Designworkshop 2 / Designforschung

Industrial Design meets Human-Computer-Interaction

Research: Review Zwischenstand, Bericht Make Munich

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Human Centered Design Process

[Diagram showing the process with stages: Analysis & Insights, Ideation & Exploration, Prototyping & Development, Strategies/Concepts, Products/Services]
Human Centered Design Process

BUSINESS DESIGNER
STRATEGISTS
MARKETING
PRODUCT DVLPMNT

DESIGN RESEARCHER
MARKET RESEARCHER
FUTURE RESEARCHER
PSYCHOLOGISTS

VISUAL DESIGNER
INTERACTION DESIGNER
PRODUCT DESIGNER
INTERIOR DESIGNER
...

CREATIVE TECHNOLOGISTS
SOFTWARE ENGINEER
HARDWARE ENGINEER
MECHANICAL ENGINEER
MODEL MAKER
3D MODELLER
...

https://www.ixds.com/company/our_process.png
Expert Interview

In-home Interviews

IN-HOME INTERVIEWS

Source: IXDS GmbH
Cross Cultural Research: Jan Chipchase

https://i.vimeocdn.com/video/214726185.jpg?mw=1920&mh=1080&q=70
Cross Cultural Research: Jan Chipchase

https://www.slideshare.net/janchip/mobile-money-afghanistan-6981870
Cultural Probes
What is an insight?

An insight is a new, overall finding („Erkenntnis“) that originates from several independant research sources.

Insights form the basis of your idea development.
Research Analysis & Insights
Research Analysis & Insights

After the research and the analysis of all the material, you share all the data you gathered and analyse them into major insights.

How:
All results from the analysis phase will be jointly discussed, summarized and documented, with the aim of organizing and prioritizing user insights.
The Creative Process
Double Diamond
Schedule of the semester

24.04.2017  Kick off

RESEARCH PHASE
08.05.2017  Review Research, Report Make Munich (6./7.May make-munich.de )
15.05.2017  Deliverable 1: Research, Problem Framing

CONCEPT PHASE
22.05.2017  Review Concept
29.05.2017  Deliverable 2: Presentation Concept, Plan Prototyping

LOW-FIDELITY PROTOTYPING
12.06.2017  First Draft Prototype, User Testing Plan
19.06.2017  Presentation Results User Testing & Concept Iteration
26.06.2017  Deliverable 3: Low-Fidelity Prototype based on User Testing

HIGH-FIDELITY PROTOTYPING
03.07.2017  Review High-Fidelity Prototype
10.07.2017  Review High-Fidelity Prototype
17.07.2017  Review High-Fidelity Prototype, Presentation Draft
24.07.2017  Deliverable 4: Final Presentation
Until 15.05.2017:

DELIVERABLE 1: 10 mins PDF presentation per team

SUMMARY DESK RESEARCH
Structure your research into groups and give each group a title describing the grouped examples’ innovative approach to „Soft Machines“ in interaction & product design. At least 30 examples from at least 8 different sources, including user research.

PROBLEM FRAMING/ DESIGN CHALLENGE
Describe the specific challenge you want to solve in one sentence, describing:
- What kind of interaction (e.g. remote controlling a TV, navigating through the street, controlling a stove,...) do you want to change?
- How/ Why do you want to change it? (playful, precise,...)
- For whom are you designing? (elderly, children, athletes, blind, stressed-out mothers,...)