

Workshop

Concept Development

Lecturer: Alexander Wiethoff & Andreas Butz

Tutorials and Organization: Sebastian Löhmann

External Lecturer: Kalle Kormann-Philipson (Google)

Guest Examiners: Alexander Peters & Simon Biemer
(Designaffairs), Kalle Kormann-Philipson (Google)



OVERVIEW

Week 1

Intro & User Research

Monday

Tuesday

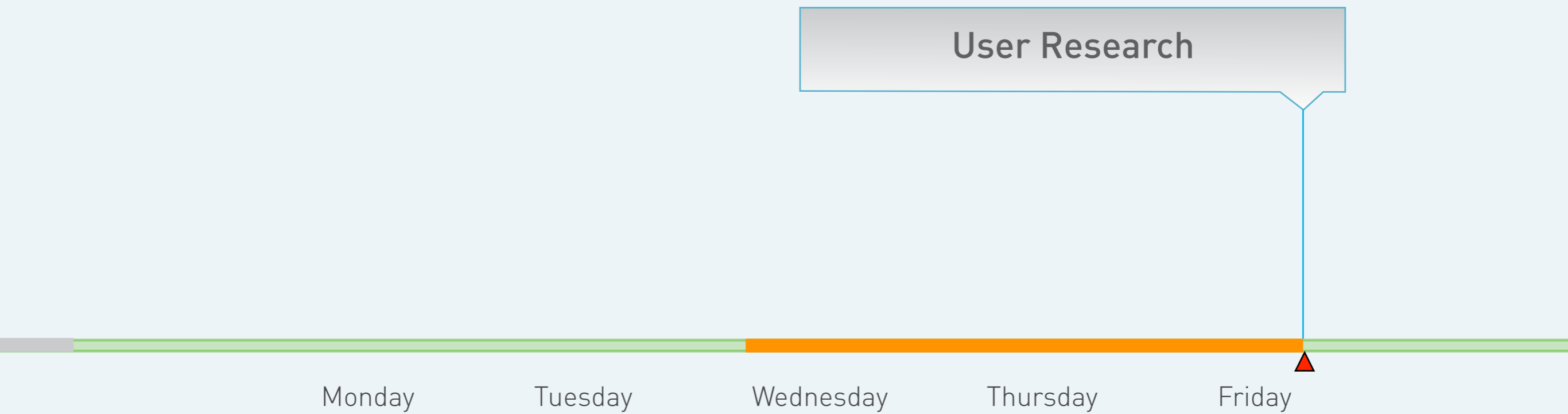
Wednesday

Thursday

Friday



Week 1



Week 2

Data Analysis



Monday

Tuesday

Wednesday

Thursday

Friday

Week 2

Concepts & Scenarios

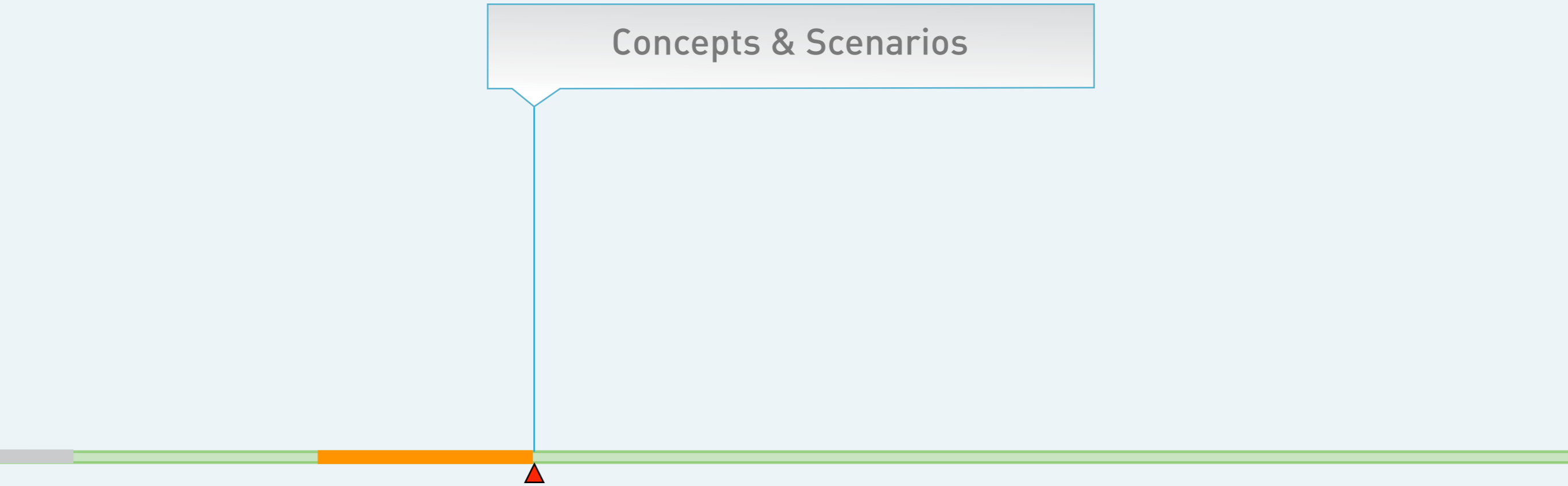
Monday

Tuesday

Wednesday

Thursday

Friday



Week 2

Mid Presentation w. Guests

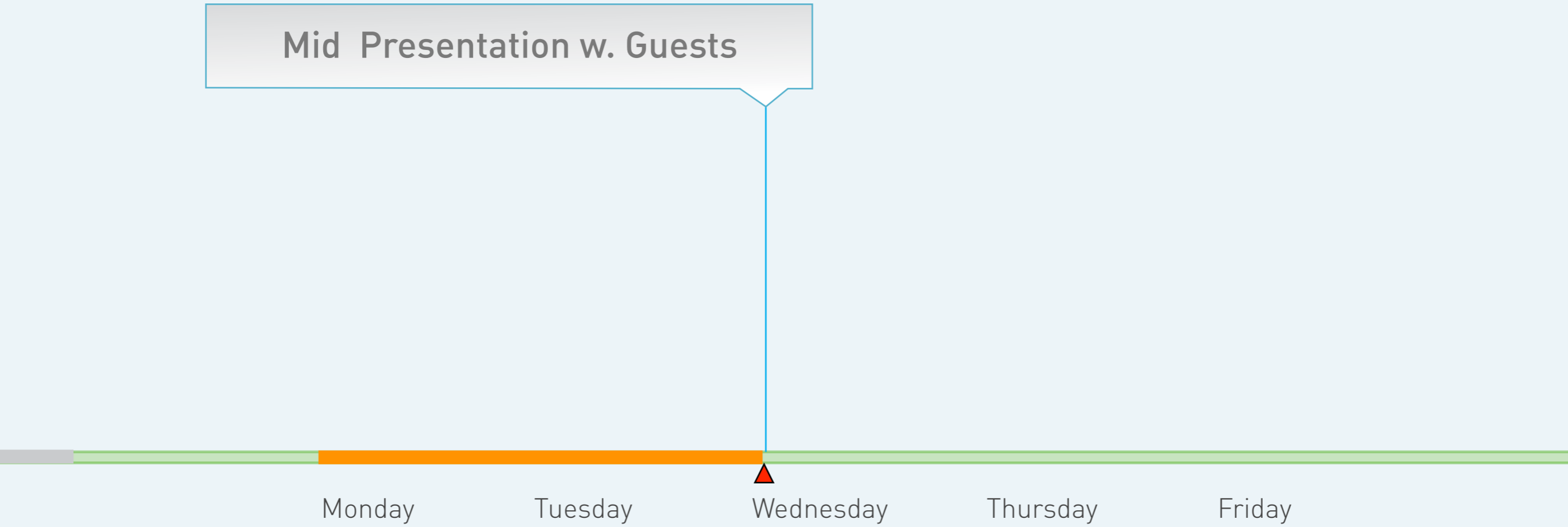
Monday

Tuesday

Wednesday

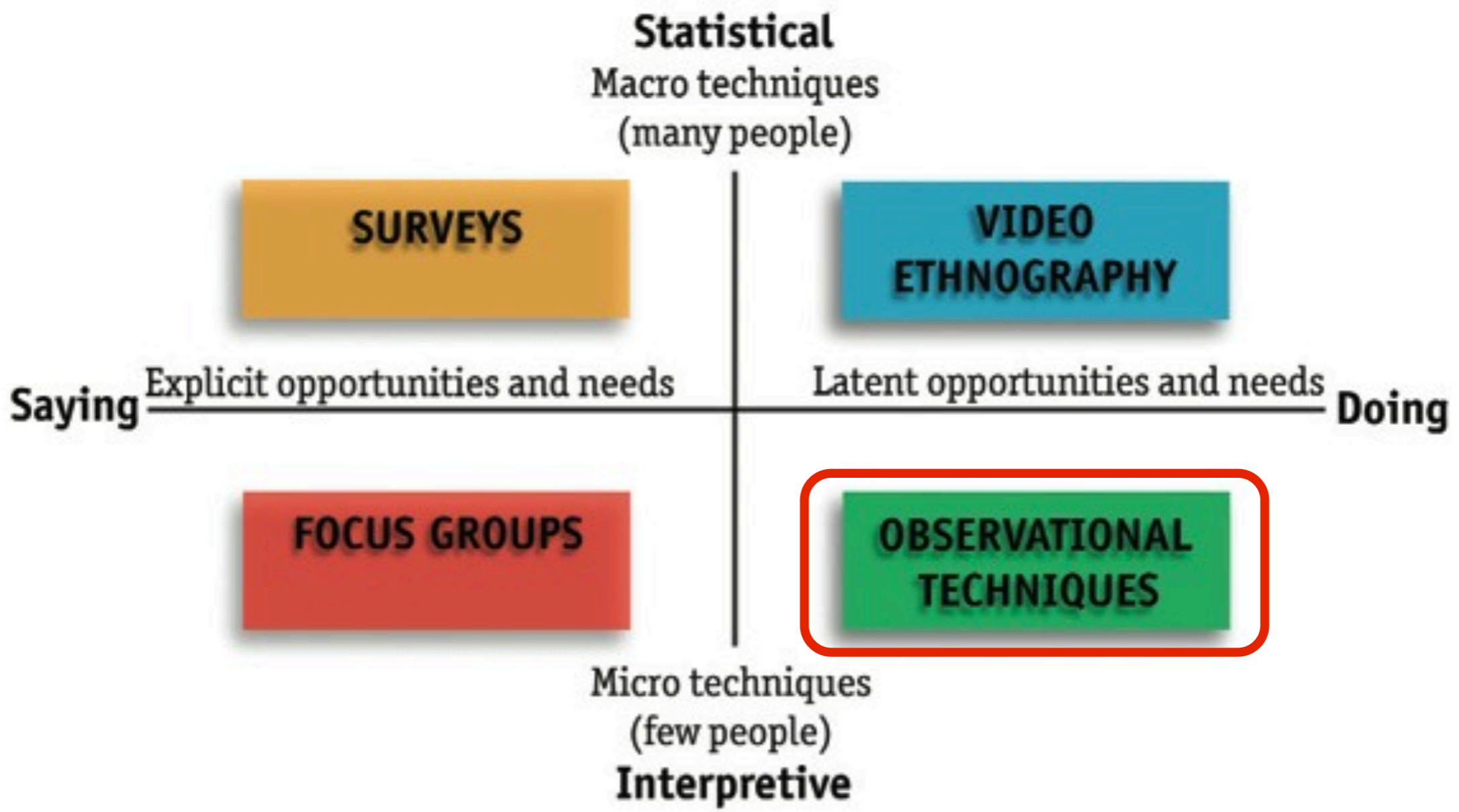
Thursday

Friday



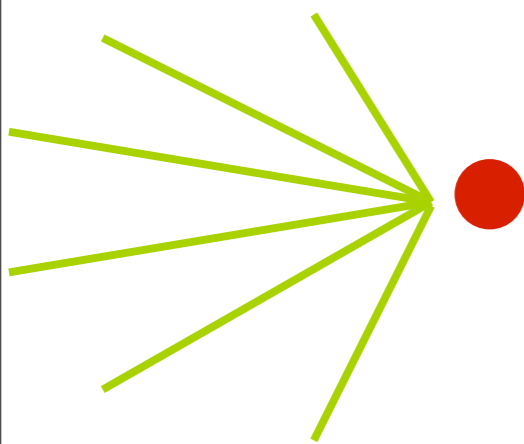
Research

Recap:



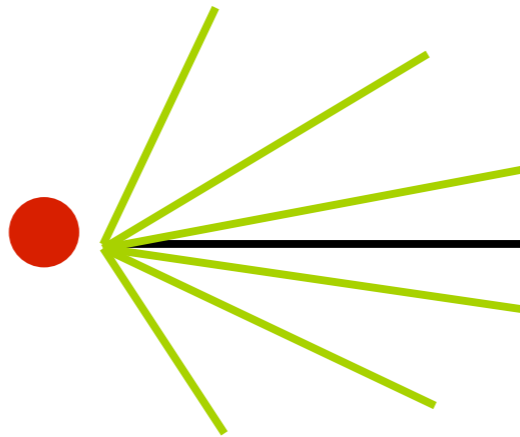
ANALYSIS

Definition of the system
What is the problem?



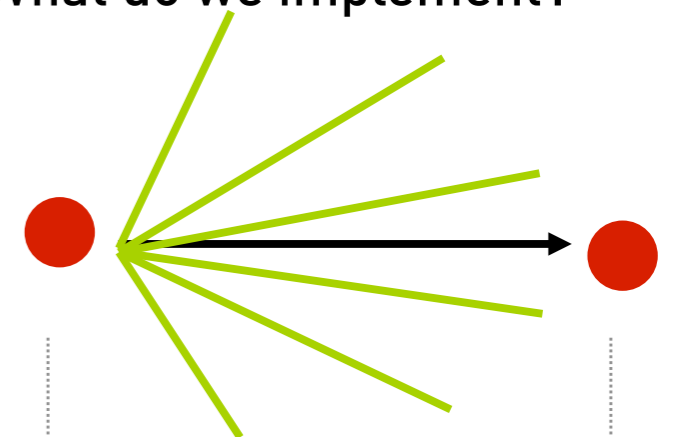
EVALUATION

Possible alternatives
What future do we want?



SYNTHESIS

Design of final solutions
What do we implement?



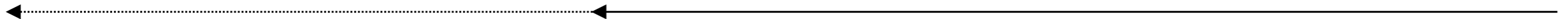
brief

solution

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?

Day 1:

Morning Session:

- 1.) 9:20 Course Organization & 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: cd2013x (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
a non-cash prize sponsored by

designaffairs 

First Blog Post

- * one photo & about 150 words abstract
- * categories: WS1213; User Research, Team X
- * deadline: friday 23:59

After the presentation:

Do field research (today & tomorrow & fri.)
Gather back here: Monday 9:00 (c.t.)

Thanks & Have Fun!

Monday Bring:

- * Videos & Audio
- * Each team one laptop with the data
 - * Transcript interviews (printed)
 - * 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.