Welcome!
Designworkshop II
What are we doing here?
User Experience Design

- Technology
- Business
- Design

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User Experience Design

- useful
- usable
- valuable
- findable
- desirable
- accessible
- credible

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Getting the right Design and the Design right...

Bill Buxton - Sketching User Experiences
Double Diamond
Double Diamond

Why? and How?

source: [8]
Double Diamond

What?

DISCOVER | DEFINE

DESIGN | DELIVER

source: [8]
We focus on

DISCOVER

DEFINE
Overview

DISCOVER

DEFINE

Research

Innovate

Prototype

source: [8]
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

Audi R15 Racing Cockpit

http://2.bp.blogspot.com/_SM9A_sqvGgM/S9XON6I_WtI/AAAAAAAADww/HcrQgfphglI/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
Concept generation

Iterative:
- General overall concepts
- Iteration 1 exploratory
- Iteration 2 clarification
- Iteration 3 resolution

Granularity:
- General overall concepts
- Coarse significant alternatives
- Medium intermediate development
- Fine detailed refinement

source: [1]
Overview

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Research

Innovate

DISCOVER

DEFINE
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.
- 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

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 back row by using improved materials in the carpet and other features.

Sound/Insulation from Exterior
The SUV provides more insulation behind the dashboard and door panels, thick glass and a sealed roof panel, thus preventing itself from blocking the sounds.
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
02/05 Data & Concept Draft
09/05 Design Concepts
06/06 Initial Prototypes
27/06 Final Prototypes
References: