

Concept Development

WELCOME!

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OVERVIEW

The Course

Intro & User Research

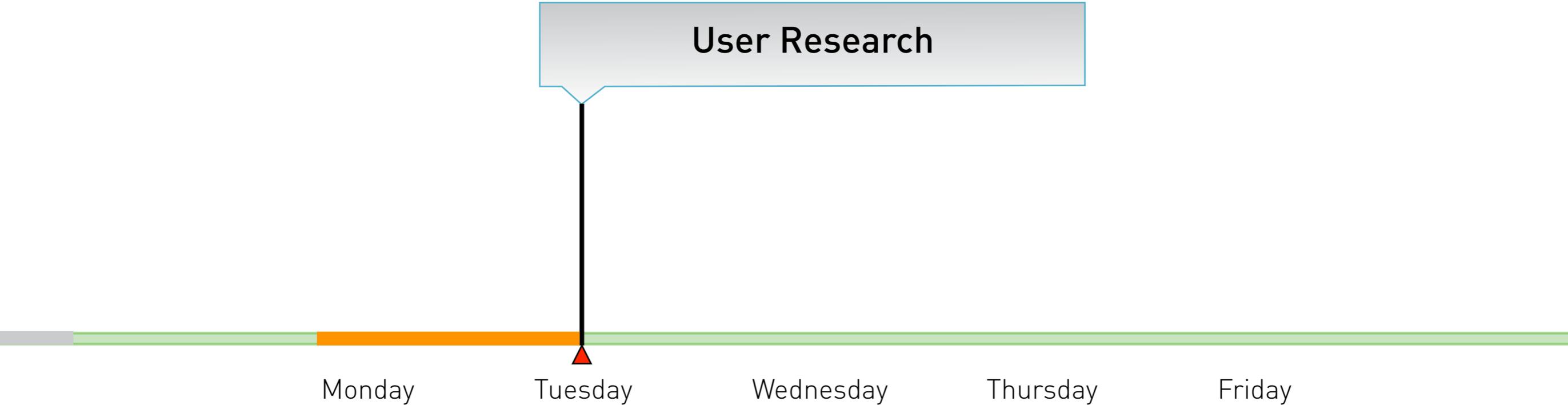
Monday

Tuesday

Wednesday

Thursday

Friday



Data Analysis w. Kalle

Monday

Tuesday

Wednesday

Thursday

Friday

Concepts & Scenarios

Monday

Tuesday

Wednesday

Thursday

Friday

Mid Presentation w. Guests

Monday

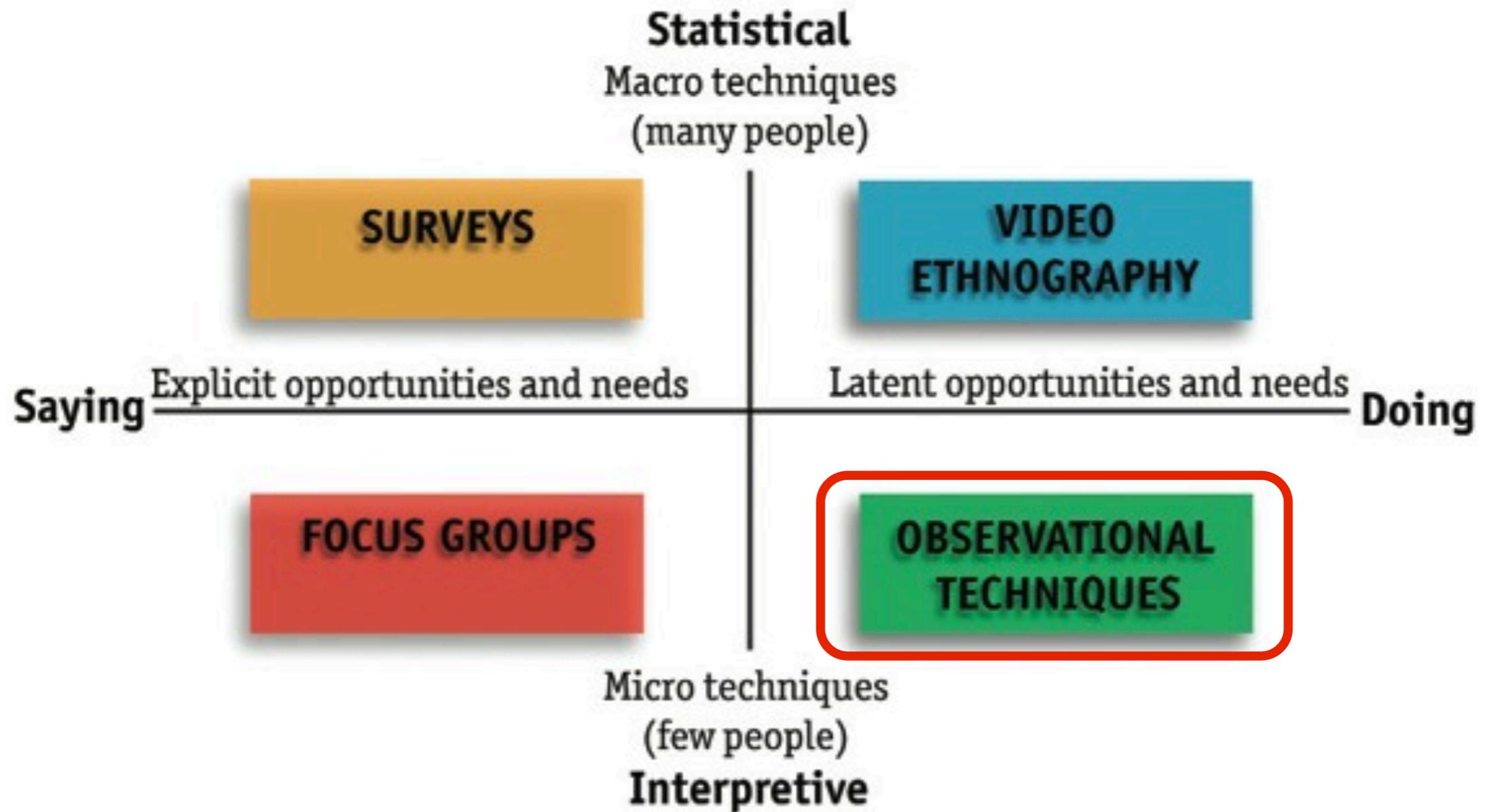
Tuesday

Wednesday

Thursday

Friday

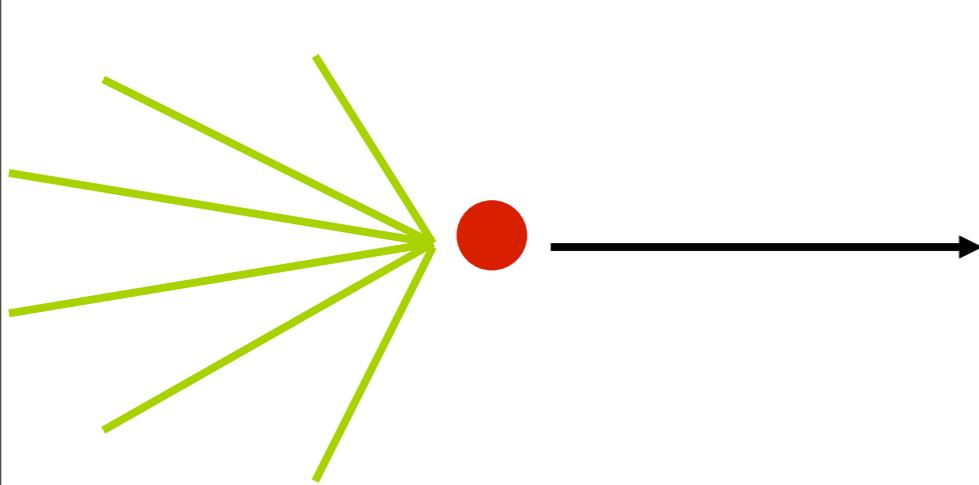
Recap:



source: [8]

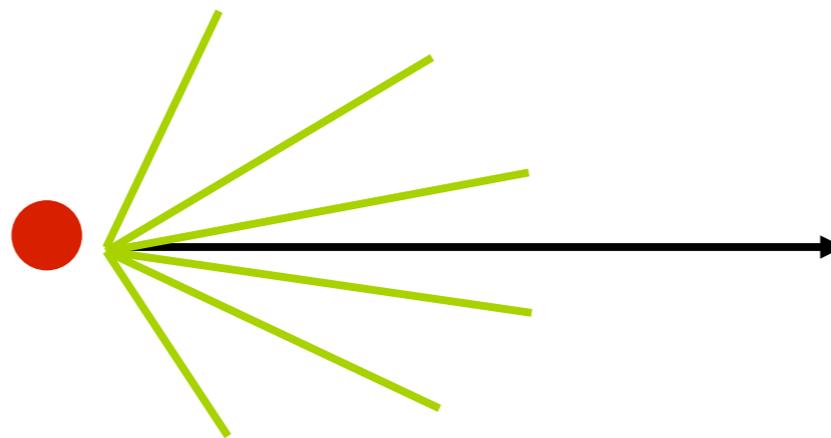
ANALYSIS

Definition of the system
What is the problem?



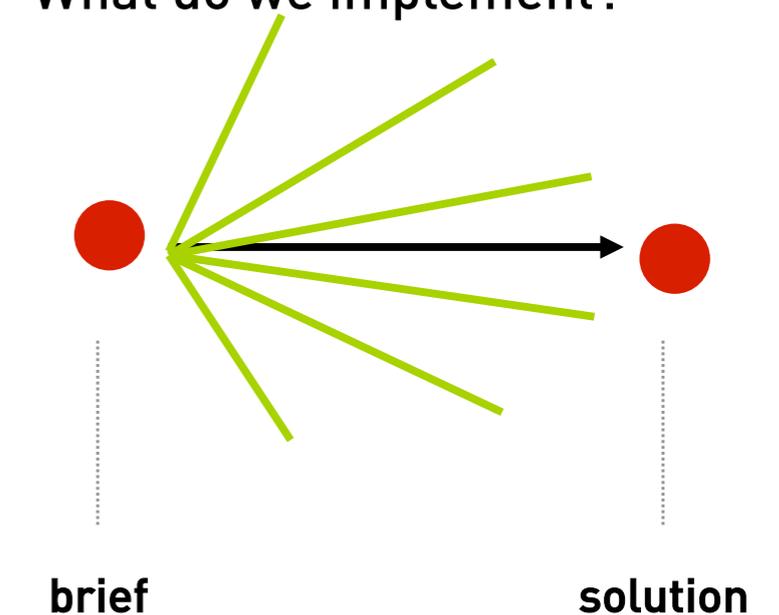
EVALUATION

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'



source: [4]

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.

source: [8]

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 you team
- 4.) Hand in the presentations and the video prototype
- 5.) Document, Document, Document

Blog:

<http://conceptdevelopmentlmu.wordpress.com>

- 1.) Account → feedback@medien.ifi.lmu.de
- 2.) Three Posts: User Research, Concept, Videoprototype

weave

interactive design, konzeption & development // **PAGE**

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Content WEAVE 01.2012



Ab 16. Januar gibt es die WEAVE 01.2012 am Kiosk!

>>> [Zum Inhaltsverzeichnis](#) >>>>> [Zum Heftarchiv](#) >>>>> [Heft bestellen / abonnieren](#)

Weave Magazine:

<http://www.weave.de>

Design challenge

The best project wins
a non-cash prize
sponsored by

designaffairs 

Rooms:

112: Lectures & Presentations

Individual Group Work

101, 103, 106, 118, 120

all Amalienstraße 73

First Blog Post

- one photo & about 150 words abstract
- categories: WS1112; User Research, Team X
 - deadline: tuesday 23:59

After the presentation:

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

Thanks & Have Fun!

Wednesday Bring:

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