DesignWorkshop 2

Physical Interfaces for AI Assistants

Marin Zec – Johanna Schlechter – Beat Rossmy – Alexander Wiethoff

____

Day 2 – 22.04.2024 – Ideation Tools and Techniques

[1] Workaround if time/budget is too tight: Proto-Personas

Proto-personas (also ad hoc personas) are reduced, simple personas that are created solely based on assumptions and existing knowledge about the target group. They contain little background information and details and are focused on the gains/pains, goals and needs of the users.

[2] Ideation Initiators: HMWs

"How Might We" (HMW) statements are small but mighty questions that allow us to reframe our gains/pains into opportunity areas and innovate on problems found during user research (or that our proto-personas might have). They are a framing the core need.

The "How Might We" method is a collaborative process. With key players involved, UX design teams can initiate the ideation process to empathize with potential users and create multiple ideas for viable design solutions. When teams involve a diverse group of stakeholders in the HMW process, it allows for key collaboration.

[2] Ideation Initiators: HMWs

How might we …?

„How Might We" translates user research findings and insights into opportunity areas as a first step towards ideas. It helps to create a broader perspective on a topic and challenge an insight in different ways first - before creating ideas.

Process:

[1] Take an insight or pain/gain from your persona and use the HMW technique to tackle it.

[2] Come up with many HMWs as you can - always challengenging the insight.

AI Toolbox for Innovators

The AI Toolbox for Innovators

Test, pivot or generate ideas in minutes with our free AI tools. We're releasing new tools weekly. Be the first to access:

First name*

Your email address*

Company name*

Get notified on AI tools

We are currently in the process of rebuilding our AI Toolbox to incorporate the latest advancements in the field.

Despite, you can continue to use our AI Tools in the meantime.

Don't forget to subscribe to receive notifications on AI and Innovation updates.

IDEAS

Brainstorm Buddy 💡

Let Brainstorm Buddy spark your next big idea

Generate new ideas ❯

IDEAS

How might we statement 🤔

Generate 5 different How Might We statements for each problem you provide to the tool

Create my HMW ❯

RESEARCH

Generate Personas 🔮

Get to know your target audience as never before with these personas

Create my personas ❯

IDEAS

Future Scenario Writer

RESEARCH

Interview Script 💬
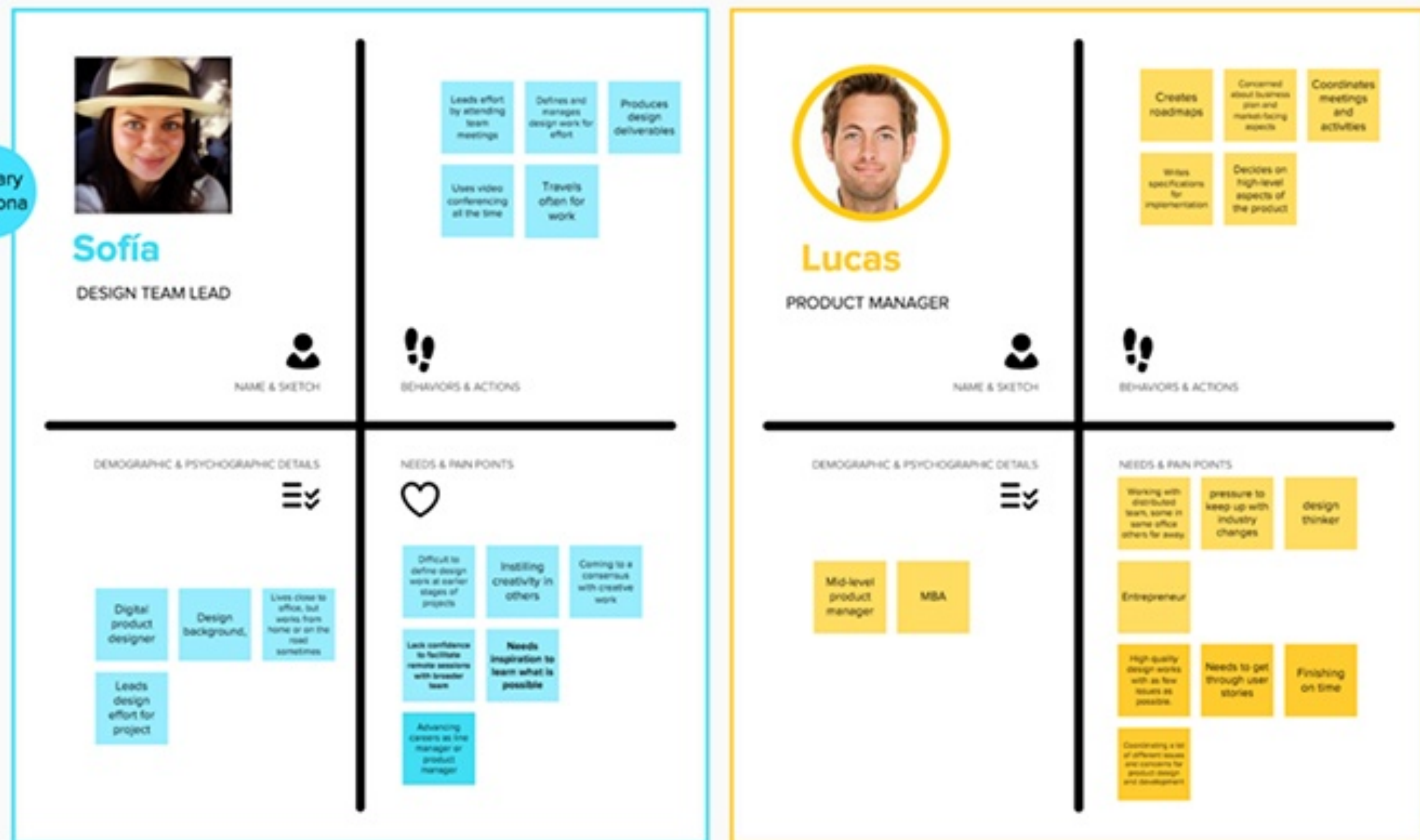
Unlock valuable insights

RESEARCH

Research Brief 💻

Get a head start on research with a clear and concise

Your task: Ideation

Task 1:
Create 2-3 Proto-personas of the same user group that have different pains/gains and lifestyles.

Use them as a starting point

Task 2:
Generate different HMWs for each proto-persona that includes the person, problem/opportunity and context.

Draft Timeline

29th of April – Portfolio Wall

April   May   June   July

On the 29th of April

Conduct a team presentation (5min max):

- Moodboard

- Proto-persona

- HMWs

All tricks and presentation formats allowed

References …

[1] Yablonski, J. (2020): Laws of UX: Using Psychology to design better Products & Services, O'Reilly Media.

[2] Weinschenk, S. (2020): 100 Things Every Designer Needs to Know About People, New Riders Publishing.

[3] Knapp, J. (2016): Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days, Simon & Schuster.

[4] Norman, D.(2013) : The Design Of Everyday Things: Revised and Expanded Edition, Basic Books,

[5] Hartson, R., & Pyla, P. S. (2018). The UX book: Agile UX design for a quality user experience. Morgan Kaufmann.

[6] Unger, R., & Chandler, C. (2023). A Project Guide to UX Design: For user experience designers in the field or in the making. New Riders.