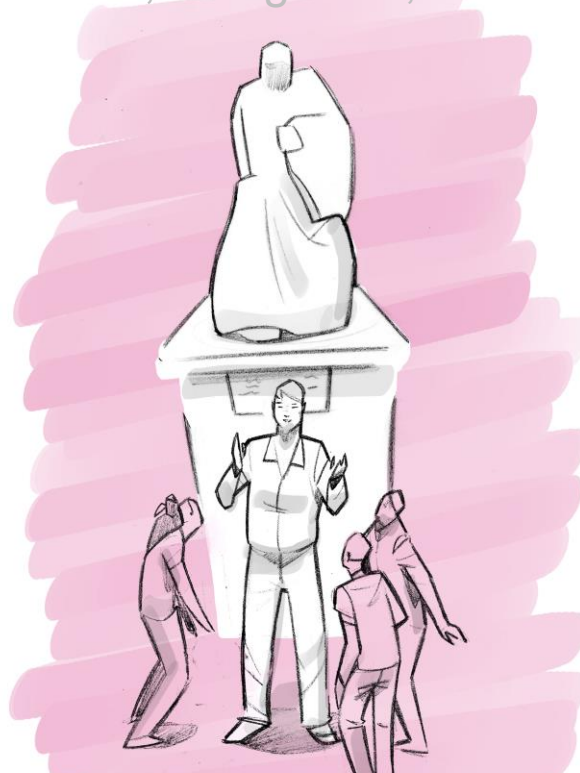


# Psychological Needs

**Well-being as a result of fulfilling universal psychological needs.**

Enjoyment from ... ... Popularity – »I have impact on what others do«

Power, status, recognition, fashion, helping

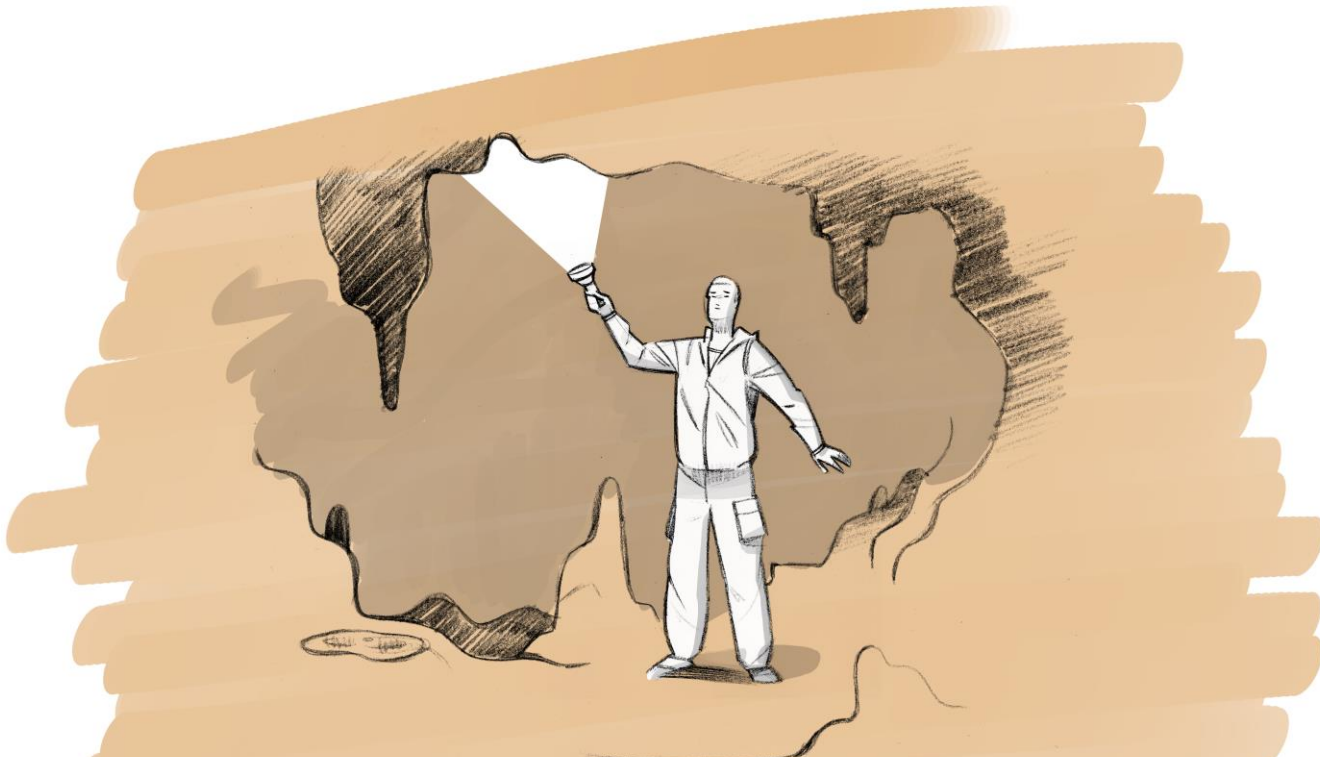




## Psychological Needs

**Well-being as a result of fulfilling universal psychological needs.**

Enjoyment from ...    ... Stimulation – »I was experiencing new activities«  
Curiosity, mystery, play, coincidence, novelty



## Psychological Needs

**Well-being as a result of fulfilling universal psychological needs.**

Enjoyment from ...    ... Security – »I'm safe from threats and uncertainties«  
Order, calmness, familiarity, routines, relaxation





# How can we use psychological needs in product design?

## How can we use psychological needs in product design?

- Needs as guides
- Needs as inspirations



## Needs as guides

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Aligning features and functionalities to the need in focus.

Design decision for or against a particular functionality are also decisions for or against a particular need

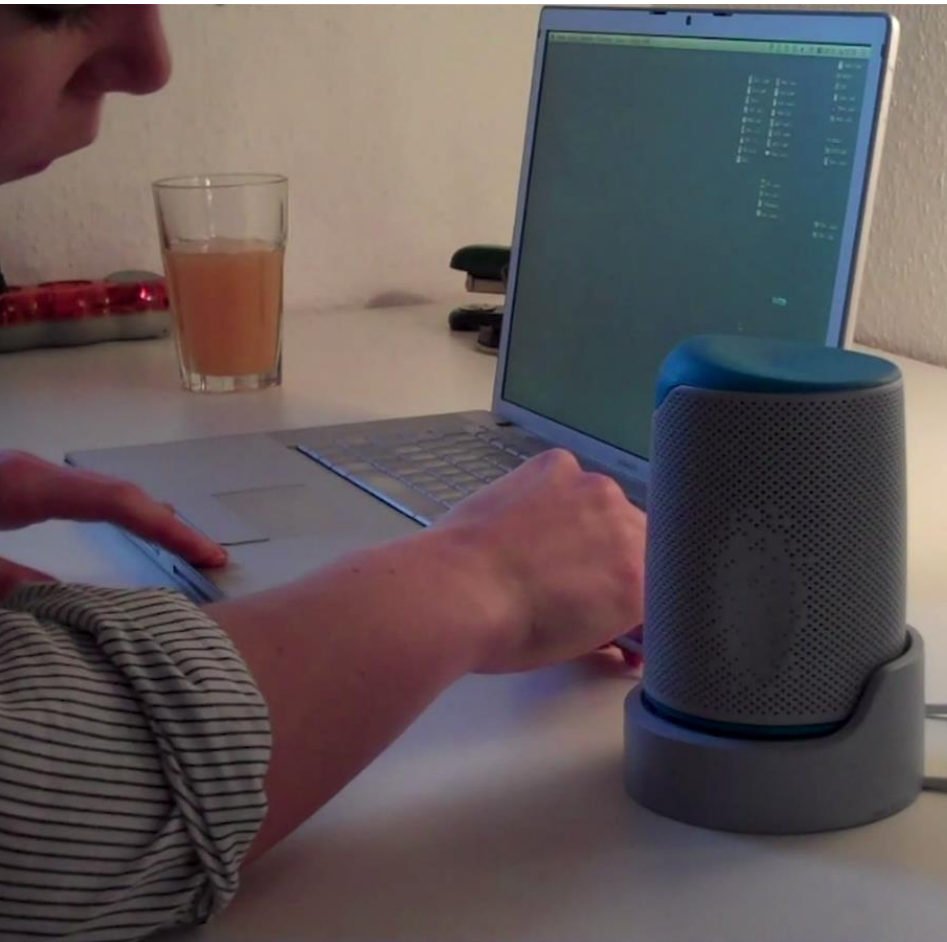
Thinking categories of experiences instead of product categories.

## Needs as guides

Mo, a sociable music player.

## Needs as guides

**Mo, a sociable music player.** People put their favorite music on Mo and take it to a party. Mo acts as a connected music system playing the combined playlist of all Mos.





## Needs as guides

**Mo was foremost designed as a creator of relatedness and popularity experiences** In consequence, Mo misses some features of "regular" music players..



## Needs as guides

**Mo has no skip button.** Skipping someone's favorite song would be rude, a sure way to destroy a social experience. Instead, Mo supports pre-listening to songs and slipping one song into the current playlist - a way to experience popularity and meaning.



## Needs as guides

**Each design decision was guided by a particular need.** Functionalities were aligned with the intended experience.





# Needs as inspirations

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**New combinations of needs and functions.** Taking a need as inspirational starting point and combining it with a concrete goal.

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Need to fulfill: popularity

Functional goal: a cup of coffee

A fully-automatic espresso machine makes it hard to feel proud of preparing a coffee

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# CoffeeShaker

Severin Luy | Folkwang University of the Arts



## Needs as inspirations

**New combinations of needs and functions.** Taking a need as inspirational starting point and combining it with a concrete goal.

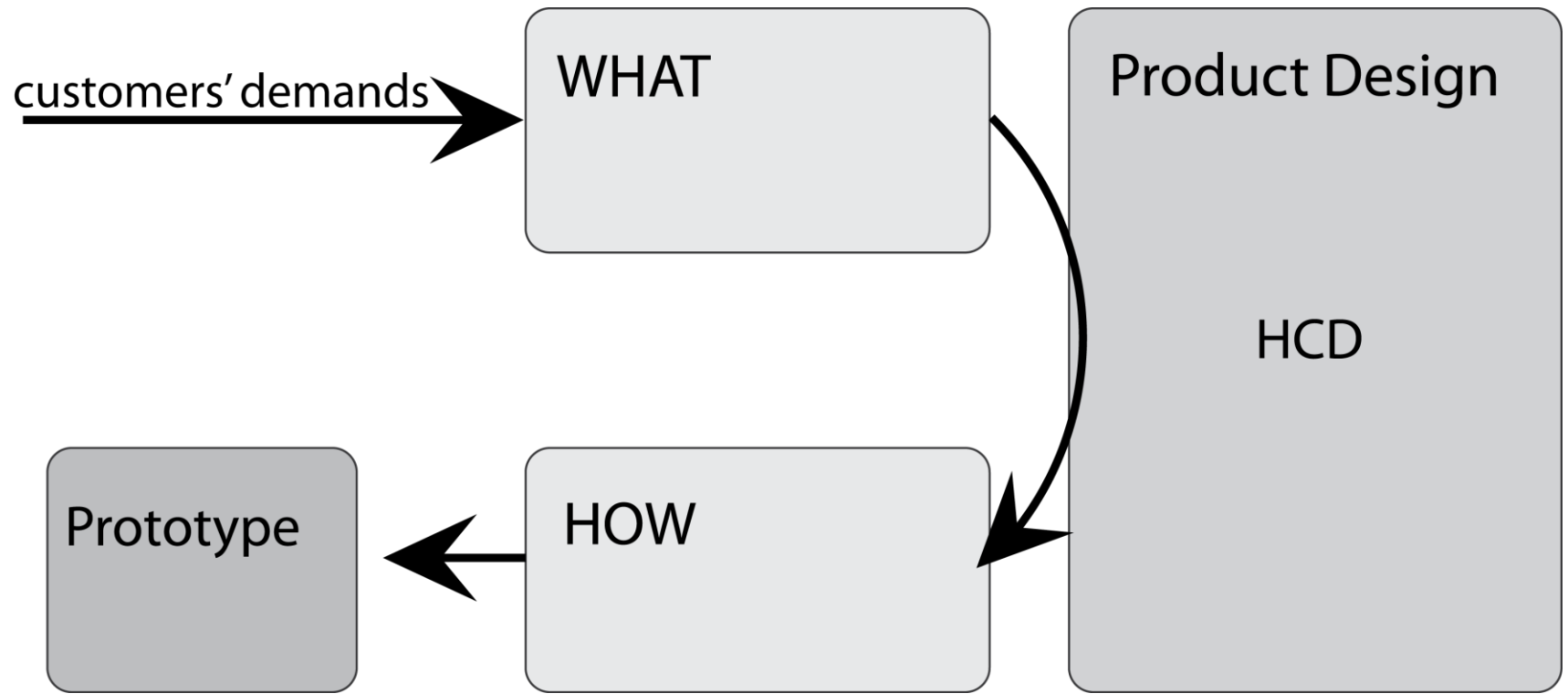
The coffee remains the same – but the story totally changes.





# Focus on Human-Centered Design (HCD)

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## Simple Model of Experience Design

WHAT-            functionality,            do-Goals

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WHAT-

functionality,

do-Goals

HOW -

usability,

motor-Goals

## The Key-Question in Experience Design.

What should be more important than the question about WHAT and HOW?

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What should be more important than the question  
about WHAT and HOW?

**The question about the WHY!**

## Simple Model of Experience Design

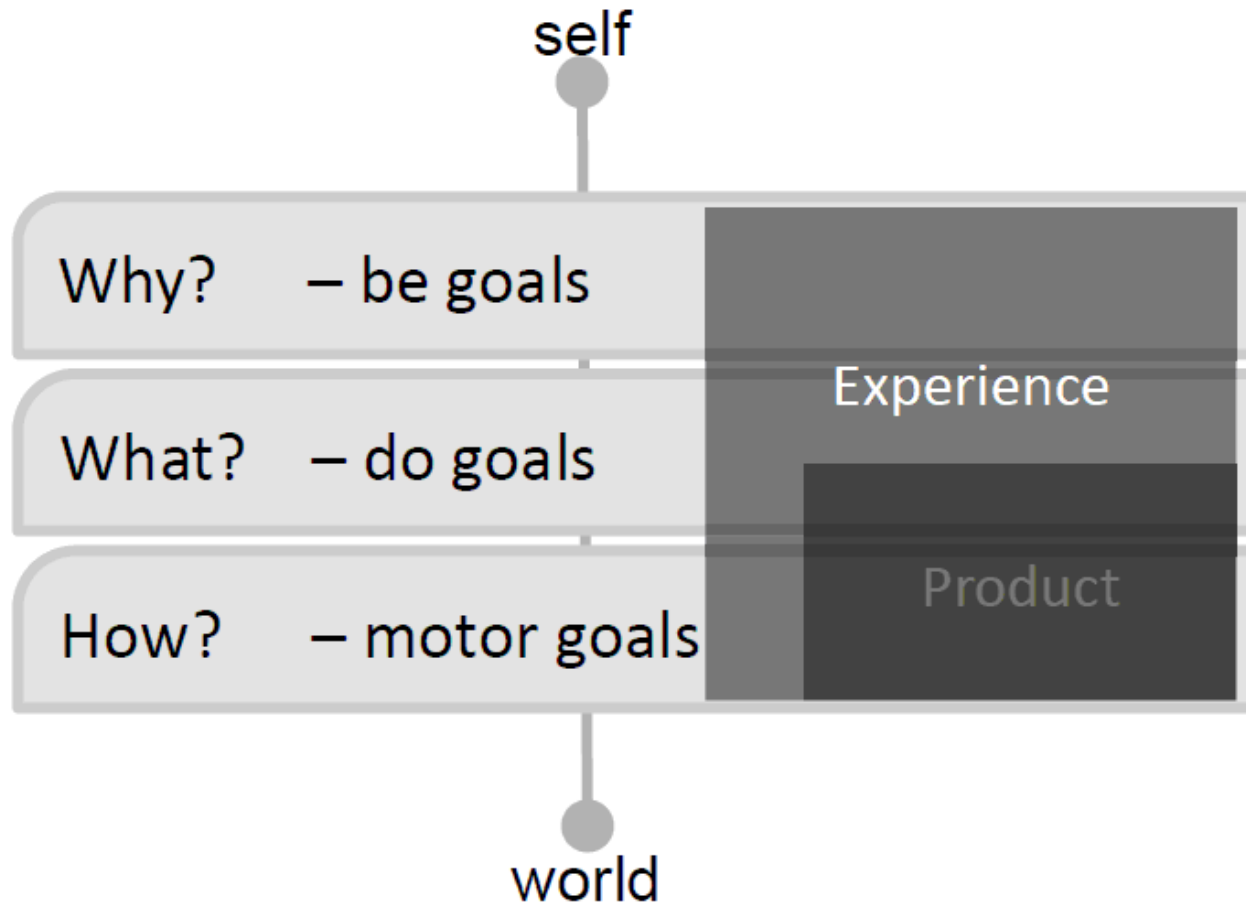
Why - needs, be-Goals

WHAT- functionality, do-Goals

HOW - usability, motor-Goals

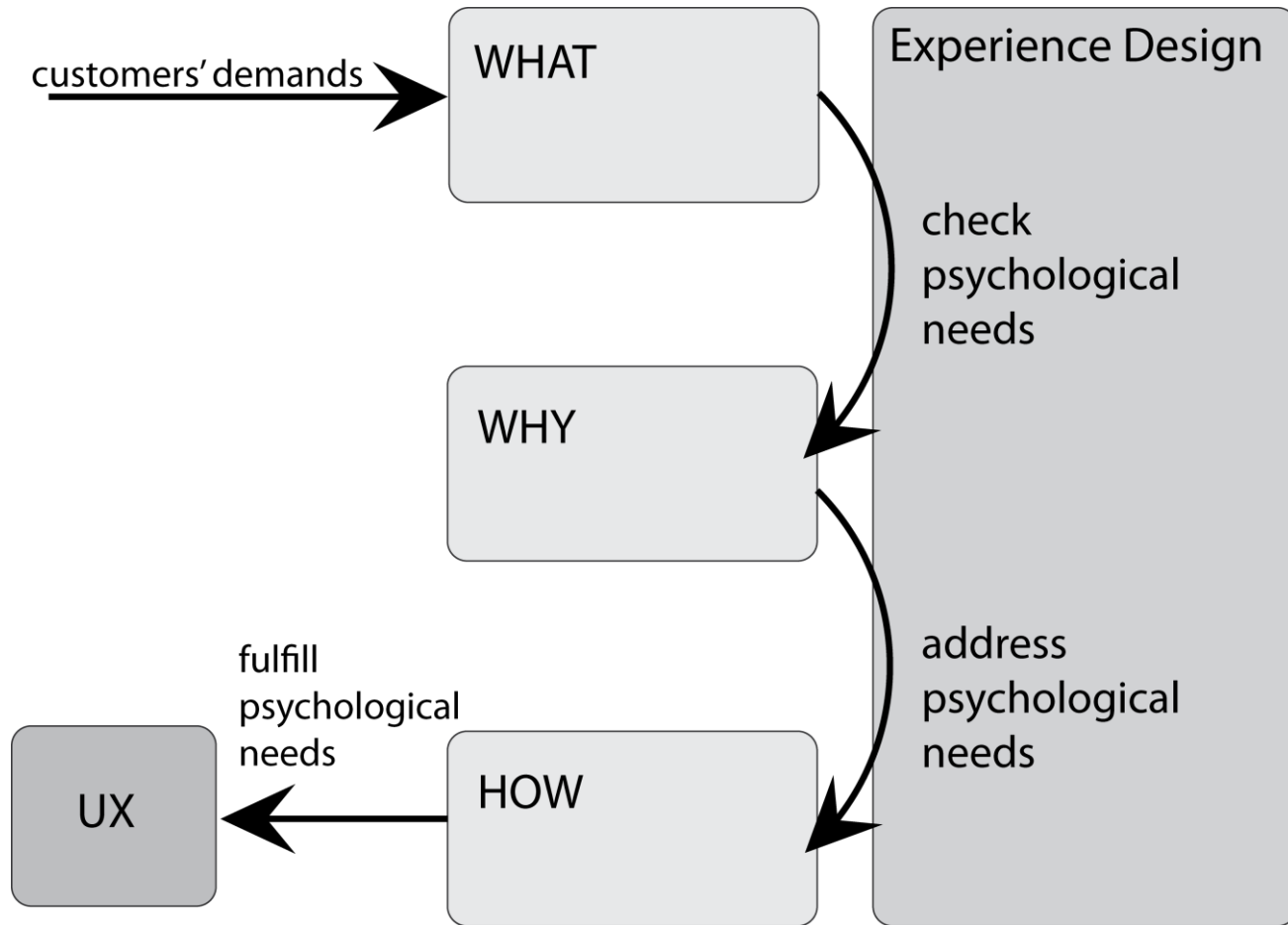


## 3- level hierachy of Goals





# Focus on the psychological needs of the Customer.



## Summary

The core question is: Why should the experience be positive?

Design interaction has to fulfill psychological needs.

Positive emotions are reactions to the addressing and fulfilling of psychological needs.



# Questions?