

Interface Design - Practical Course

For Master MMT
Winter Semester 2016/17

Heinrich Hußmann
Ceenu George



Introduction

- Ceenu George: Research Assistant, PhD Candidate
- Prof. Hußmann: Chair holder for Applied Computer Science and Media Informatics
- Who are you?

Agenda & Timelines

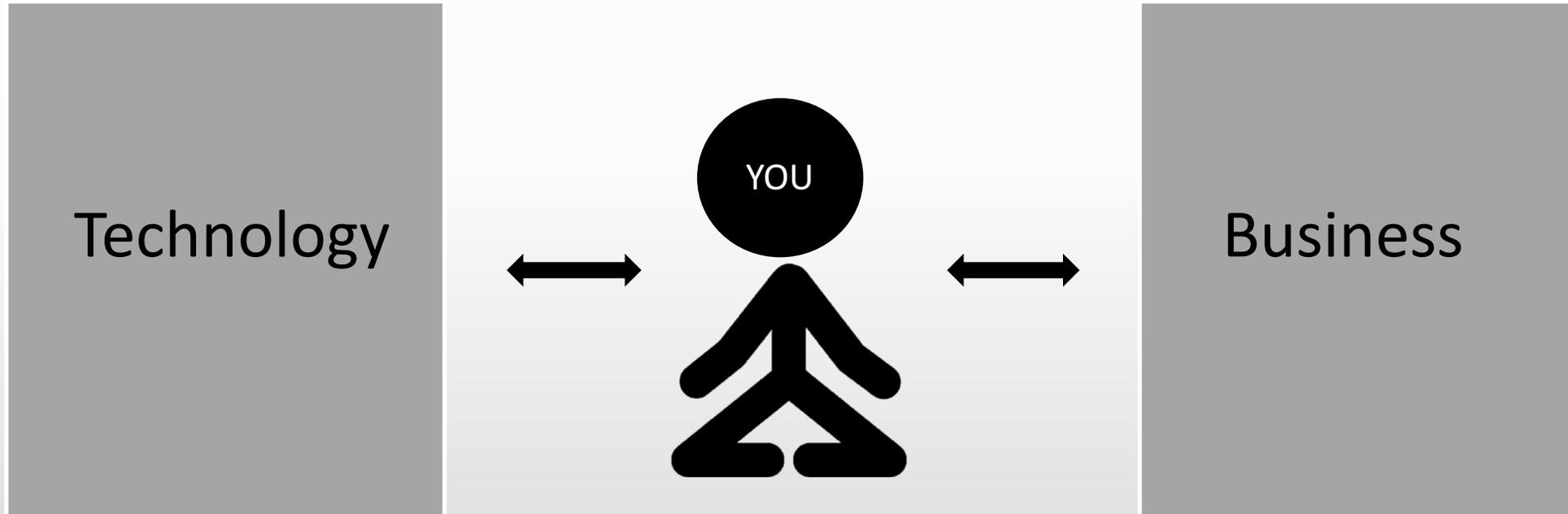


Day of Week	Date	Type	Topic
Mon	17.10.2016	Meeting	Kick-Off, Organizational Issues
Mon	24.10.2016	Tutorial	
Tue	25.10.2016	Lecture	Lecture 1: Introduction; Mental Models
Mon	31.10.2016	Tutorial	
Mon	07.11.2016	Tutorial	
Tue	08.11.2016	Lecture	Lecture 2: Requirements and Scenarios
Mon	14.11.2016	Tutorial	Presentations of low-fi prototypes
Mon	21.11.2016	Tutorial	
Tue	22.11.2016	Lecture	Lecture 3: User-Centered Development and Prototyping
Mon	28.11.2016	Tutorial	
Mon	05.12.2016	Tutorial	
Tue	06.12.2016	Lecture	Lecture 4: Basic Design Rules
Mon	12.12.2016	Tutorial	
Mon	19.12.2016	Tutorial	
Tue	20.12.2016	Present.	Presentations of mid-fi prototypes with colleagues from Psychology
Mon	09.01.2017	Tutorial	
Tue	10.01.2017	Lecture	Lecture 5: Evaluation Techniques in Human-Computer Interaction
Mon	16.01.2017	Tutorial	
Tue	17.01.2017	Lecture	Lecture 6: Basics of Human Perception
Mon	23.01.2017	Tutorial	
Tue	24.01.2017	Lecture	Lecture 7: Basics of Human Cognition
Mon	30.01.2017	Tutorial	
Mon	06.02.2017	Present.	Presentations of further prototypes
	.02.2017	Exam	Written Exam (Date will be confirmed)

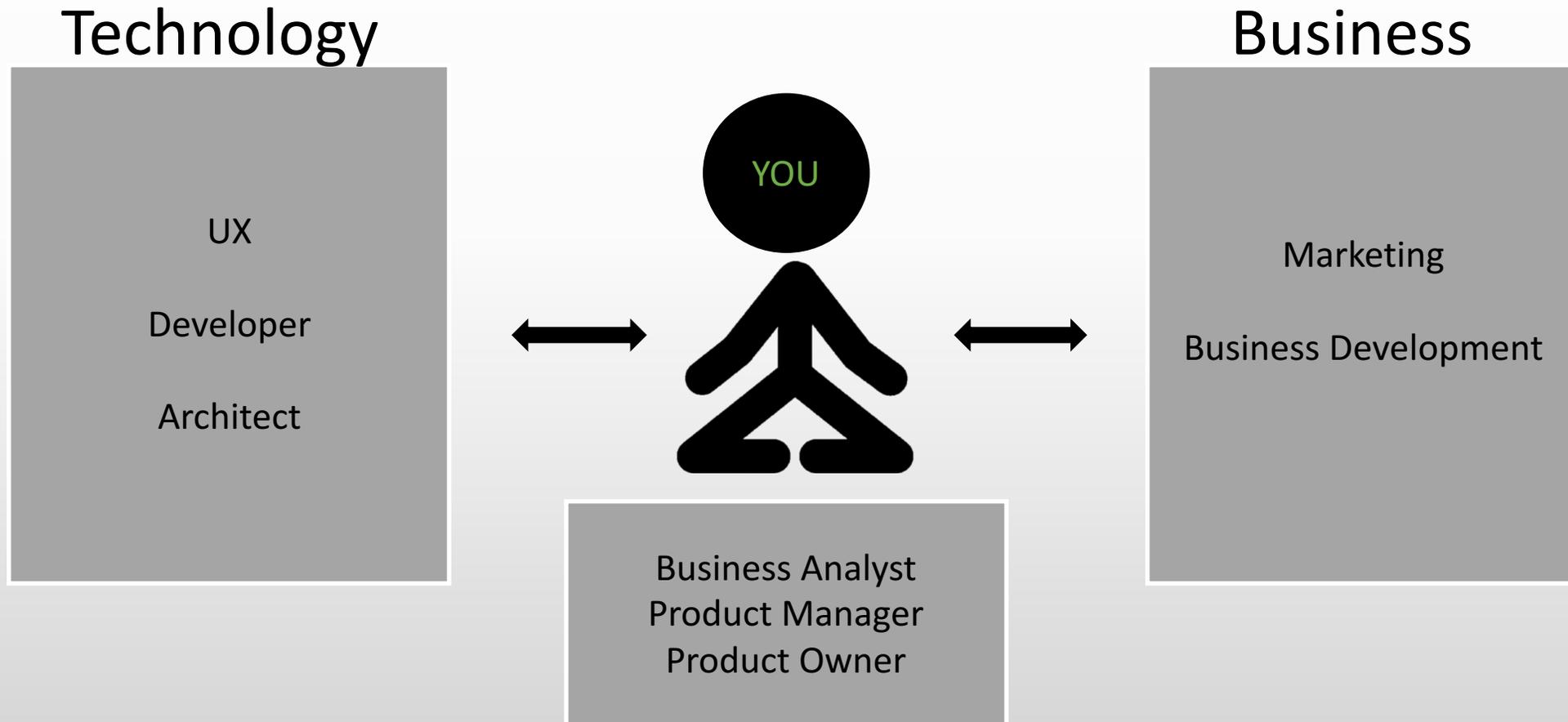
Lecture & Tutorial

- Lecture (7 events, Tuesdays)
 - Background knowledge & techniques to be applied in tutorial
 - Joint events with (international) Master students from Educational Psychology
 - Lecture slides and audio recordings will be made available
- Tutorial (13 events, Mondays)
 - Hands-on experience on case studies
 - In small groups
- Presentations (2 events)
 - Groups presenting their results to the whole audience

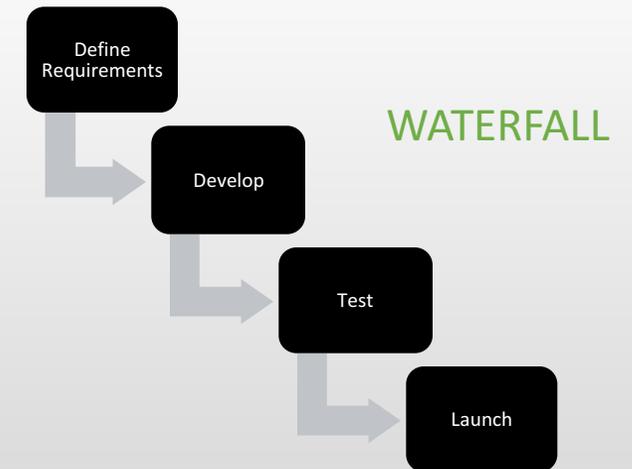
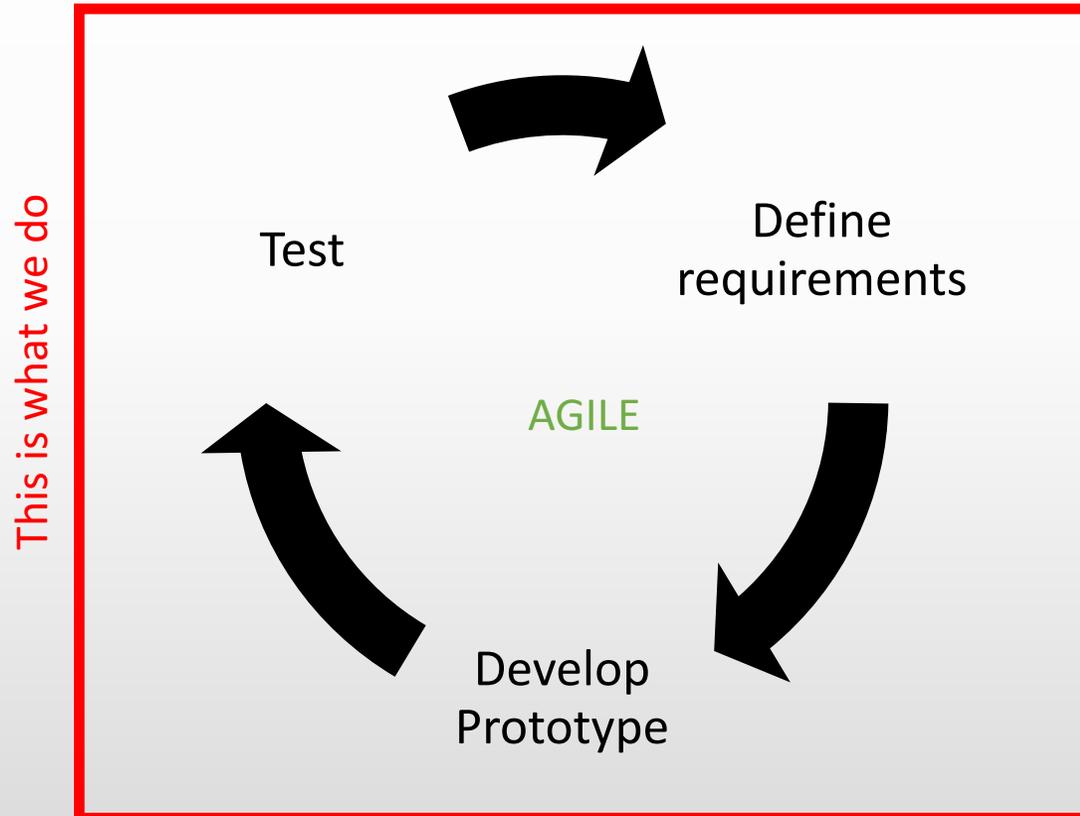
The roles in a tech project



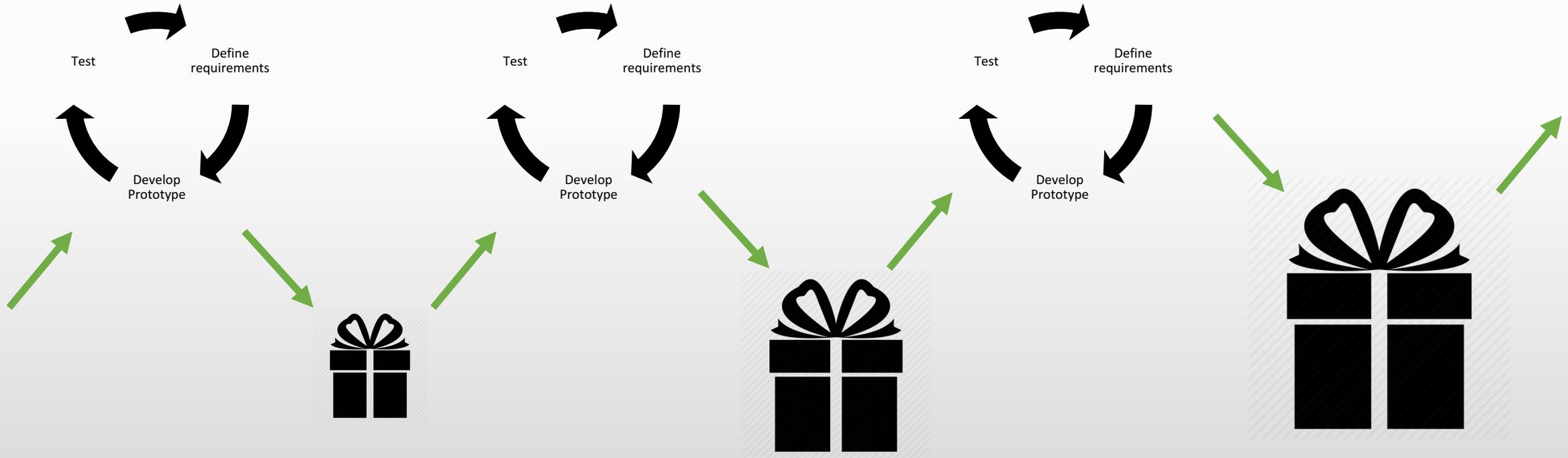
The roles in a tech project



Interface designs are created in an iterative process



After every iteration a small package is delivered



The use case



A big player in the furniture industry has asked you to review their customer experience for buying furniture. Although they have existing digital experiences, they want to extend them and combine their servicing into the digital customer experience further. Additionally, they are keen to work with new technologies in order to increase their profile as being the innovators in the furniture sector.

The Case Study



How many of you have been furniture shopping?

How often did you have to assemble something?

Are there alternatives?

Organizing groups



The steps of furniture shopping



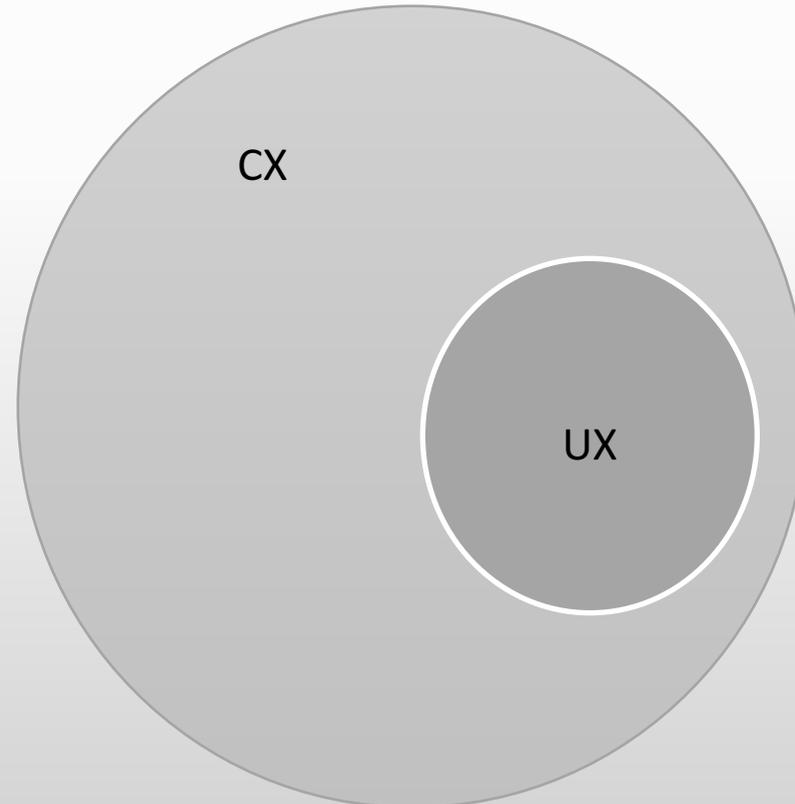
- What can you do until next week?
 - User Research: Review how furniture shopping is currently done
 - App & Web
 - In-store
 - Task Analysis and Flow Diagram
 - "How do users currently solve their problem?"*

Next week...



<https://uniworx.ifi.lmu.de>

Customer experience vs. User experience



The goal is to create a streamlined workflow



Online

vs.

offline

Mobile Phone App

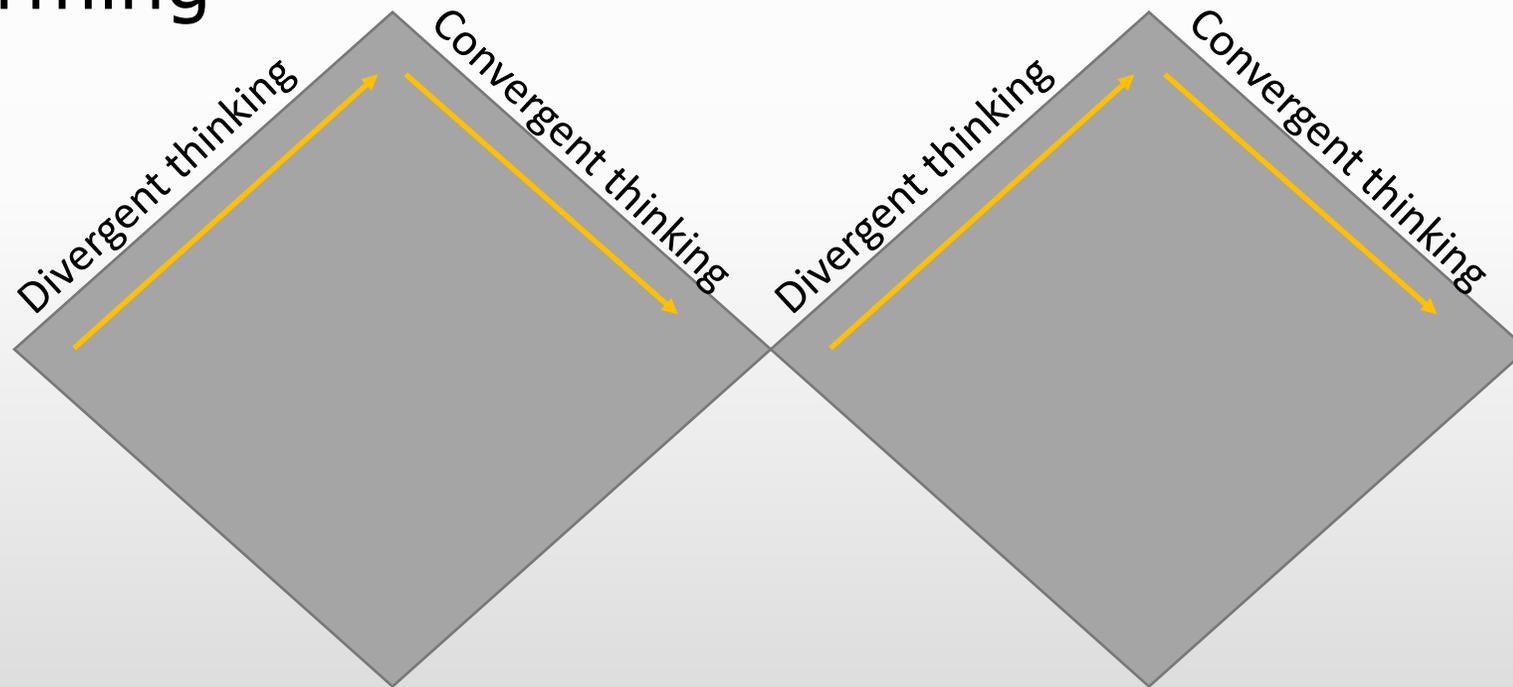
vs.

In-store

Both experiences have to be in sync!

Ideation phase

- Brainstorming





Brainstorming

- What phases are there in a furniture shopping experience when you think about the customer experience as a whole?

Brainstorming

- In which of these phases do you see the most potential for digital improvement?

Brainstorming

- Within the phases that you have identified, think about ideas in which virtual reality experiences could make a difference?