Welcome!
Designworkshop II
Summer Term 19
What are we doing here?
User Experience Design

Technology

UX

Business

Design/Architecture

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http://semanticstudios.com
Getting the right Design and the Design right...

Bill Buxton - Sketching User Experiences
User Interface

**Visible**

**Behind the Scenes**

- Capturing
- Connecting
- Combining
- Contextualizing
- Transferring
- Coordinating
- Storing
Double Diamond

source: [8]
Double Diamond

DISCOVER  

DEFINE

DESIGN  

DELIVER

Why? and How?

source: [8]
Double Diamond

DISCOVER  DEFINE

DESIGN  DELIVER

source: [8]
We focus on

DISCOVER  DEFINE

source: [8]
Overview

Research  Innovate  Prototype

DISCOVER  DEFINE
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_sqV/GgM88XON86I/AAAAAAAAADww/HcrQgfpuhgl/s1600/Audi+R15+Plus+Cockpit.jpg
Frequent users

Novice users

Infrequent users

Expert users

Source: [2,4]
Different, usage contexts, user types and usage frequency will require dedicated solutions.
Overview

Innovate

Make sense of your data
Identify important facets
Keep all players in mind
Collect and prioritise ideas
Develop & validate solutions

Research
Overview

Make sense of your data
Identify important facets
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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/Care 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 enhanced better communication between passengers from front to hindrow 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 steady roof panel, thus preventing itself from blocking the sounds.

http://www.jeongyounchoi.com/27991/291635/home/ux-ui-design-clover-car-interface-design
Now: Desk & Field Research
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
Litraturrecherche

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/
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Now: Desk & Field Research
References: