

## Exercise 3 – Mensch-Maschine-Interaktion 1

### Task 1: Analyze your Data

Last week you conducted interviews to gain more insights concerning inside casual sport practice. In the following you will analyze the collected data.

Thereby execute the following steps together with your group:

#### 1. Visualize your findings in a research map

You can do that by writing your findings on post its, printing out photos which help you to recall your findings etc.

Arrange all that on a table or a wall to get an overview of all your findings (e.g. temporal, topic-specific...) This exercise helps you to get an overview from all the data you have gathered during your user research. Discuss with your team members informally what the most interesting aspects were in this phase. Was there a person or a place that were in some ways fascinating? Did you find out things you didn't know before? Write all your insights on post-it notes and stick them also on the wall. This task will help you to see the "big picture" from the previous work you have done.

#### 2. Create a hierarchy of your main findings

Discuss with your group. What are the most important findings? Agree on the five most important findings. You can conduct a voting where each team member has 3 votes that can be written or attached directly to your findings. This helps you to come to democratic solutions within your team and highlight the most important aspects of the research phase. The task should include to come up with a short list that summarize in bullet points what you have found out about your user group.

*e.g. 1.) all interviewed persons found advertising on public displays very annoying  
2.) .....next finding.....*

#### 3. Identify opportunity spaces

Based on your five most important findings. What are the main problems and what can you do to solve them. Talk about first ideas. You don't have to work out a solution in detail at that point, different rough ideas are enough. Based on your hierarchy of main findings the question in your team should be: Can we do anything about it? Try to span a bridge between the user needs you have identified and possible first solutions. These solutions can be focused to solve a problem or build on one positive thing you have noticed.

*e.g. All interviewed persons loved little guessing games on public displays, therefore one idea could be to create an interactive game with public displays that works on users mobile devices and triggers different questions.*

#### 4. Write down your insights (about 10 sentences)

Summarize the results of the previous three steps. Name your main findings and opportunity spaces in the summary. This task helps you to prepare your presentation and tell a person who is completely unfamiliar with your work what you have done so far.

Summarizing the existing work in a limited amount of sentences helps you to stay focused on the topic and filter out unnecessary information.

## **Task 2: Present your Data**

Prepare a short presentation of your analysis (5-10min). The presentation should contain photos of your research map and all your insights in a bullet list format. Use this opportunity to address questions to the other groups. *In praxis this cross-presentation format is very useful to invite more people to tell their ideas regarding your project. Every feedback from outside helps to make your ideas and concepts stronger or filter out irritating elements.*

The presentation will be given in your next tutorial by one of your team members.

Bring everything you need for your presentation to the next tutorial!

### **Submission:**

- Submit your analysis containing photos of your research map and your insights (Task1, Step4) (all in one **PDF**, about 2-3 pages) via UniWorx.
- Deadline: 21.05.2012 12:00  
(**Late submissions** or submissions via email and any other format than **PDF** will not be accepted!)