

## Exercise 4 – Mensch-Maschine-Interaktion 1

### Conduct a Brainstorming

Thereby execute the following steps together with your group (3/4 people):

#### 1. Brainstorming session

Brainstorm together with your team members for about 30 minutes about concrete ideas to realize during the next exercises. Take into account all your findings you made up to now. Of course, follow the rules discussed in the tutorial and use post-its or similar material. Bring in also crazy ideas at this point, try to create a positive and lively atmosphere. As soon as someone has an idea, write it quickly on a post it note and stick it on the wall. Doing so helps you to rearrange ideas later and group them for example in topics.

#### 2. Voting of Best Ideas

Take a look at all the notes taken during the brainstorming. Once again you can conduct a *silent* voting where each team member has three votes which can be written or attached directly to your findings (Post-It notes or similar materials). This task should not take longer than 5 minutes. Doing so helps you to come to democratic solutions within your team and highlight the most important aspects of the brainstorming session. Select **five** good ideas. Write down a two-sentence summary of each five ideas. e.g. **Subway Station Battle** (Idea name) : *In different subway stations of a city, people can gather in front of public displays and play a game together using their mobile phones. On a separate screen they see another station with users being confronted with the same questions trying to compete against them.* (In two sentences we get a rough idea what the creators main idea was. Narrowing the idea down to **only two sentences** helps you to just tell the essence from your idea while staying focused on what is really happening with the user.)

#### 3. The winner

Out of your five ideas pick your best idea. Once again you can use the silent voting method previously described if there is doubt on which idea to pursue. Write down a short (3-5 sentences) statement why you chose this particular idea. Does it stand in a relationship with the findings you have discovered within the user research phase?

**Submission:**

- Submit the summary of your five ideas, your best idea including the reason for this decision and your scenario (all in one **PDF**) via UniWorx.
- Deadline: 31.05.2012 13:00  
(**Late submissions** or submissions via eMail and any other format than **PDF** will not be accepted!)