Klausur

Date: Wednesday, 22.07.2015
Time: 10:00 c.t. (90 min)
Location: A 240 (Geschwister-Scholl-Platz 1)
And now… Group Projects :)

Goals

• Learning by doing
• Preparation for concept development (5th Sem.)
• ... and for your professional carrier!
Design & Prototype an interactive application
Stage 1: Data Gathering

Interviews, Observations,…
To Dos:

Today:

☐ Define your User Group
☐ Prepare Semi-structured Interviews
☐ (Optional) Choose 2nd method of IDEO method cards

Homework:

☐ Conduct Interviews and observations
☐ Gather insights with an Affinity Diagram
Target group: Athletes

- amateur or professional
- runner
- tennis player
- swimmer
- dancer
- surfer
- football player
- ...
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- amateur or professional
- runner
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- ...
To Dos:

Today:
- Define your User Group
- Prepare Semi-structured Interviews
- (Optional) Choose 2nd method of IDEO method cards

Homework:
- Conduct Interviews and observations
Semi-structured interview

• guided by a script
• start with easy, concrete questions
• interesting issues can be explored in more depth
• balance between richness and replicability
Optional: IDEO method cards

- Fly on the wall
- A day in the life
- Shadowing
- Personal Inventory
- Activity Analysis
- …
To Dos:

Today:

☑ Define your User Group
☑ Prepare Semi-structured Interviews
☑ (Optional) Choose 2nd method of IDEO method cards

Homework:

☐ Conduct Interviews and observations
Gathering Data - User Research
Every group member interviews one member of the target group
Tools of Trade:

Document your user research as much as possible!
To Dos:

Today:

☑ Define your User Group

☑ Prepare Semi-structured Interviews

☑ (Optional) Choose 2nd method of IDEO method cards

Homework:

☑ Conduct Interviews and observations
Until 1.6.2015:

Here or at home:

☐ Brainstorm possible solutions

☐ Agree on one concept

☐ Create sketches and storyboards of your concept and send them to hanna.schneider@ifi.lmu.de until 1.6.2015, 23:55

Next breakout-session: 3.6.2015

Possibility to work here and get feedback: 27.5.2015
NOW

• Get together in teams of 4 or 5

• Send an e-mail with the names of your group members and your group name to hanna.schneider@ifi.lmu.de

• Agree on a user group and think of 6-8 interview questions (semi-structured)

• Room 114, Room 101, Room 103

• …we’ll step by and give you feedback on your questions soon!