KICK-OFF

User Experience Design I - SoSe 2019

Breakout Sessions Scope

Key Data Collection → User Research → Data Analysis → Design Concepts → Experience Prototyping → Testing

Evaluation Cycle
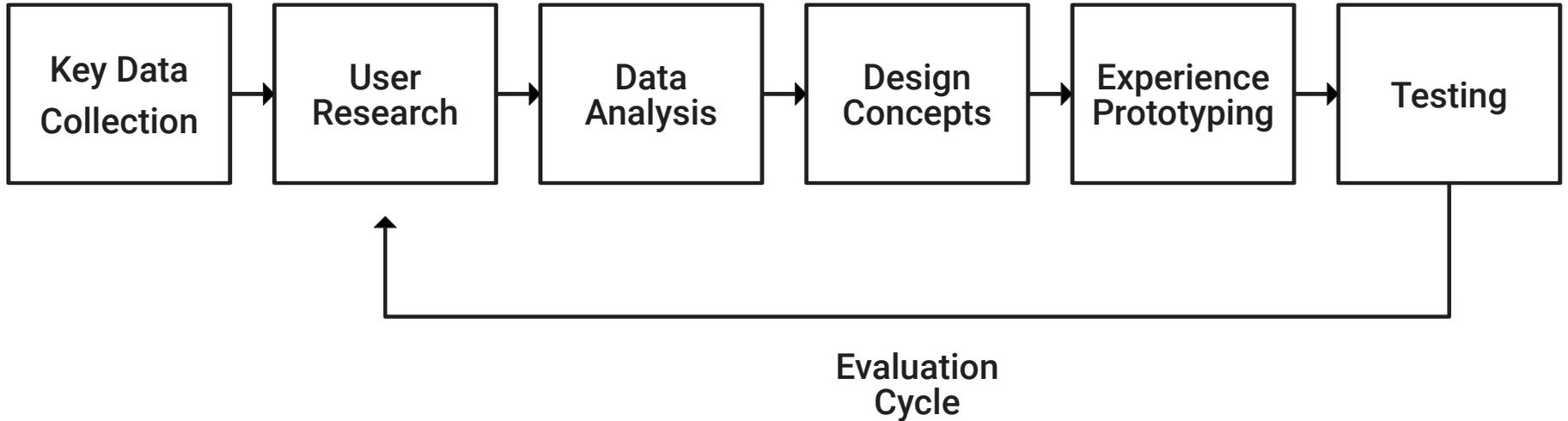
- **Bonus of 5%** in exam possible if you hand in deliverable at the end
- Deliverable: **sketchbook** with ideas inspired by lecture and documentation of project
- To be delivered at the end of the semester (**last lesson**)
- If there is a homework, hand it over **until Wednesday evening** to Beat Rossmy via email: beat.rossmy@ifi.lmu.de

Topic

HUAWEI Mate X

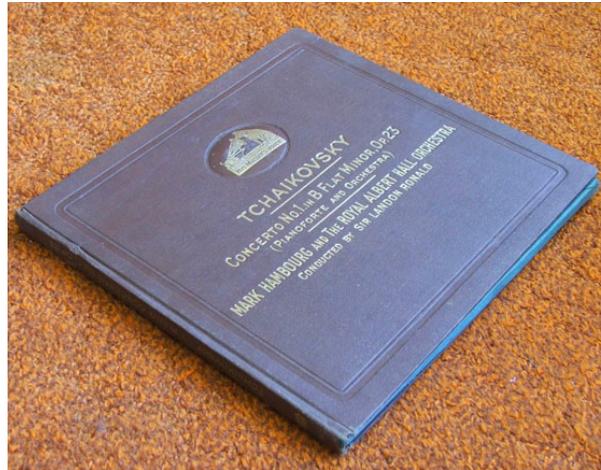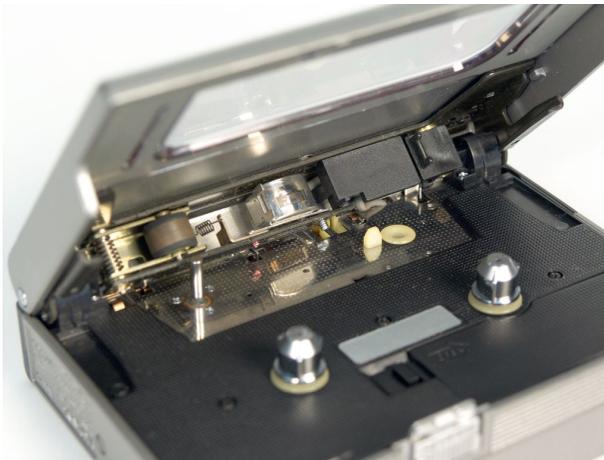# Topic

Galaxy Fold: Unveiling

Do you see that this new medium is reaching its full potential?

What is about the spatial potential?

What is about new interaction metaphors?

Paradigms and Mental Models

- Room: 118 | **WRITE AND READ.**
  E-Reading, Massaging, …
- Room: 112 | **LIKE, SHARE, FOLLOW.**
  Social Media, Social Connection, …
- Room: 103 | **LET'S PLAY!**
  Gaming and Entertainment Applications
- Room: 101 | **THE DIGITAL WALLET.**
  Von E-Commerce bis E-Payment.

Task

- Collect as many mental models / paradigms from the real world applicable to foldale phones (for your scenario).
- Think of implications of the form factor.

  Document your process in the sketchbook!

Homework

- **Cluster** the mental models by attributes, similarity and assign the right hardware (unfold/open).
- **Research** about popular applications in your area.
- Do they transfer to the new context of foldable phones easily?
- **Identify** 3 areas where folding as an interaction method can enrich the experience.

 Document your process in the sketchbook! Hand in a PDF answering the questions, use images to illustrate.