

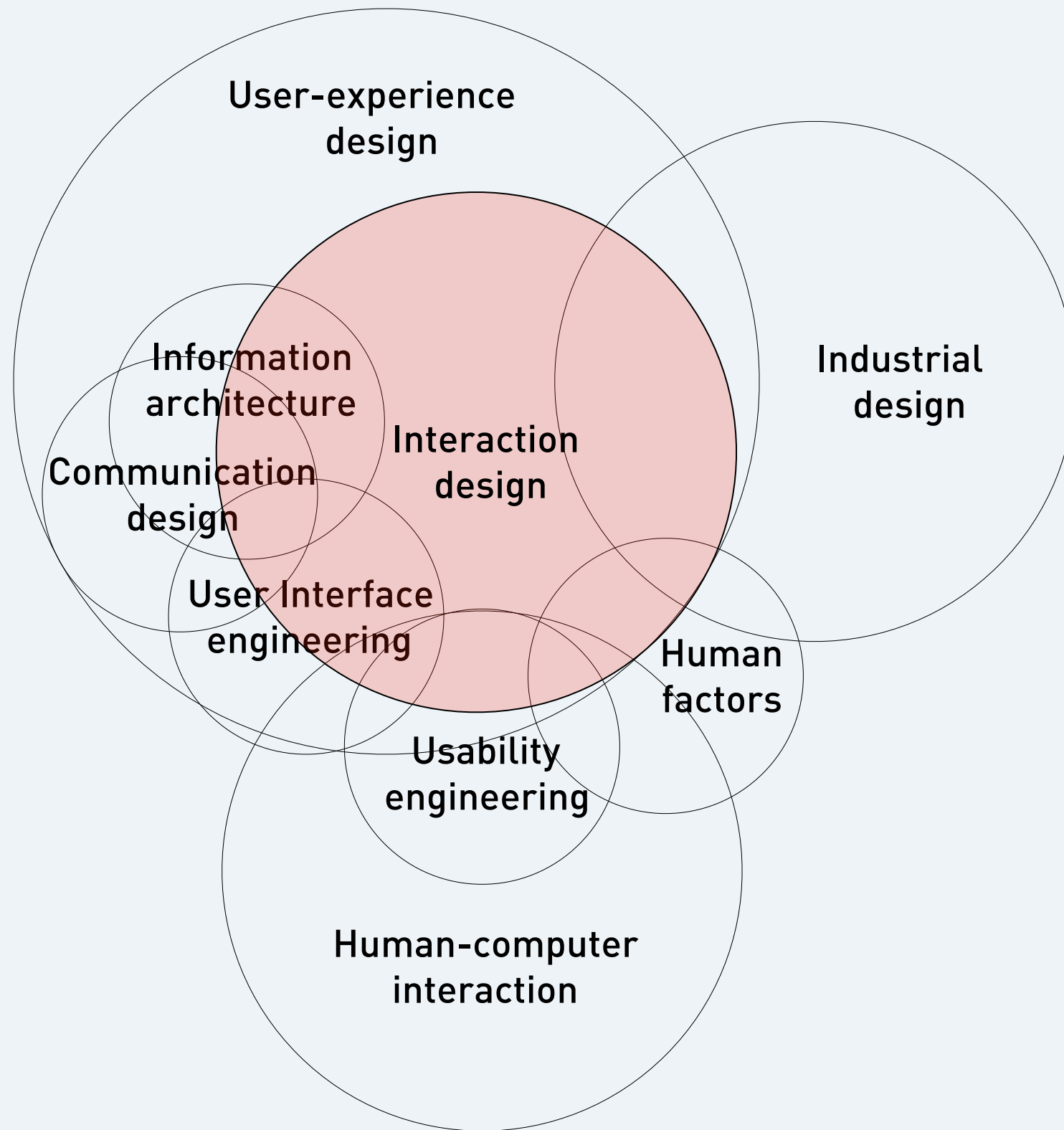
Welcome!

Designworkshop II

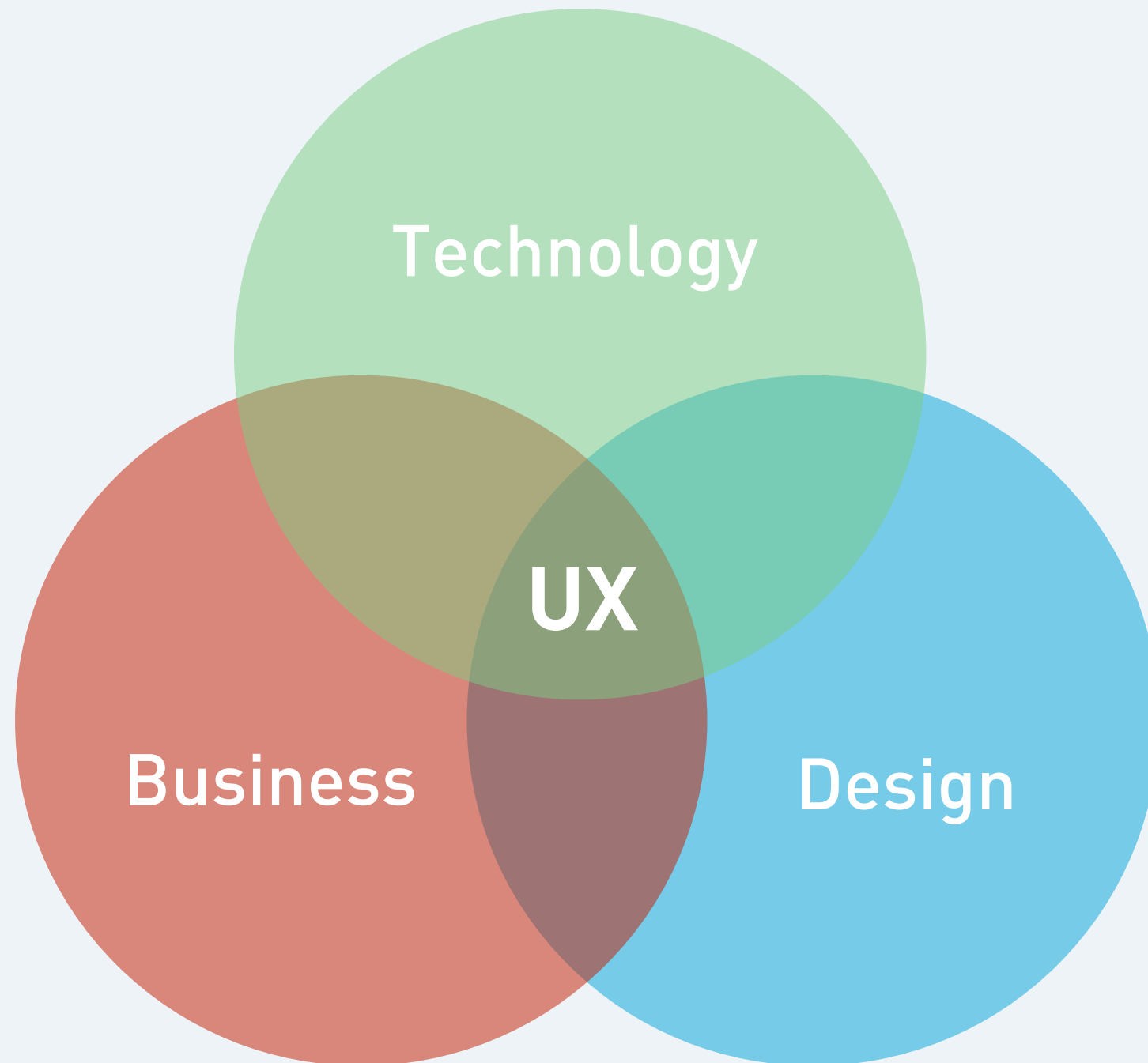


Audi

What are we doing here ?



User Experience Design



User Experience Design



Getting the right Design and the Design right...

Bill Buxton - Sketching User Experiences



Front Stage

<http://www.markabull.com/wp-content/uploads/2011/01/stage.jpg>



Back Stage

<http://blog.entrepreneurhearts.com/etablog/wp-content/uploads/2010/08/backstage.jpg>

User Interface

Visible

Behind the Scenes

Capturing

Connecting

Combining

Contextualizing

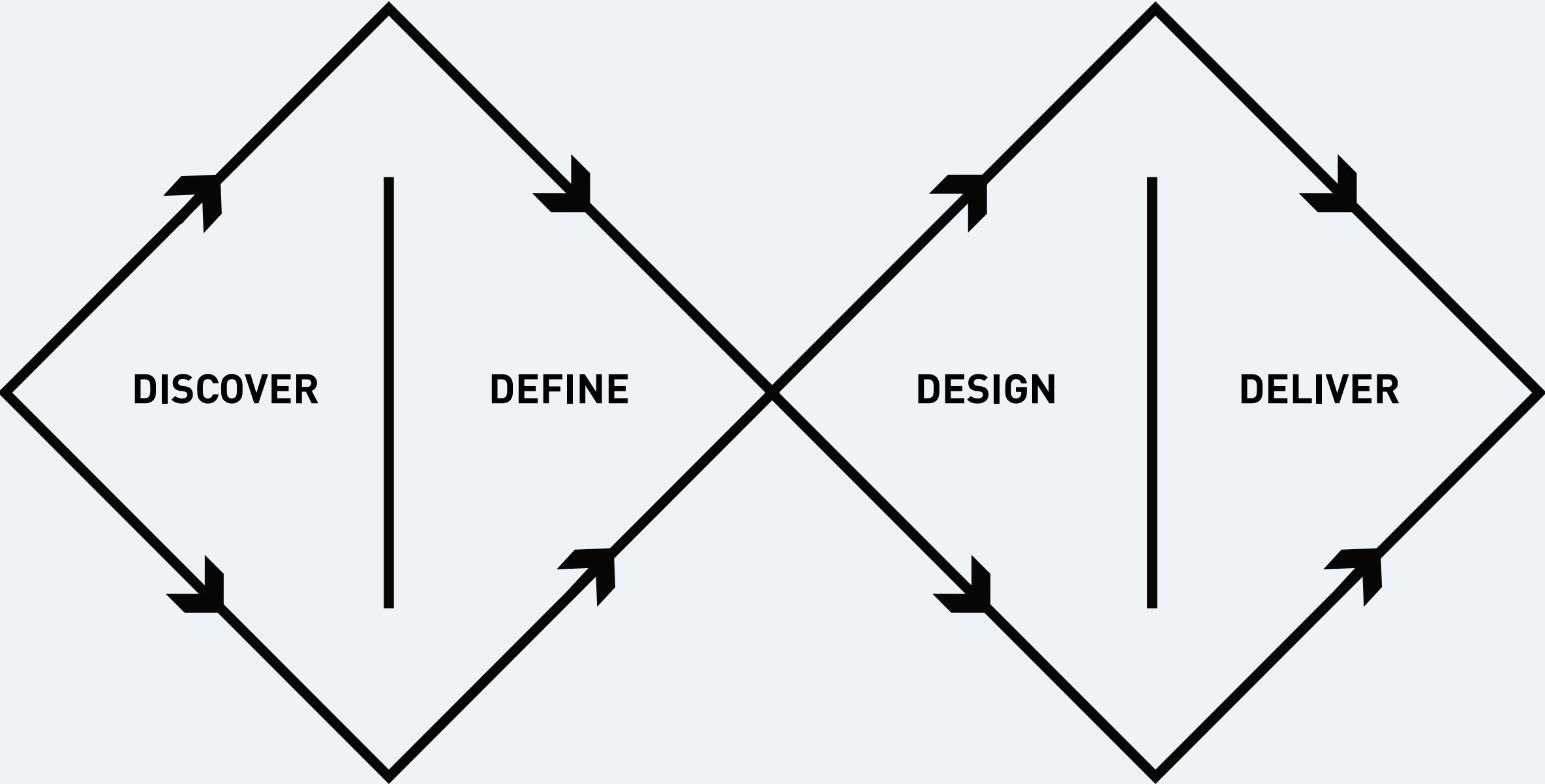
Transferring

Coordinating

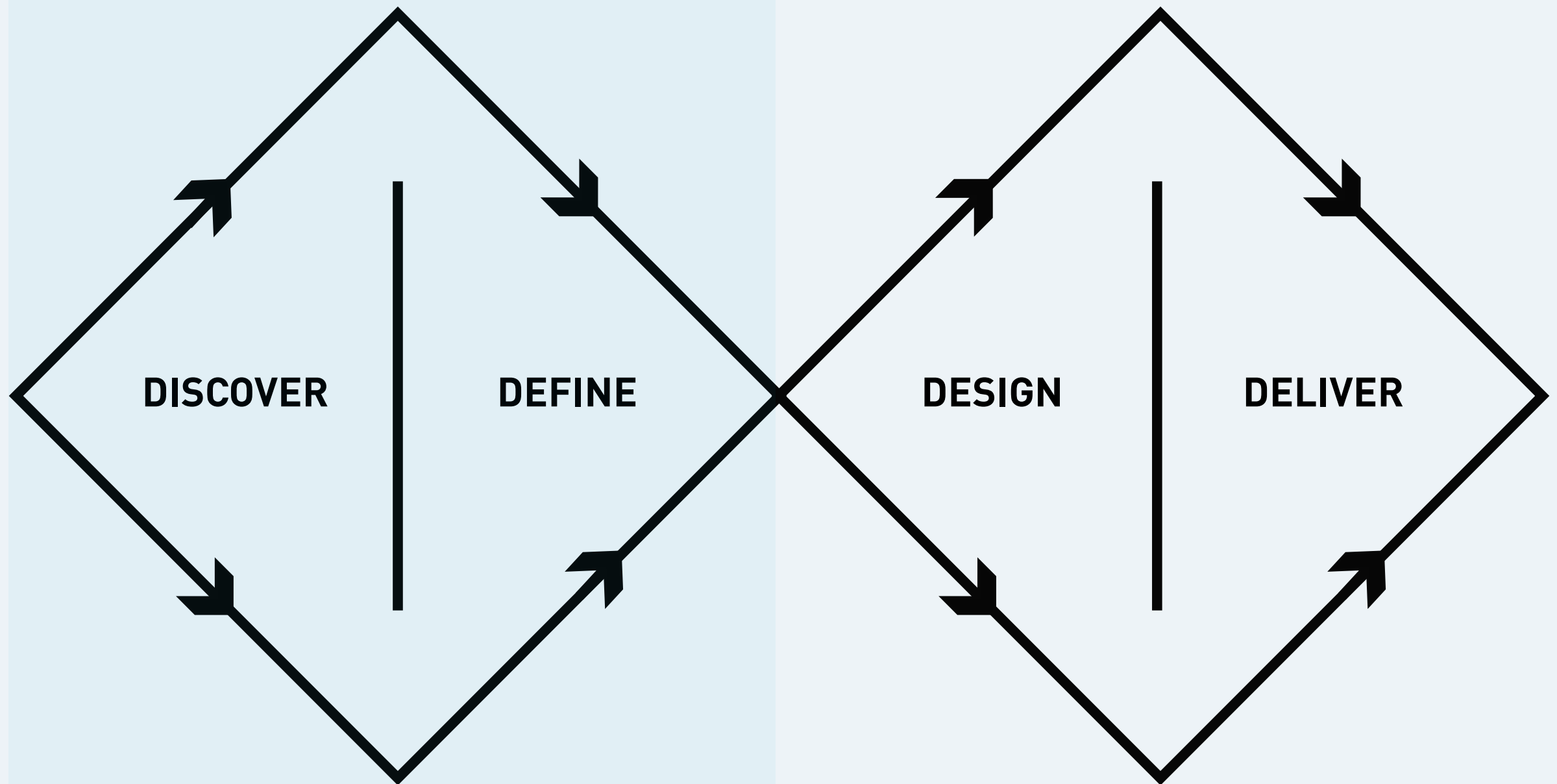
Storing



Double Diamond

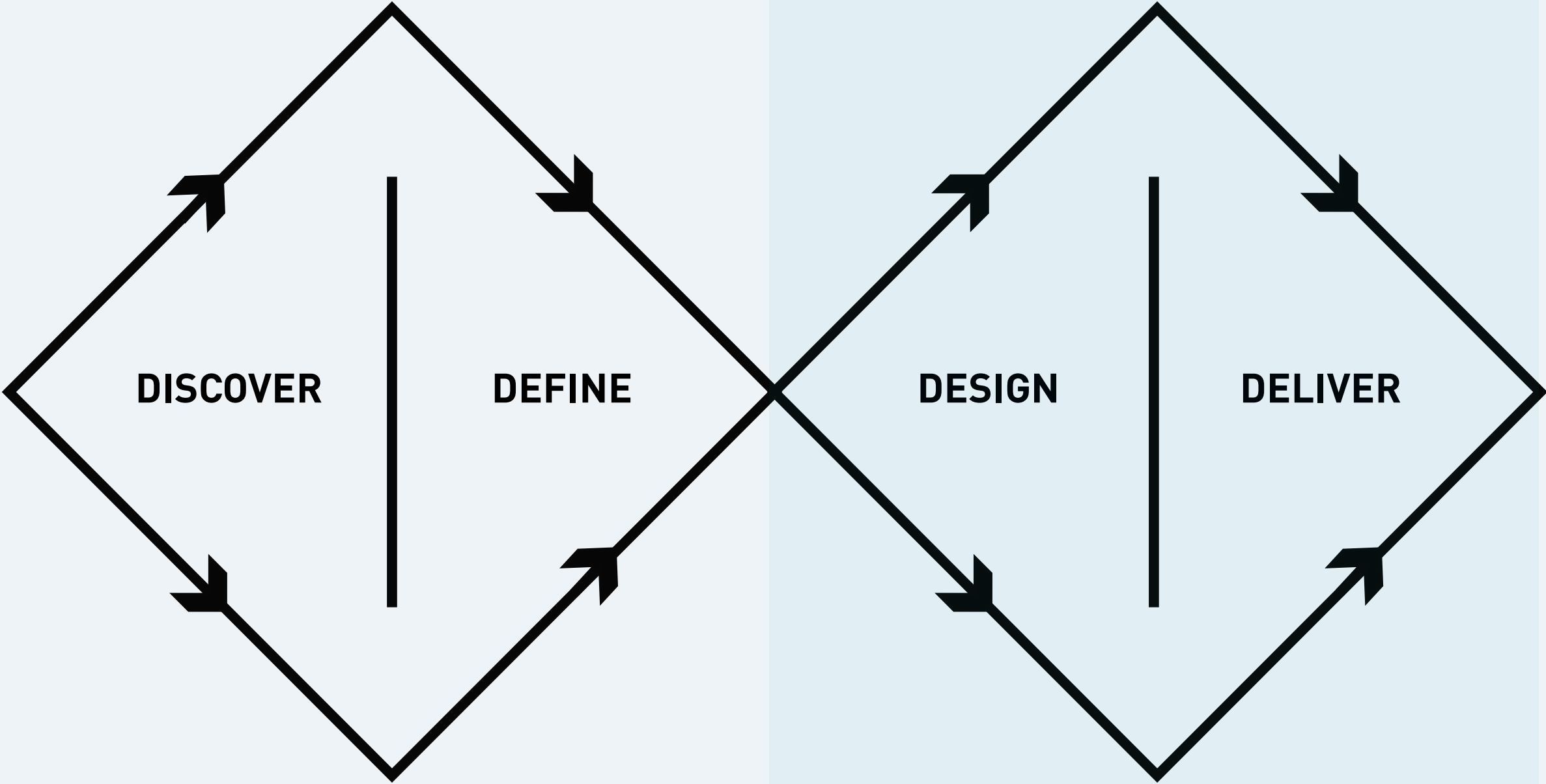


Double Diamond



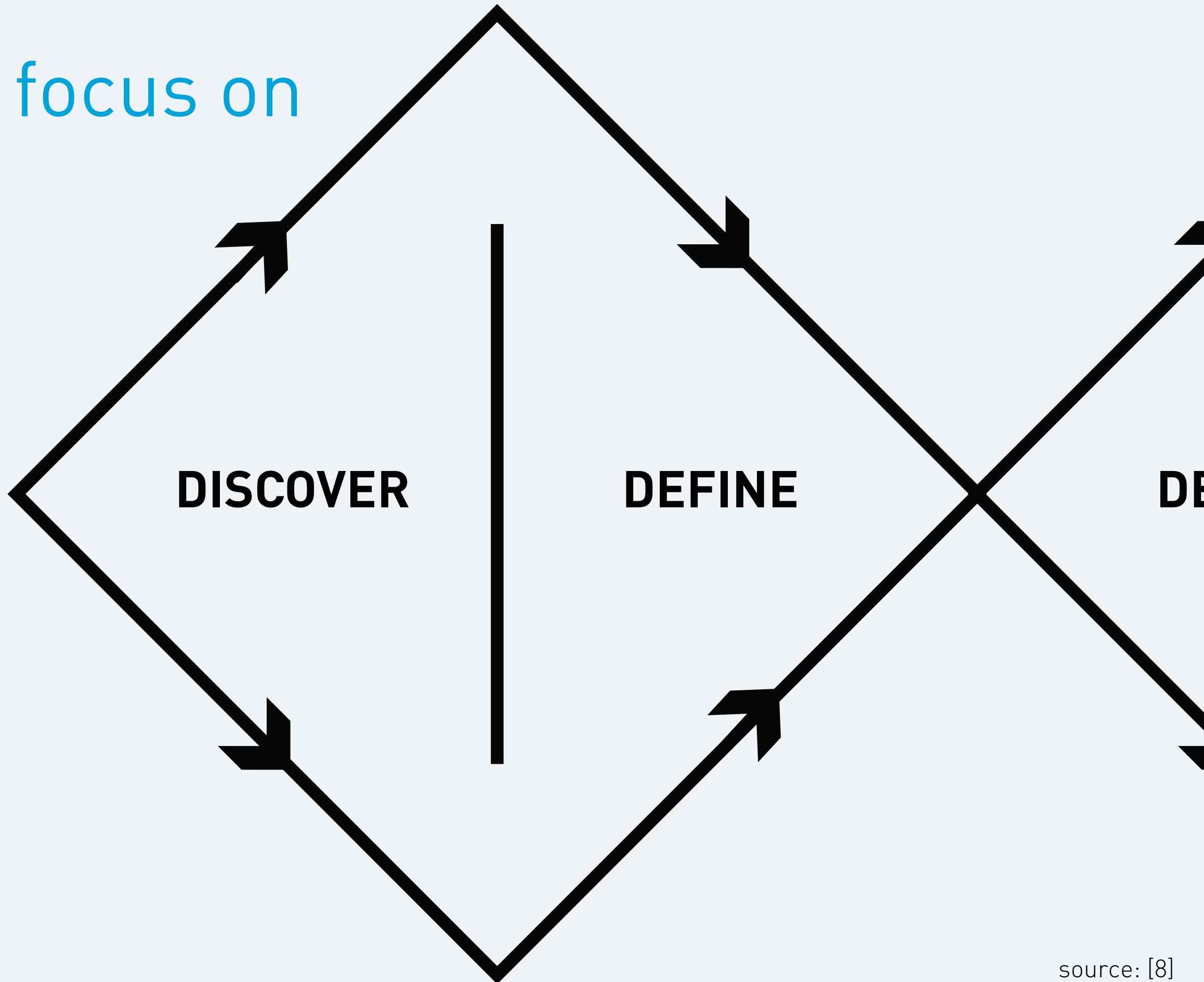
Why? and How?

Double Diamond

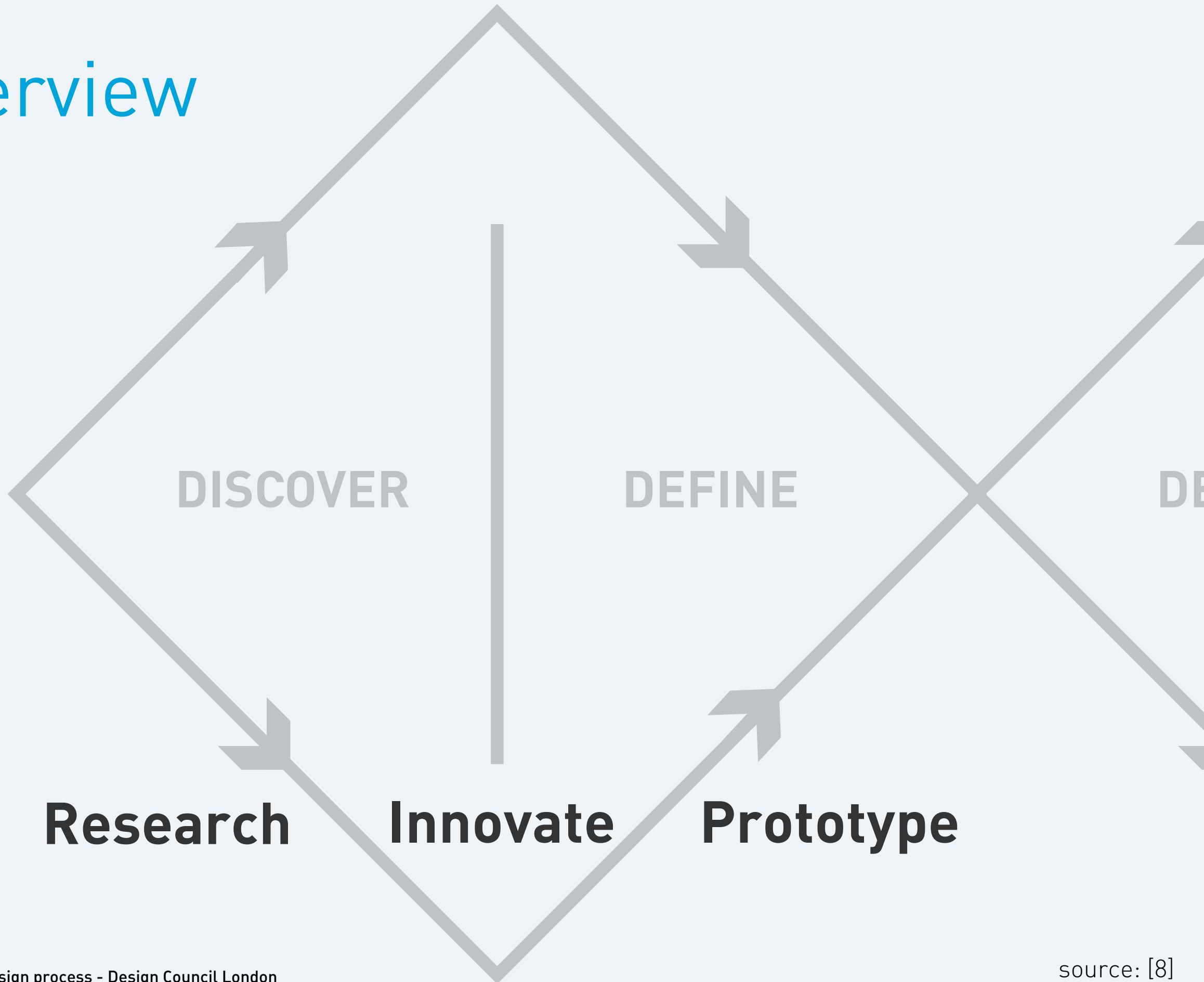


What?

We focus on



Overview



Overview



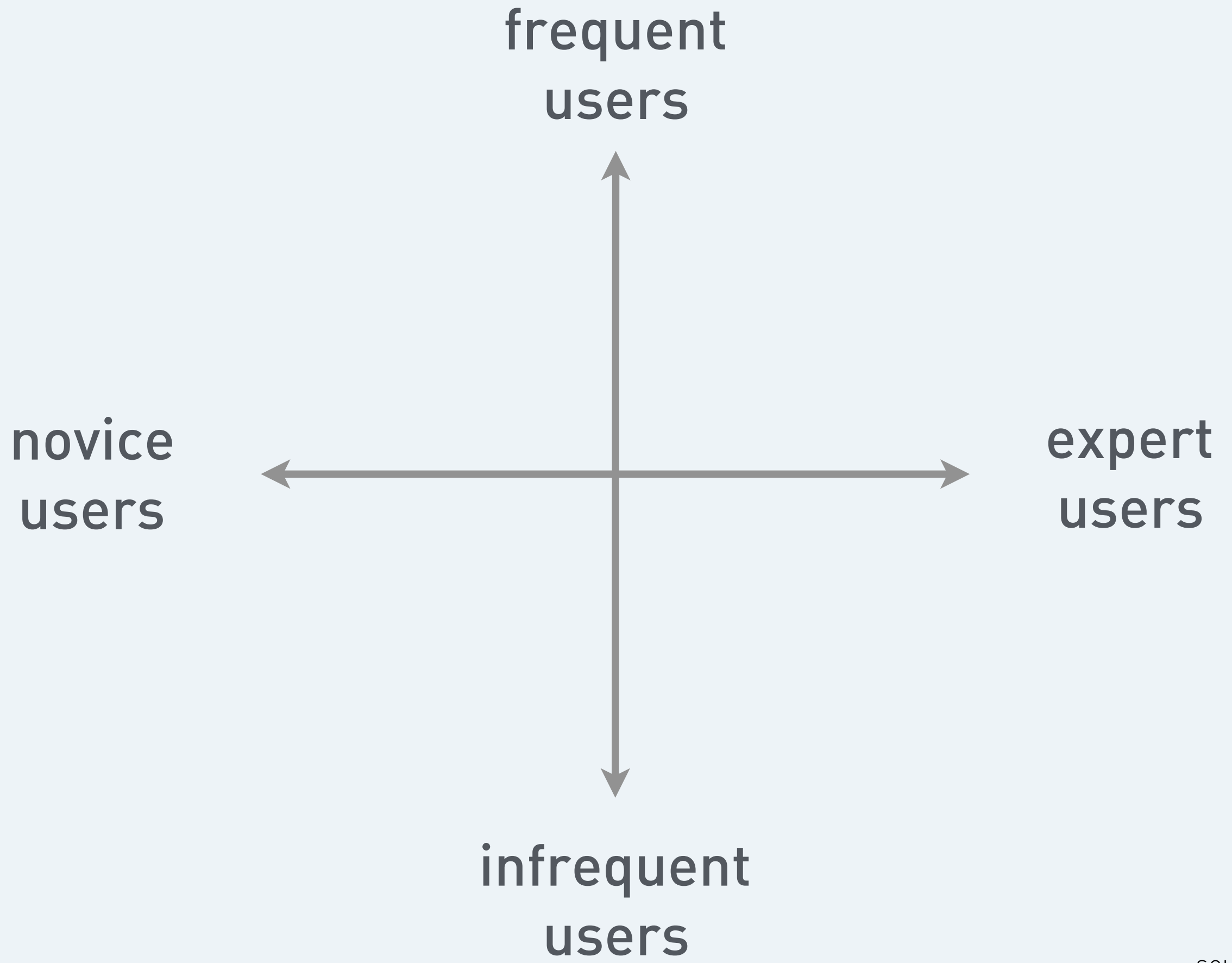
Research

Get to know your problem/
subject

Gather insights about the
user and their life

Collect artefacts &
impressions

Record tasks





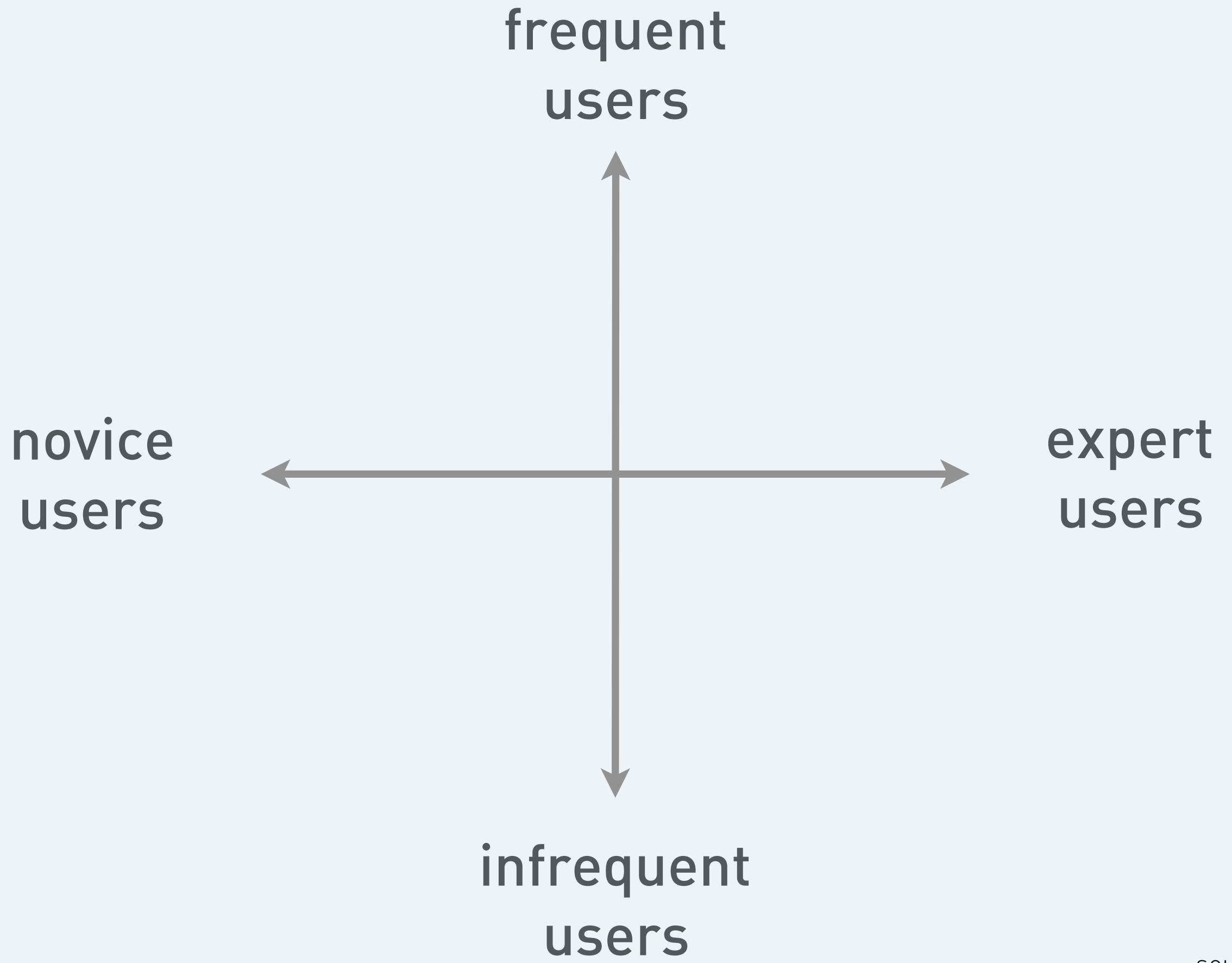
Audi A4 Series Cockpit

<http://www.audicomparisons.com/wp-content/uploads/2013/10/2014-Audi-A4-interior.jpg>



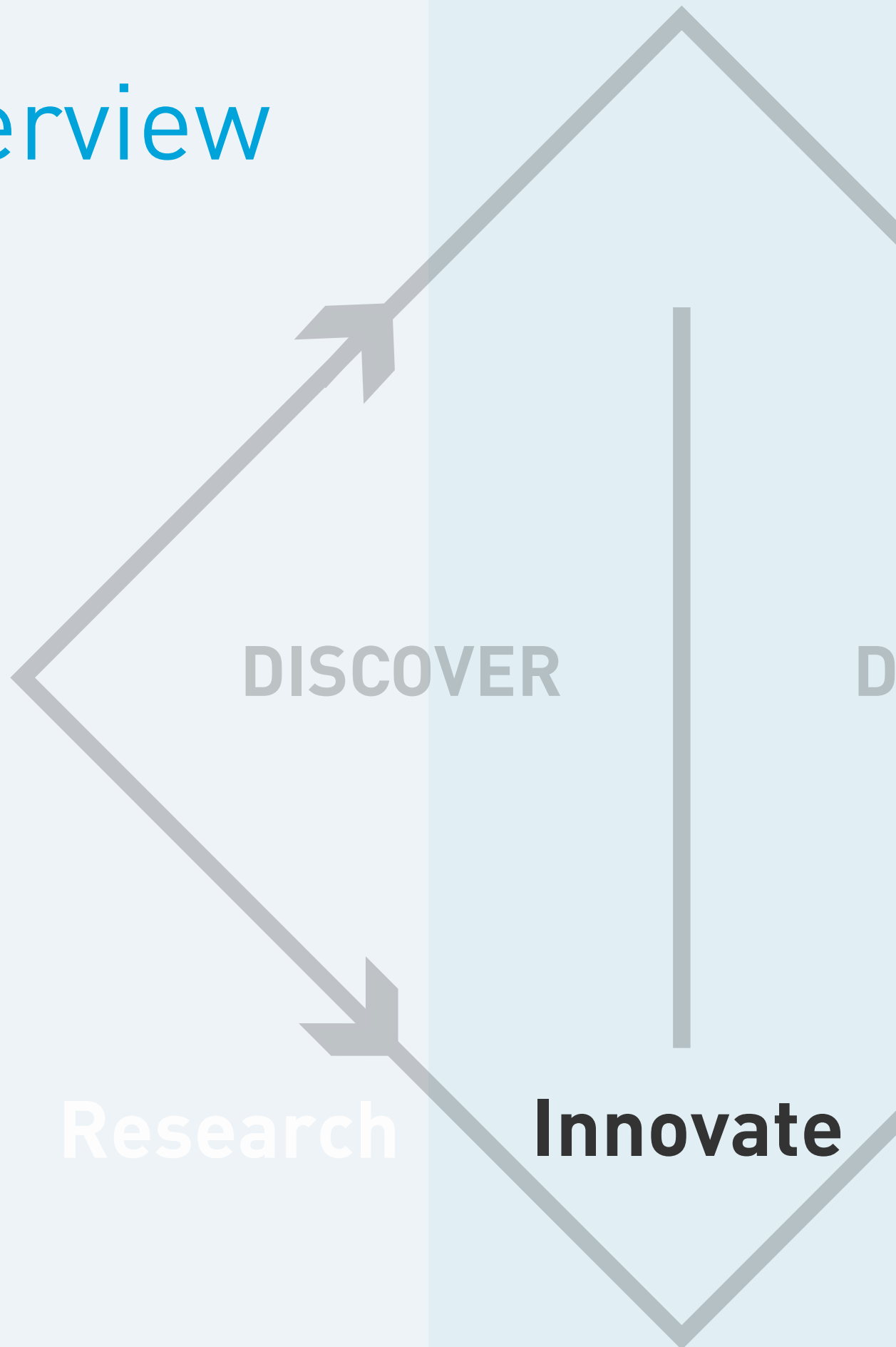
Audi R15 Racing Cockpit

http://2.bp.blogspot.com/_SM9A_sqVGgM/S9XON6I_WtI/AAAAAAAAADww/HcrQgfpuHgl/s1600/Audi+R15+Plus+Cockpit.jpg



Different, usage contexts, user types
and usage frequency will require
dedicated solutions.

Overview



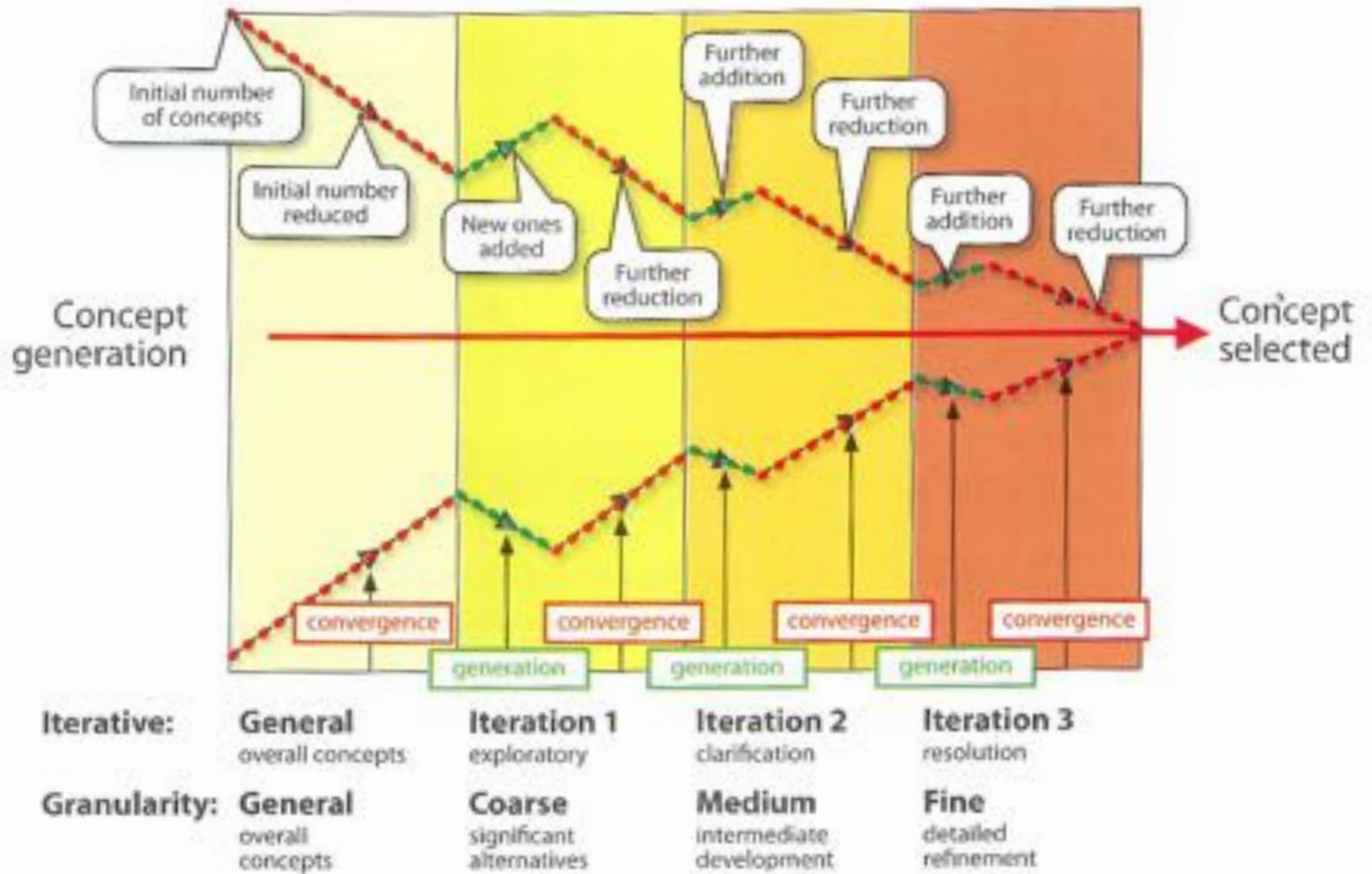
Make sense of your data

Identify important facets

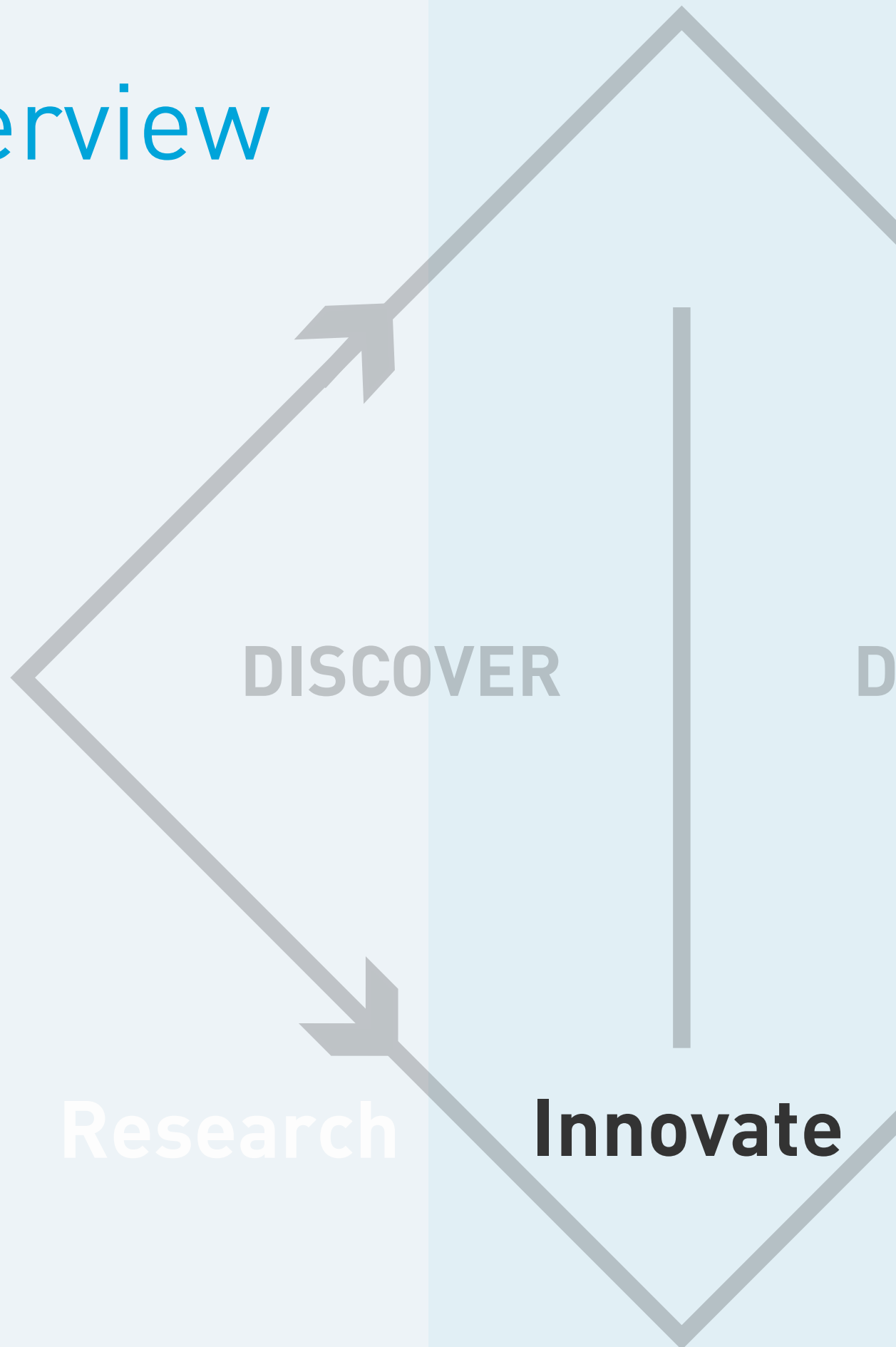
Keep all players in mind

Collect and prioritise ideas

Develop & validate solutions



Overview



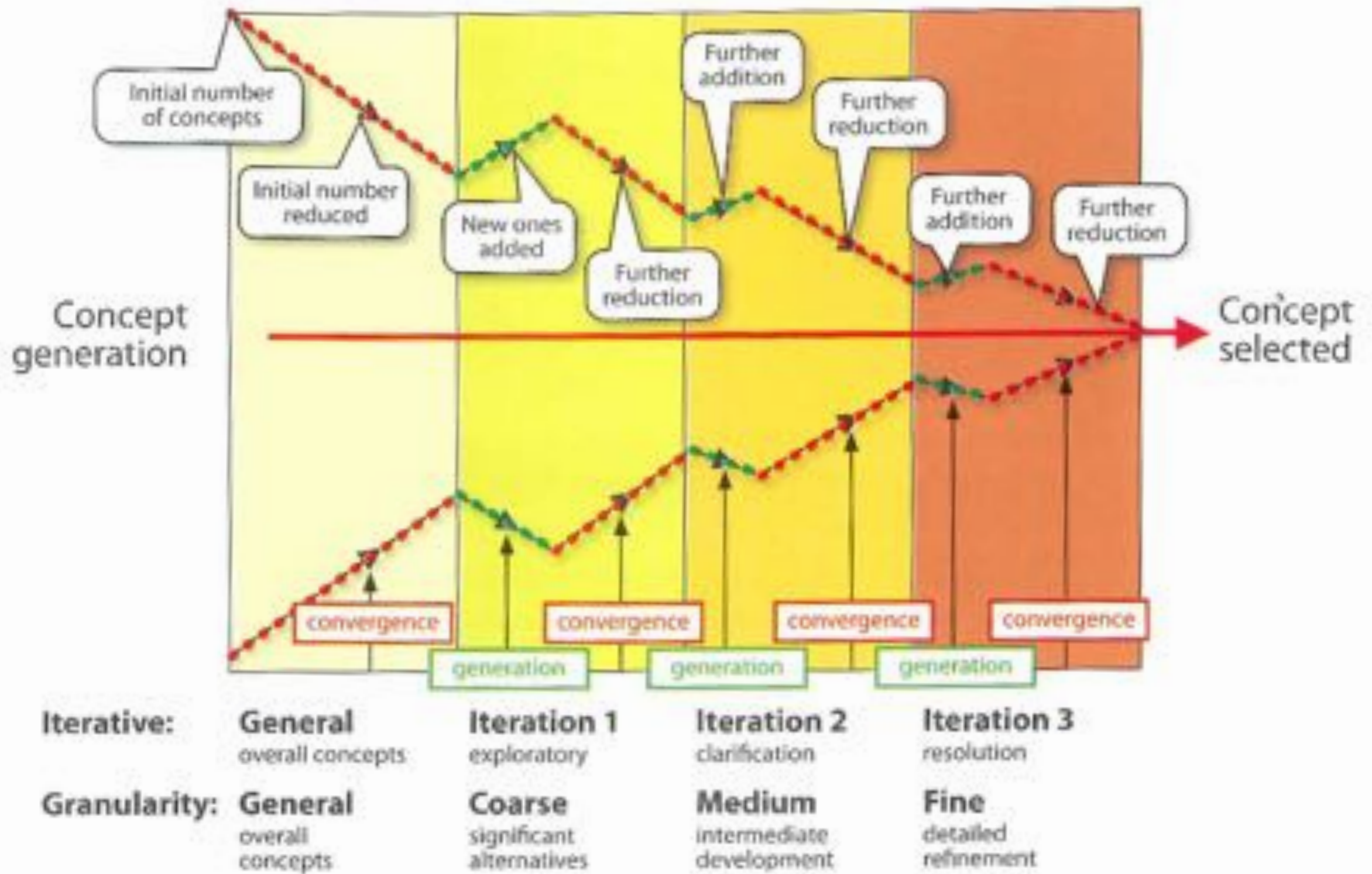
Make sense of your data

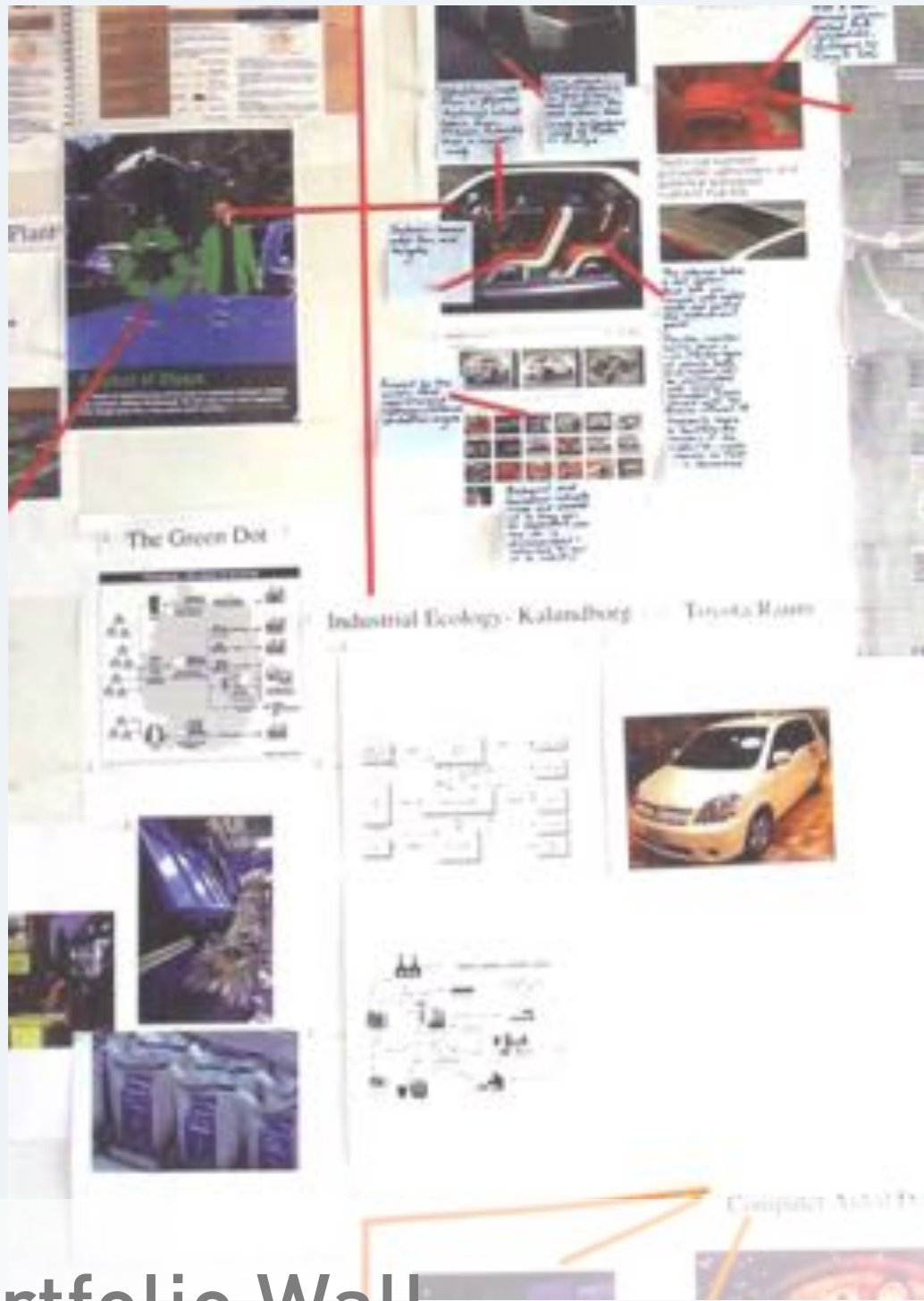
Identify important facets

Keep all players in mind

Collect and prioritise ideas

Develop & validate solutions





Portfolio Wall

Competitive Analysis / Current Interface

Four different adjustments
just to make AC right the way you like it.

Too many buttons
Buttons could be simplified and grouped further.

AC adjustments
do not show up on navigation screen.

Turning Knob
for the screen on top is far back; Poor ergonomic.



Buttons with simple icons are centralized at a convenient location.



What is working?

- Screen does not need to be at the same place as control.
- Tactile feel of button/Button grouping
- Tactile feel of screen feel
- Use of color, materials, textures, and lights can improve information hierarchy.

What is NOT working?

- Appropriate position for frequently used buttons is important.
- Too many buttons are intimidating.
- Buttons are scattered and not intuitive position.
- Touchscreen requires too much attention.
- Buttons rely on small icons/text which is hard to read.

Competitive Analysis

Competitive Analysis / Car Trends

Trends Insight

- More wireless connectivity to information and to others.
- More seamless integration between digital and physical world.
- Devices are more content driven and user centric.
- Better customization capabilities and mobile computing is more prevalent.

Interior Comforts

Communication between Driver and Passengers

Taking the comfort to the next higher plane, models like the 2007 Ford Expedition have ensured better communication between passengers from front to third row by using improved materials in the carpet and other features.

Sound/Insulation from Exterior

The SUV provides more insulation behind the dashboard and floor panels, thick glass and a steady roof panel, thus preventing itself from blocking the sounds.



Competitive Analysis

Literaturrecherche

Google / Google Scholar

<http://scholar.google.de>

ACM Digital Library

<http://portal.acm.org/dl.cfm> -> BibTex, Referenzen, Verweise

Citeseer

<http://citeseer.ist.psu.edu/cs>

IEEE Xplore

<http://ieeexplore.ieee.org/Xplore/guesthome.jsp>

Literaturrecherche

Zugriff auf diverse Literaturdatenbanken (ACM, IEEE) über LRZ-VPN und -Proxy:

<http://www.lrz-muenchen.de/services/netzdienste/proxy/browser-config/>

Zugriff auf das ACM Portal und IEEE über LRZ-Proxy:

<https://docweb.lrz-muenchen.de/cgi-bin/doc/nph-webdoc.cgi/000110A/http/portal.acm.org/portal.cfm>

Zugriff auf Zeitschriften:

<http://docweb.lrz-muenchen.de/>

Webrecherche

Techblogs:

engadget.com

ted.com

Zugriff auf Zeitschriften:

<http://docweb.lrz-muenchen.de/>

Intro Audi

Workshop Theme:

Erlebbarkeit von

Pilotierten Fahrzeugen

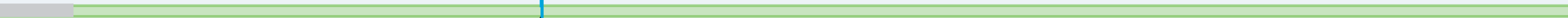
Now: Desk & Field Research

April

May

June

July



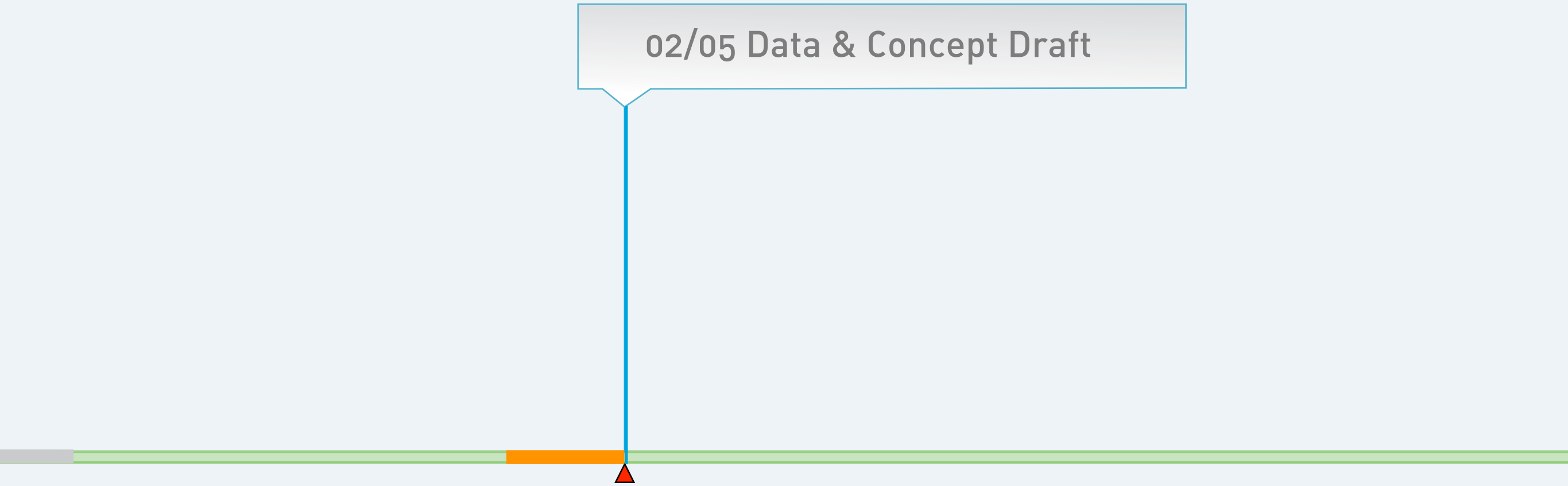
02/05 Data & Concept Draft

April

May

June

July



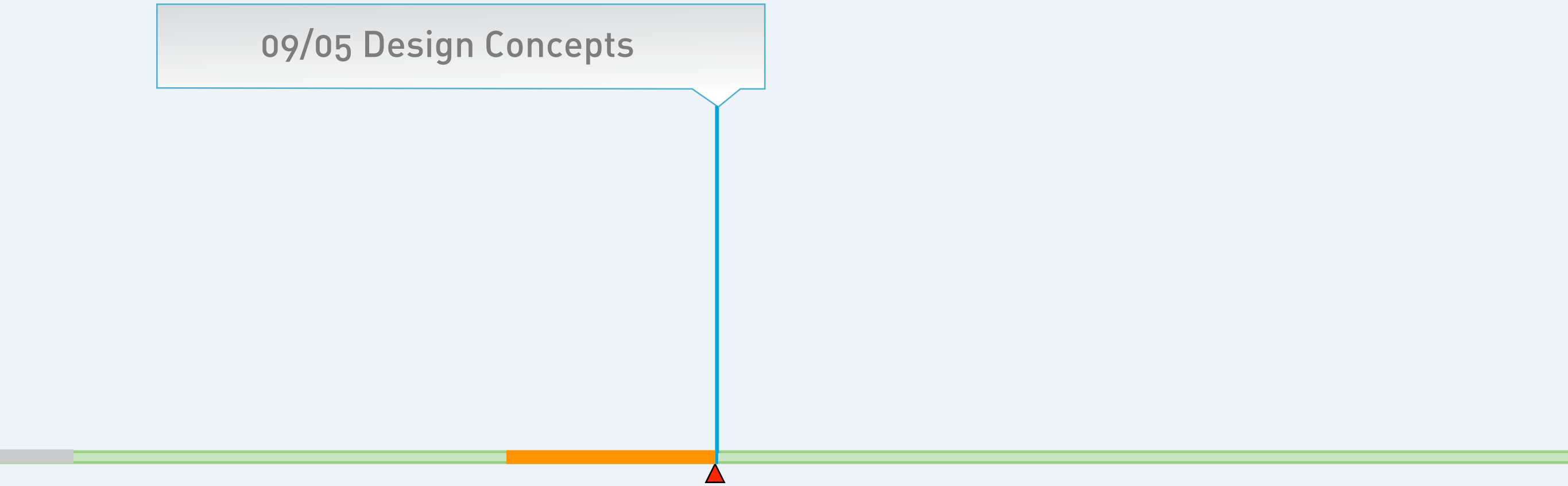
09/05 Design Concepts

April

May

June

July



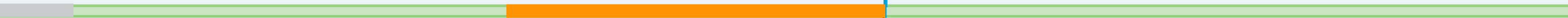
06/06 Initial Prototypes

April

May

June

July



27/06 Final Prototypes

April

May

June

July



11/07 Final Presentation

April

May

June

July



25/07 Deliverables

April

May

June

July



References:

- [1] Buxton, W. Sketching User Experiences, Morgan Kaufmann 2007.
- [2] Blom, J & Chipchase, J : Contextual and cultural challenges for user mobility research, ACM Press 2005.
- [3] CHI '10 Panel Discussion on User Research, 2010.
- [4] Copenhagen Institute of Interaction Design, User Research Workshop 2008.
- [5] Jonas, W. A Scenario for Design, MIT Press 2001.
- [6] Norman, D. The Psychology of Everyday Things, Basic Books 1988.
- [7] Moggridge, B. Designing Interactions, MIT Press, 2006.
- [8] Rogers, Y., Preece, J. & Sharp, H. Interaction Design, Wiley & Sons 2011.
- [9] Saffer, D. Designing for Interaction, New Riders 2009.
- [10] Walonick, D. Survival Statistics, 2004.