

Übung zur Vorlesung  
**Mensch-Maschine-Interaktion 1**

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# Bewertungsschema

- 10 Übungsblätter à 3 Punkte: 30 Punkte (ein Blatt (Short Report) davon Einzelabgabe)
- Nutzerstudie: 1 Punkt
- Präsentationsbonus (für die ganze Gruppe): 3 Punkte
- Abschlussreport: 6 Punkte

⇒ 40 Punkte (1/4 Einzelleistung; 3/4 Gruppenleistung)

Je mehr Punkte erreicht werden umso besser die Note... 😊

Design your own project:



# BRAINSTORMING RULES

BEAUTY IS NOT A NEED BUT AN ECSTASY

BEAUTY SHALL RISE WITH THE DAWN BEFORE THE EAST

AND I SHALL STAND ABOVE YOU, A YAFARDI AMONG REAPERS

OF THE GOOD WH YOU I CAN SPEAK, BUT NOT OF THE EVIL

WHEN THOSE WHO LIMP DO NOT GO BACKWARD

PLEASURE IS A FREEDOM SONG

AND LET YOUR BEST BE FOR YOUR FRIEND

WANT GIVEN HOPE SHALL

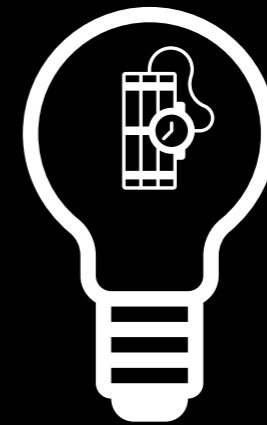
## Avoid too early judgment

There are no bad ideas at this point. There is plenty of time to judge later.



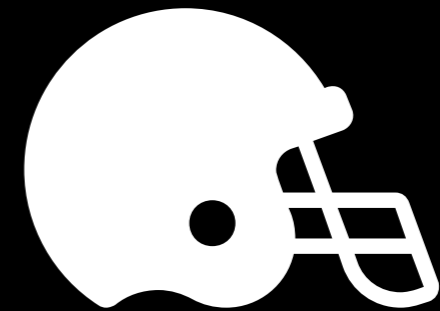
## Bring in also crazy ideas

It's the wild ideas that often provide the breakthroughs. It is always easy to bring ideas down to earth later!



Place ideas of on top of each  
other

Think 'and' rather than 'but'.



**Keep the focus on the topic**  
You get better output if  
everyone is disciplined.





**One conversation at a time**  
That way all ideas can be heard  
and built upon.



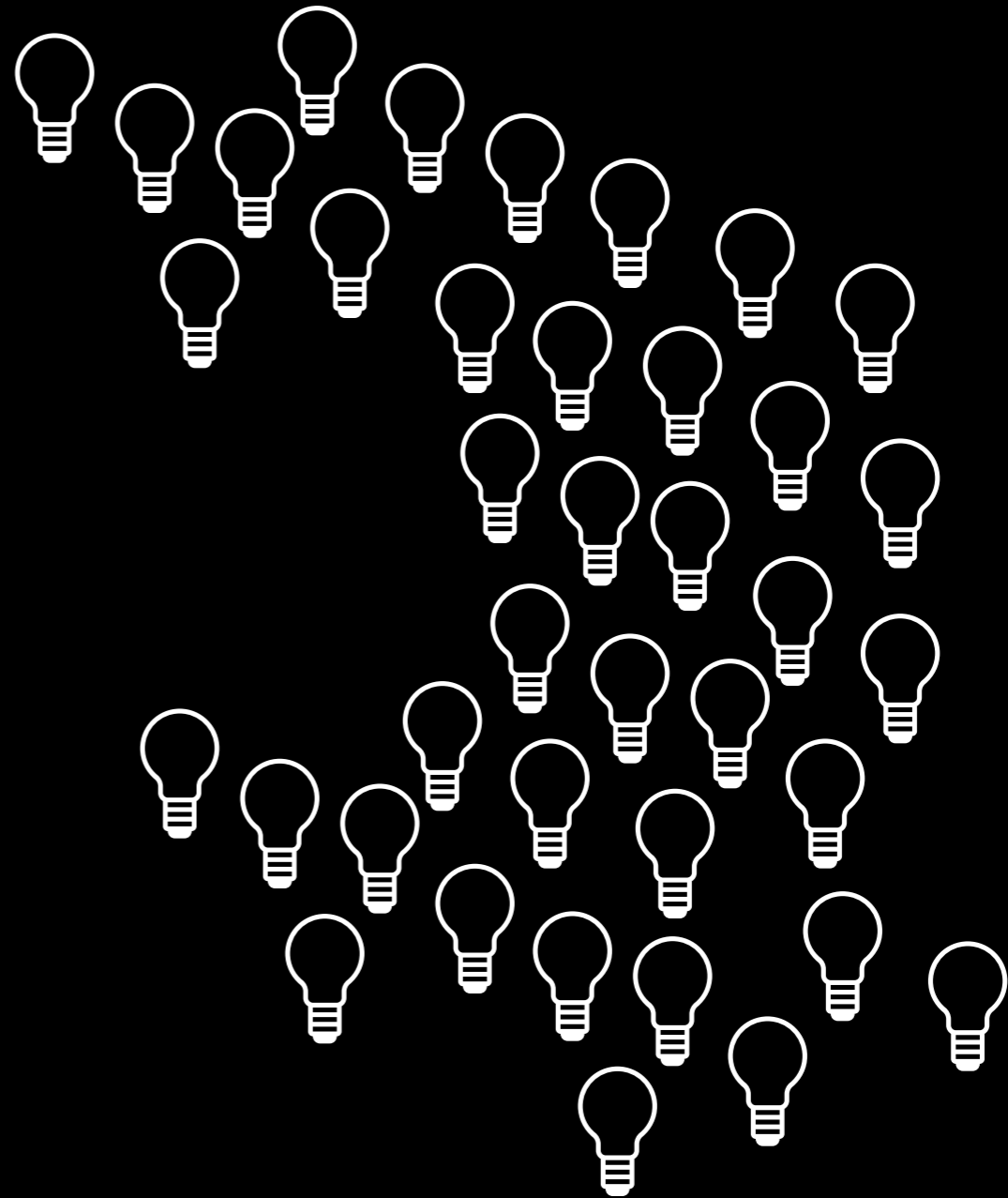
## Get visual

Try to engage the left and the right side of the brain.

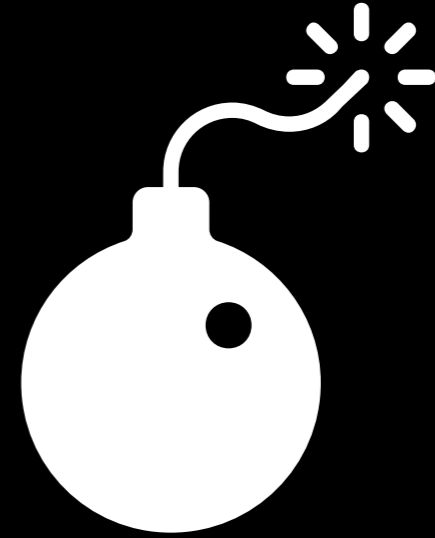


**Foster quantity**

Set an outrageous goal and  
surpass it!



Vote for the **BEST** ideas !

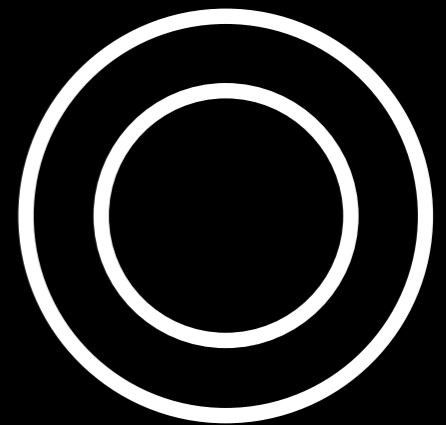


Through a simple vote, the team can get a sense of which ideas generate the most energy and excitement.

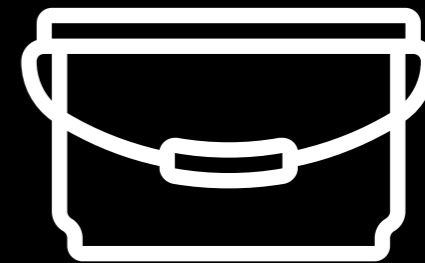
You might be concerned if they're the 'right' ideas, but don't worry – this is why prototyping is so important.

This is just your starting point. After you try out some of your ideas, with some expected success and failure, you can always come back to the pool of brainstorm ideas and try out a new concept.

Use sticky dots to vote directly on post-its.



**Group similar ideas into buckets first.**

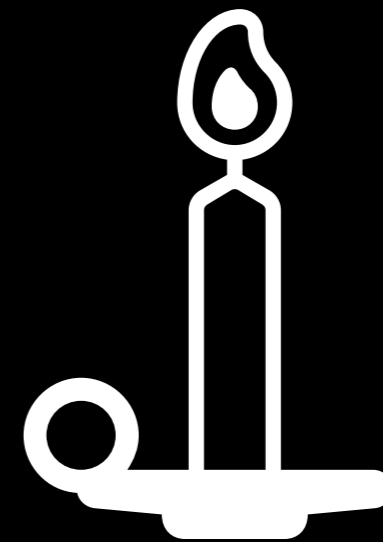


Before voting, identify some criteria to judge success. For example, blue dot votes could be for the concepts that will have the greatest impact for teen phone users; red dot votes for the concepts that will have the greatest impact on adult personal users.





Try to vote in silence so that people can think and are not swayed by each other. If an idea needs clarification, make sure everyone hears the explanation.



After the vote is in,  
choose the top winners  
but be realistic about  
the number of concepts  
you can pursue!



- 1.) Conduct a Brainstorming**
- 2.) Write down 5 ideas in plain text.**

(2-3 Sentences) e.g. Interactive Brainstorming Wall - A shareable a tabletop computer can be used to write ideas on digital Post-Its. Later, a display on the wall can be used to archive and cluster the ideas based on topics.

# Second Step: Scenario generation





1 This is Leela. She is a first-year grad student at SIMS. She has never been to San Diego but wants to visit. She hears it is a beautiful city.



2 She decides to fly down to San Diego to visit her cousin.



3 Unfortunately her cousin can't show her around because he has a work emergency. So she uses the iTour to go sightseeing.



4 Next morning, Leela uses iTour to plan her itinerary. iTour detects her location and displays the menu.



5 The 'Standard Tour' covers the major sightseeing places in town. iTour provides a list of sites, photographs, descriptions, and a map charting a sightseeing route based on her current location.



6 Leela begins her sightseeing itinerary with a visit to the "Gaslamp Quarter," which is located very near to her hotel.