

Workshop

User Experience Design III

Lecturer: Alexander Wiethoff

Tutorials and Organization: Beat Rossmly and Hanna Schneider

External Lecturers: Veronika Ritzer (BMW Group) and
Marin Zec (CDTM)



Week 1

Intro Lecture & User Research



Monday

Tuesday

Wednesday

Thursday

Friday

Week 1

User Research

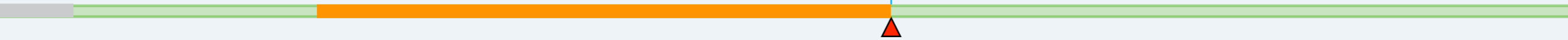
Monday

Tuesday

Wednesday

Thursday

Friday



Week 1

Data Analysis + UX Methods



Monday

Tuesday

Wednesday

Thursday

Friday

Week 1

UX Ideation Tools



Monday

Tuesday

Wednesday

Thursday

Friday

Week 2

Storyboard & Mid Presentation



Monday

Tuesday

Wednesday

Thursday

Friday

Week 2

Prototyping Lecture & Planning

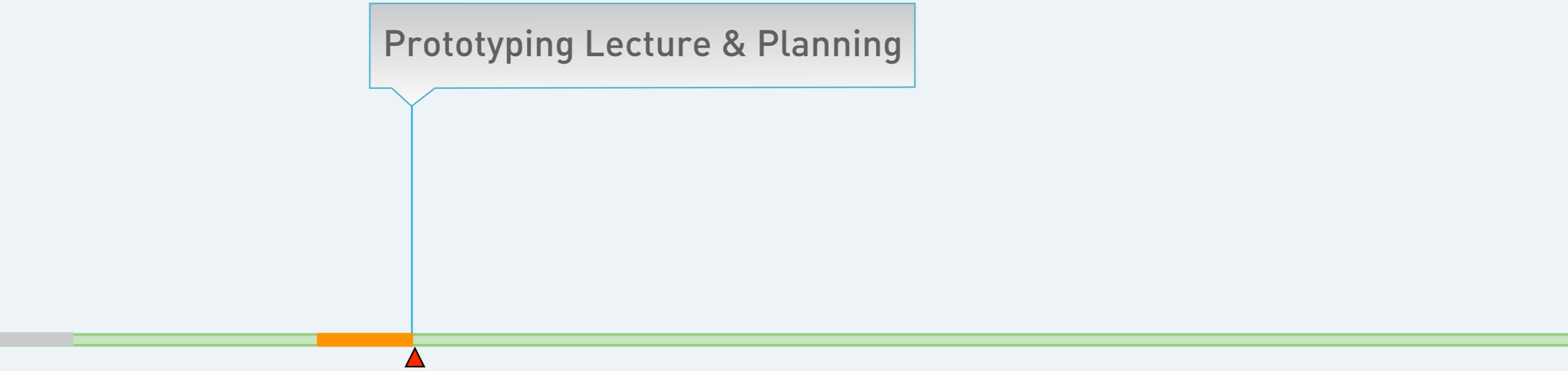
Monday

Tuesday

Wednesday

Thursday

Friday



Week 2

Video Prototyping



Monday

Tuesday

Wednesday

Thursday

Friday



Week 2

Review & Start-Up Lightning Talk

Monday

Tuesday

Wednesday

Thursday

Friday



Week 2

Final Presentations



Monday

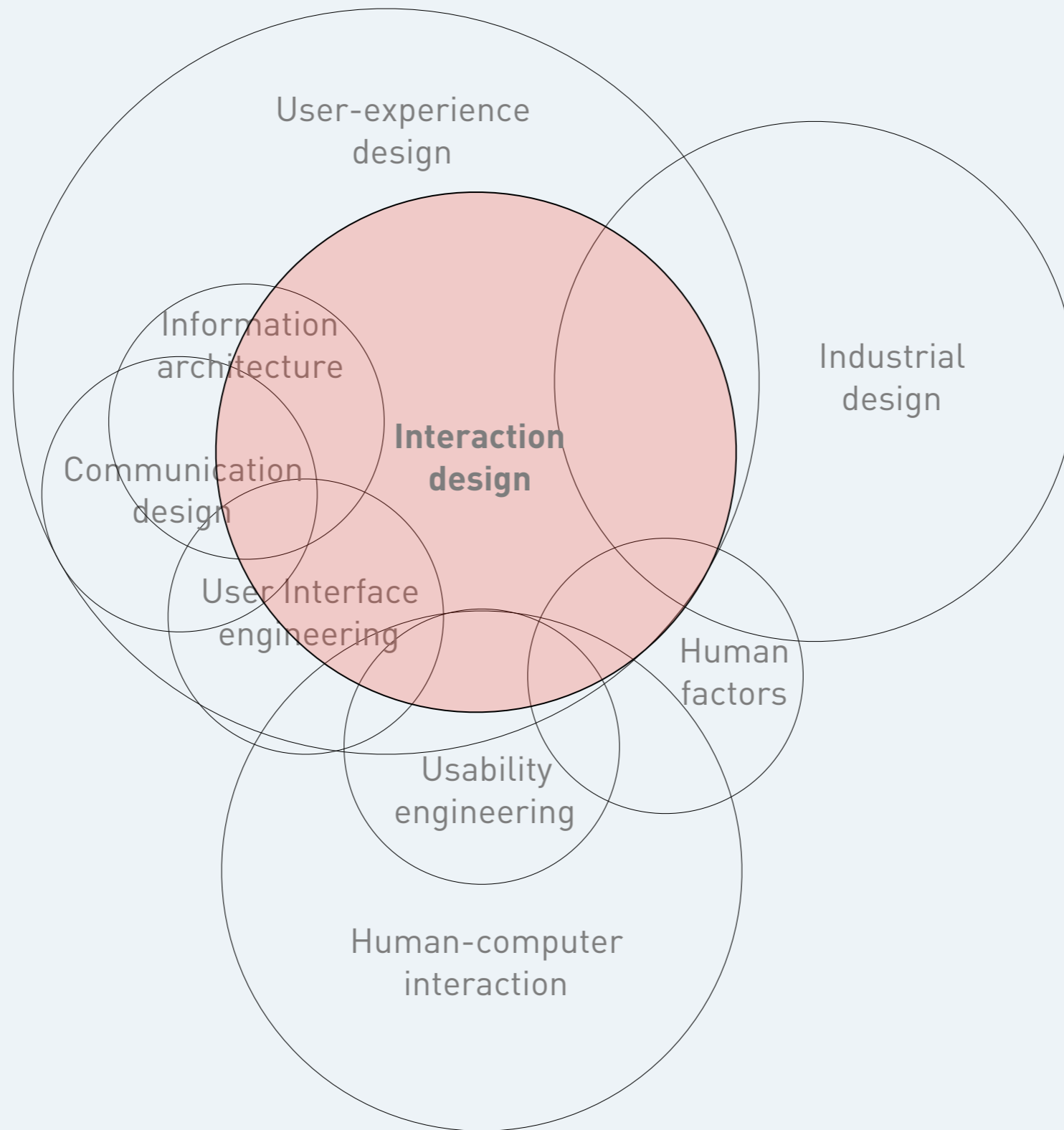
Tuesday

Wednesday

Thursday

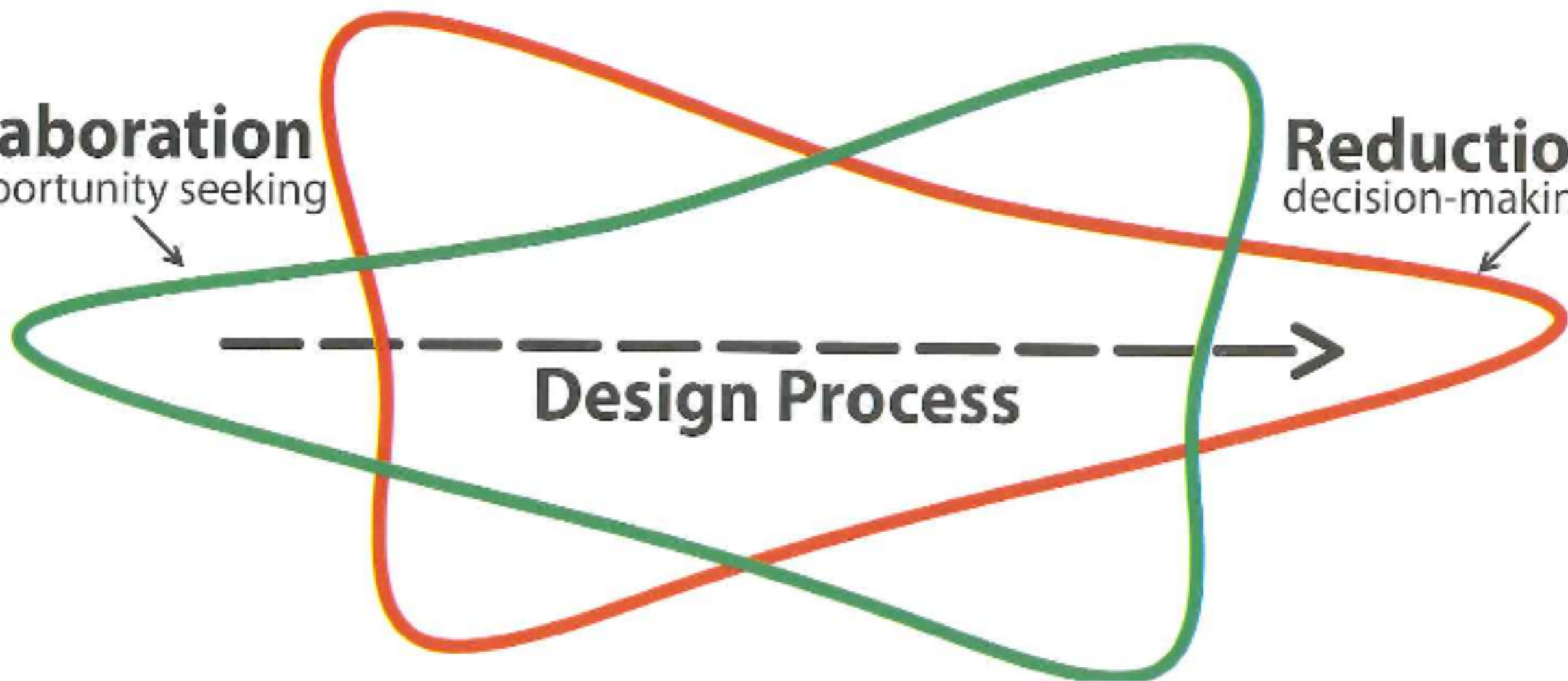
Friday

Part 1: User/Design Research

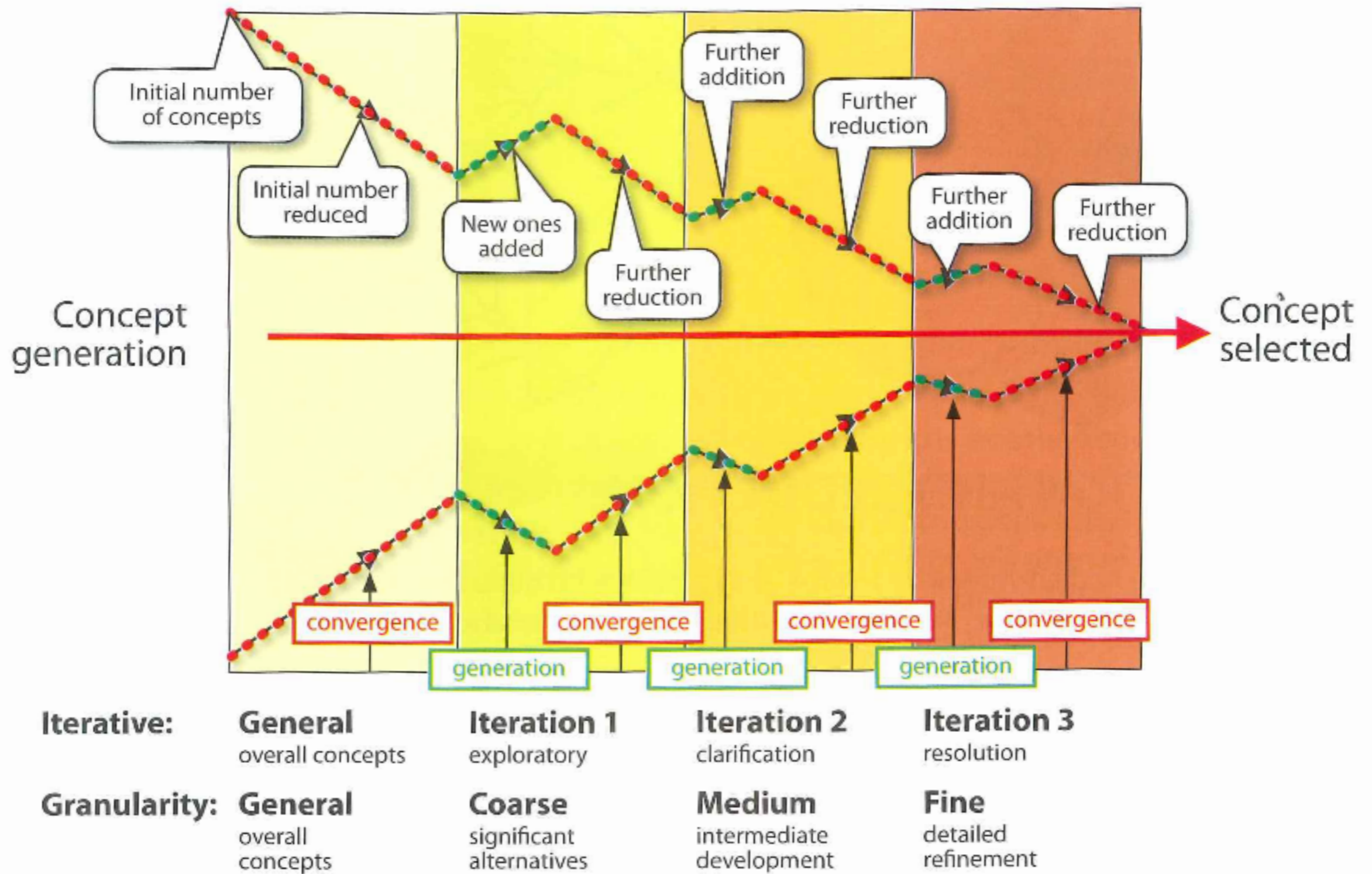


Elaboration
opportunity seeking

Reduction
decision-making



Design Process



UX Research: In context observations



UX Research: Seeing through peoples eyes



UX Research: Scouting Technology Opportunities...

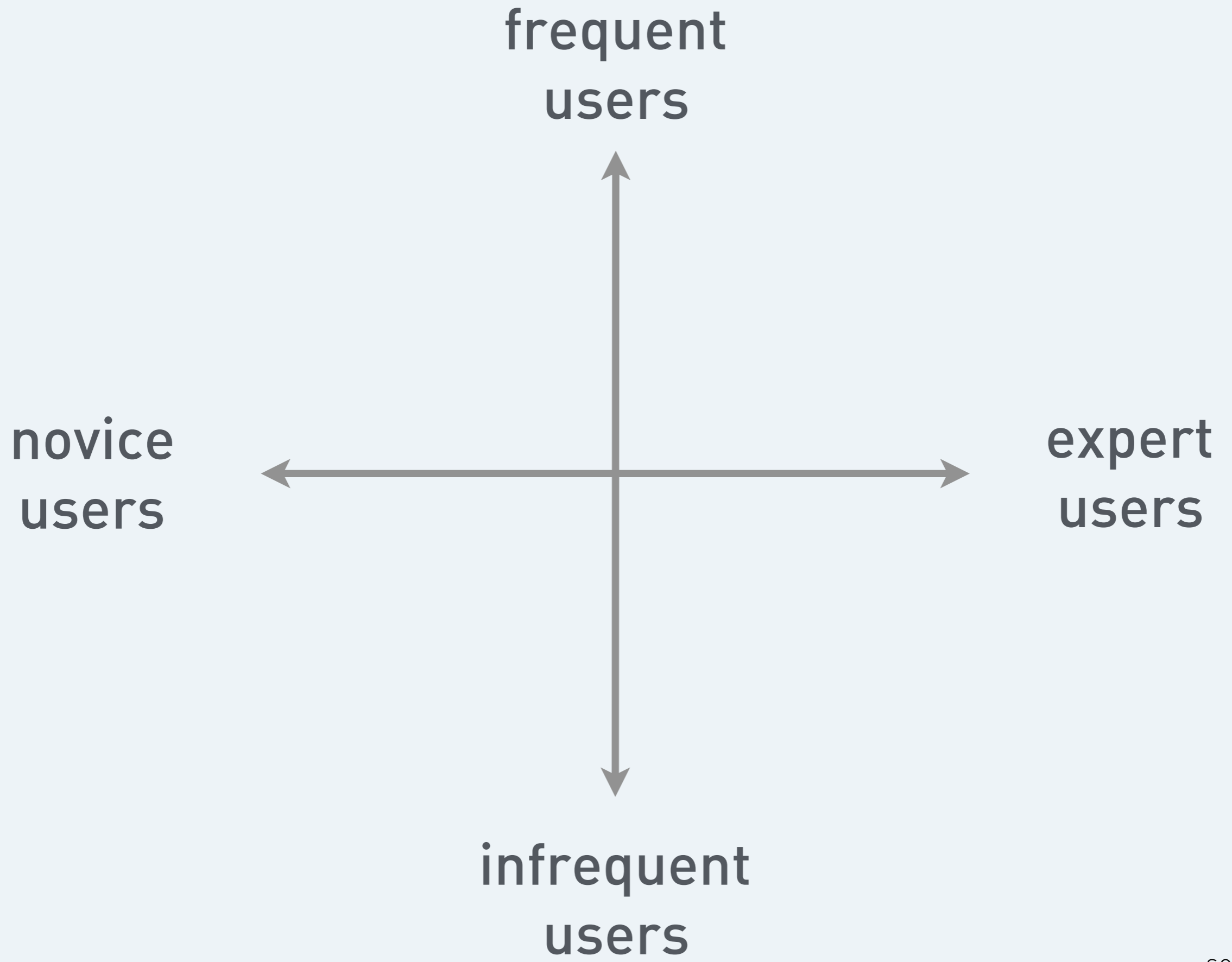


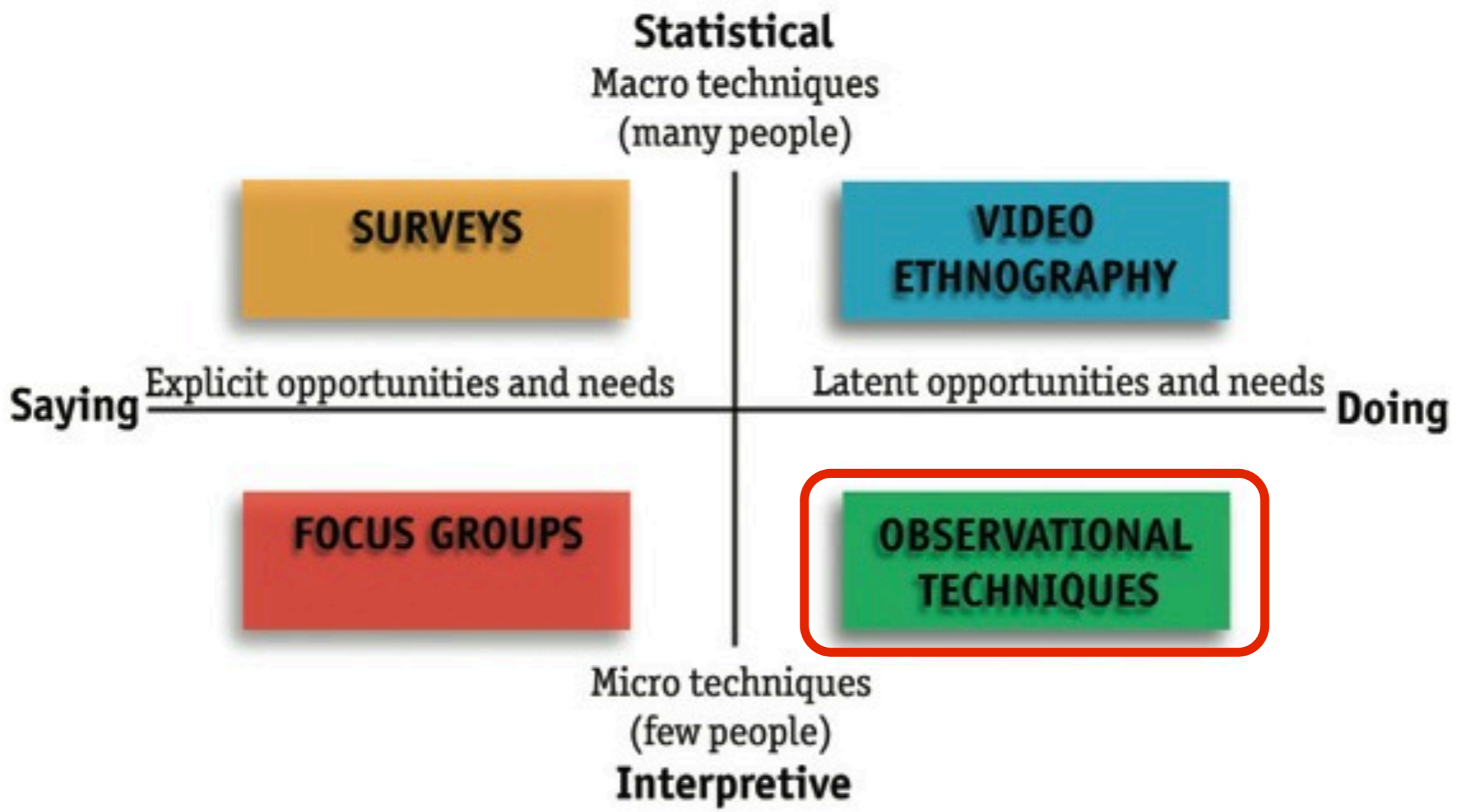
UX Research: Aim at Problems and Latent Design Opportunities





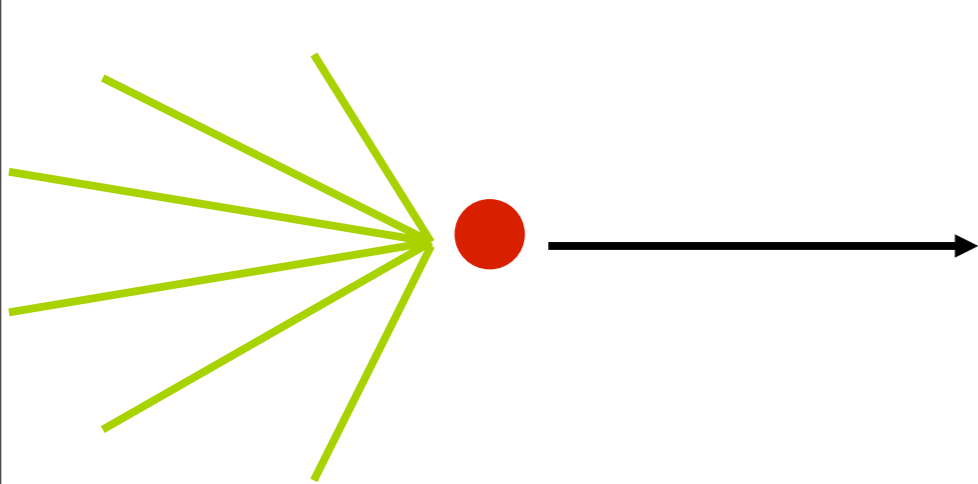
Personas





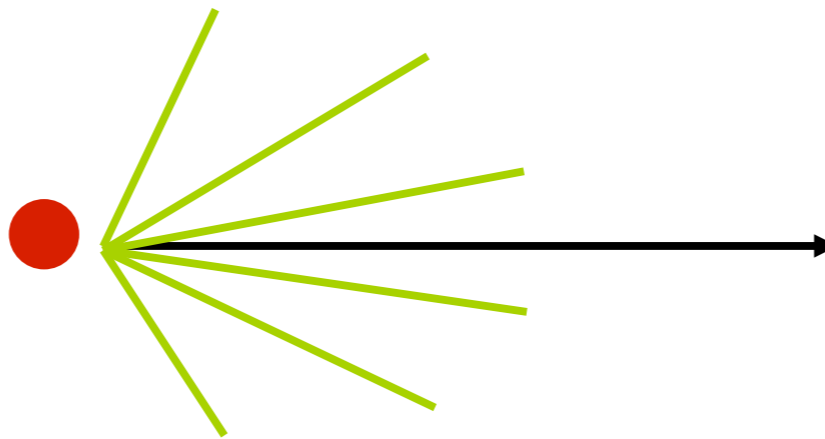
ANALYSIS

Definition of the system
What is the problem?



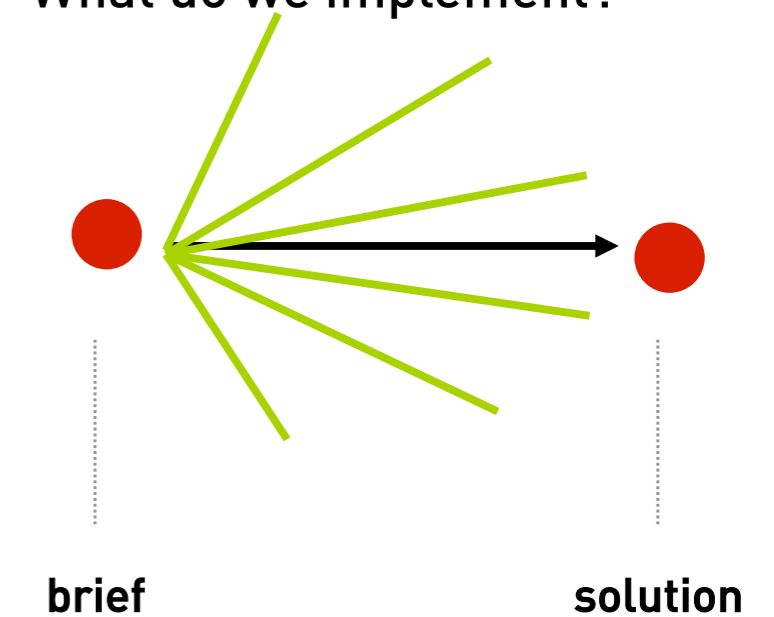
EVALUATION

Possible alternatives
What future do we want?



SYNTHESIS

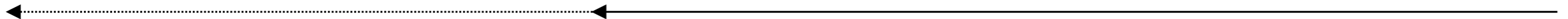
Design of final solutions
What do we implement?



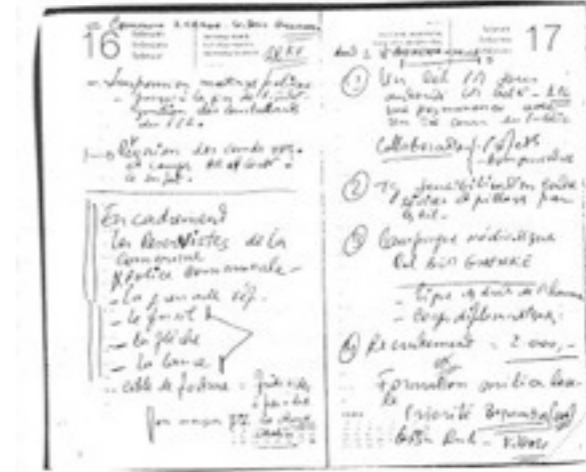
The designer is a
'problem-scouter'

The designer is a
'story-teller'

The designer is an
'executor'



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.

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?



Empathic Exploration

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AGE SIMULATION

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.) Introduction Lecture
& Marshmallow Challenge
- 2.) 5 Minute Presentations

Afternoon Session:

- 3.) UX 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: cd2018x (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: WS1718; User Research, Team X
- * deadline: Wednesday 23:59

After the presentation:

Do field research (today & tomorrow & wed)
Gather back here: Thursday 9:00 A 014 (c.t.)

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)

Thanks & Have Fun!

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.