#### 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,...

#### 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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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

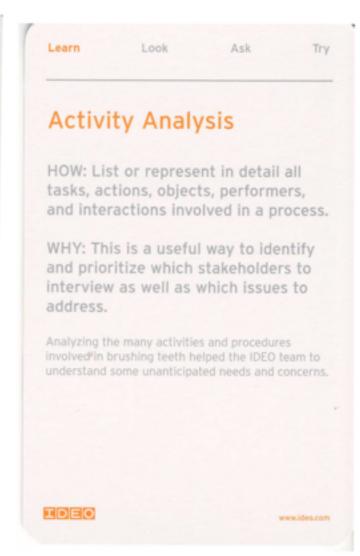


## Optional: IDEO method cards

- Fly on the wall
- A day in the life
- Shadowing
- Personal Inventory
- Activity Analysis

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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!

#### 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 <a href="mailto:hanna.schneider@ifi.lmu.de">hanna.schneider@ifi.lmu.de</a> 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 <u>hanna.schneider@ifi.lmu.de</u>
- 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!