

EINFÜHRUNG

Design Workshop 2

AppDesign

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LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

Rules for Online Teaching

<http://www.medien.fh-lmu.de/online-lehre/fi-statement.html>

While LMU is closed, most teaching happens currently online. As teachers, we ask you to be forgiving if things should not work perfectly right away, and we hope for your constructive participation. In this situation, we would also like to explicitly point out some rules, which would be self-evident in real life:

- **In live meetings, we ask you to responsibly deal with audio (off by default) and bandwidth (video as needed).**
- **Recording or redirecting streams by participants is not allowed.**
- **Distributing content (video, audio, images, PDFs, etc.) in other channels than those foreseen by the author is not allowed.**

If you violate one of these rules, you can expect to be expelled from the respective course, and we reserve the right for further action. With all others, we are looking forward to the joint experiment of an "online semester".

Before we start.

1. Please change your user name to your real full name.
2. Please type "HERE" in a group chat or use "raise hand" feature when you want to speak out, e.g, hands-on session or anytime you have a question.

GLIEDERUNG/ Outline

- 1) Course Topic
- 2) Design Process
- 3) Timeline
- 4) Grading
- 5) Team Up
- 6) Benchmarking
- 8) Homework

COURSE TOPIC



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Art Journey



Topic

Art journey in Munich

- App prototype
- Art Journey through the city of munich
- Think about the current situation. What can be discovered outside or online?
- Be creative
- Teamwork

Team Up afterwards

find your group members in moodle:

1. team one
2. team two
3. team three
4. team four
5. team five

23 students = 5 groups

Each group must consist of at least 2 HMI students and 2 KUMM students.

- 11 HMI students
- 12 KUMM students

DESIGN PROCESS

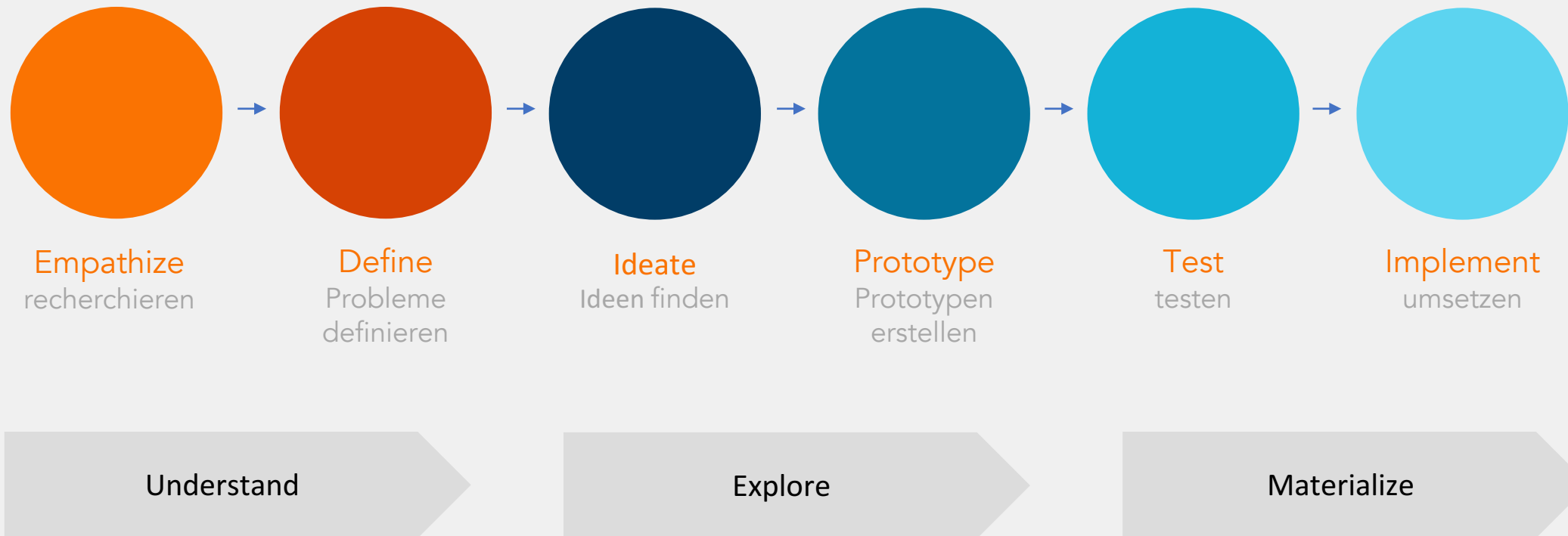


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Design Thinking Attributes

- Ambiguity
- Collaborative
- Constructive
- Curiosity
- Empathy
- Holistic
- Iterative
- Non-judgemental
- Open Mindset

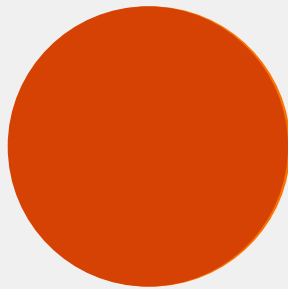
Design Process





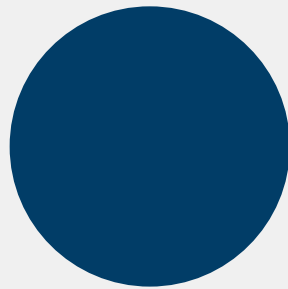
Empathize
recherchieren

- Research users needs
- Understand the problem you're trying to solve



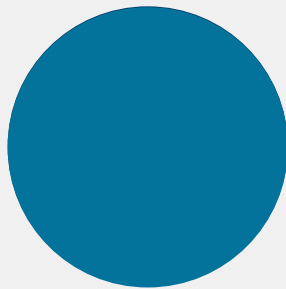
Define
Probleme
definieren

- Analyze your observations
- State your users needs and problems



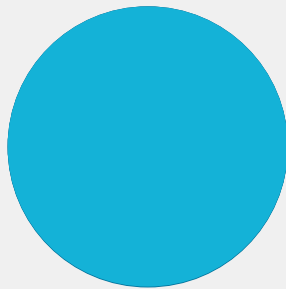
Ideate
Ideen finden

- Challenge assumptions
- Create Ideas



Prototype
Prototypen
erstellen

- Start to create solutions
- Produce simple versions of the product



Test
testen

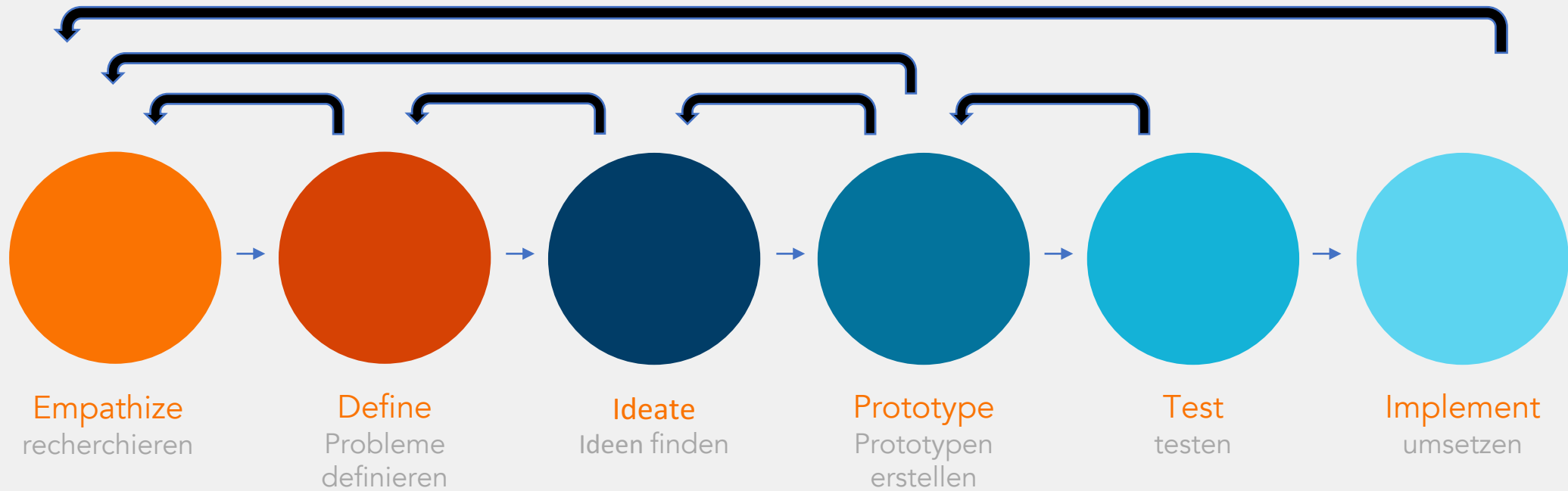
- Try your solutions out
- Redefine



Implement
umsetzen

- Put the vision into effect

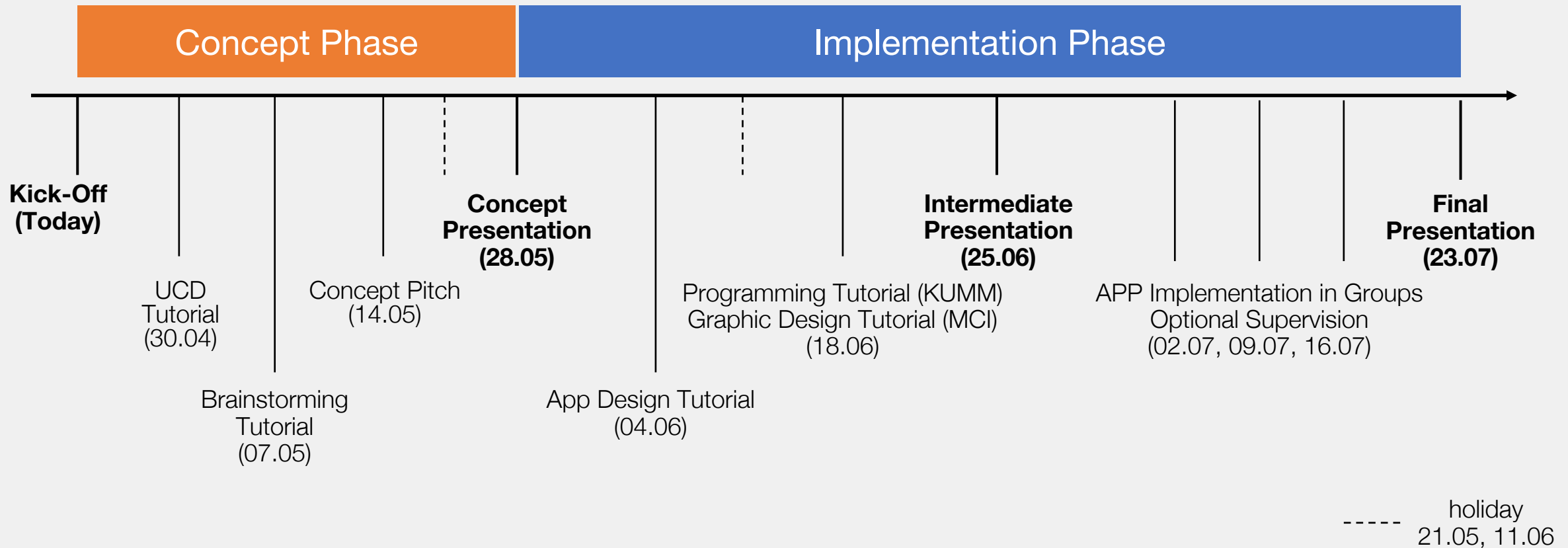
Design Process is not linear!



Timeline

Date: Thursdays, 15-18 Uhr

Location: Zoom, link via email



Grading

Concept Design

- Analysis
- Idea
- Aesthetics

Implementation

- Prototype
- Robustness and usability
- UX

Final Presentation

- Completeness
- Clarity

Contribution

- Attendance
- Workload
- Documentation (each group):
 - I. **app project file(e.g., .xd),**
 - I. **demonstration video clip(.mp4),**
 - II. **final presentation slides(.pdf)**

App Benchmarking

is the process of measuring your app in comparison to other apps in your industry.

Why?

Get Ideas.

Find Opportunities.

Quantified and qualified
Evaluation.

How?

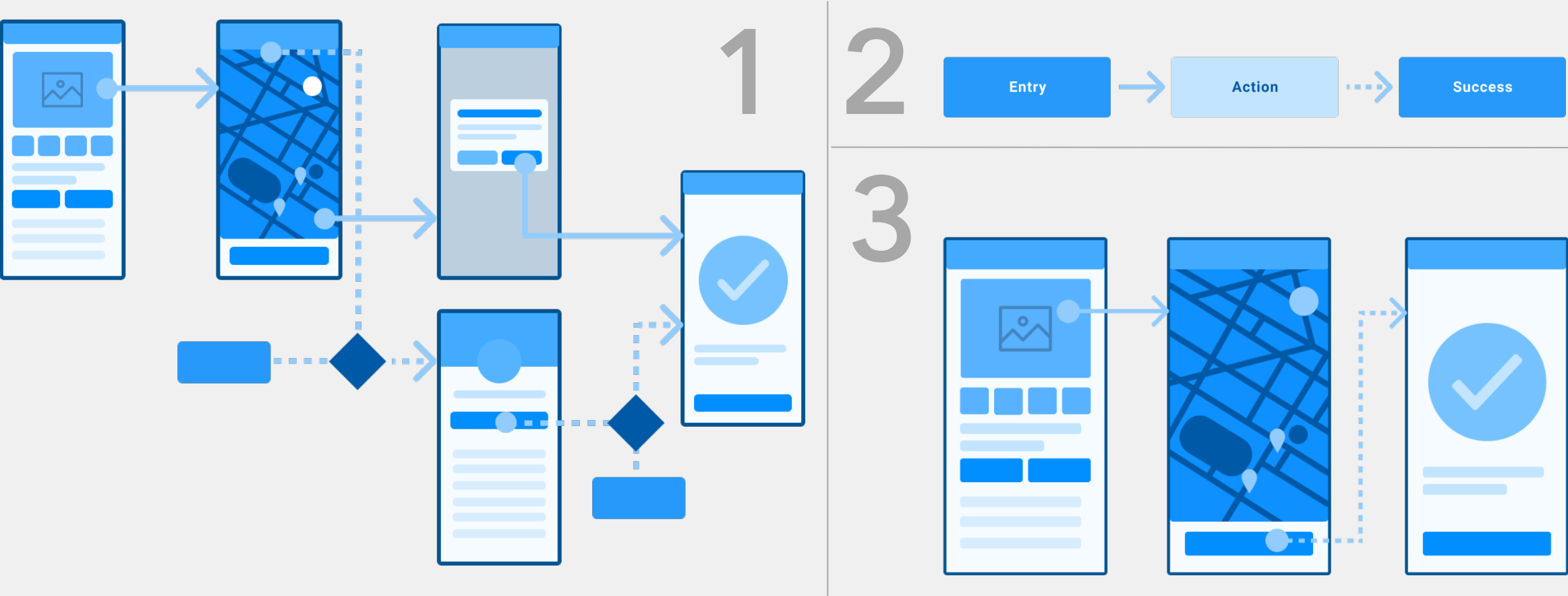
1. Select apps. Best, similar to your app
2. Define criteria.
ease of use, UI, features, **user flow chart**, etc.
3. Rate each criteria.
quantitative 5-point Likert scale
qualitative data of example, your reasons of choice
/takeaways

Learn from other exemplary apps.

<https://www2.stardust-testing.com/en/why-app-benchmarking-is-essential-for-your-mobile-apps-success>

APP Benchmarking (group chat)

Which one is a user flow? Type the number you think correct in group chat.
How would you name others? Why? What's the difference? Raise hands.



APP Benchmarking



2.Task Flows, *action level*

focus on how users travel through the platform while performing a specific task.

- Best used to show only one (common) path.

3.Wire Flows, *component level*

replace abstract shapes of flow charts with individual screens.

- Best used for creating mobile screens.

Learn from other exemplary apps.

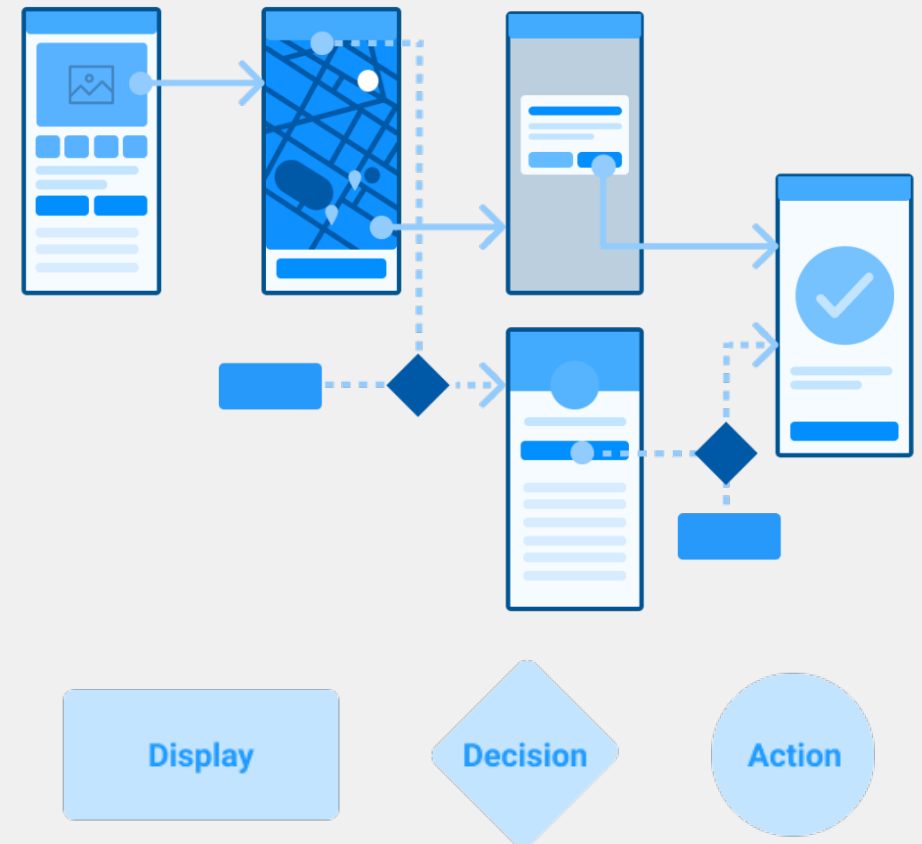
<https://careerfoundry.com/en/blog/ux-design/what-are-user-flows/>

APP Benchmarking

1. User Flows, *interaction level*

focus on the way your target audience will interact with the product. The user journey from entry point to goal.

- Best used to show different tasks and paths.
- Highly attached to a specific scenario, persona, and entry point.
- The main goal or accomplishment is usually always the same.



Learn from other exemplary apps.

<https://careerfoundry.com/en/blog/ux-design/what-are-user-flows/>

APP Benchmarking

Why do I need user flows?

To achieve great UX.

- prioritize content requirements, in terms of **what** and **how** to get the user to **accomplish the goal** in the **most efficient** way possible.
- efficiency = happy and engaged client = more time on site, bounce rates (leaving the site), etc = **the success of your app!**
- **a part of user-centered-design**, put the user first and think about how they will interact

User Flow Design

Tools:

- JUSTINMIND
- FLOWMAPP
- ZENTRO
- Timblee
- Wireflow
- ...

Learn from other exemplary apps.

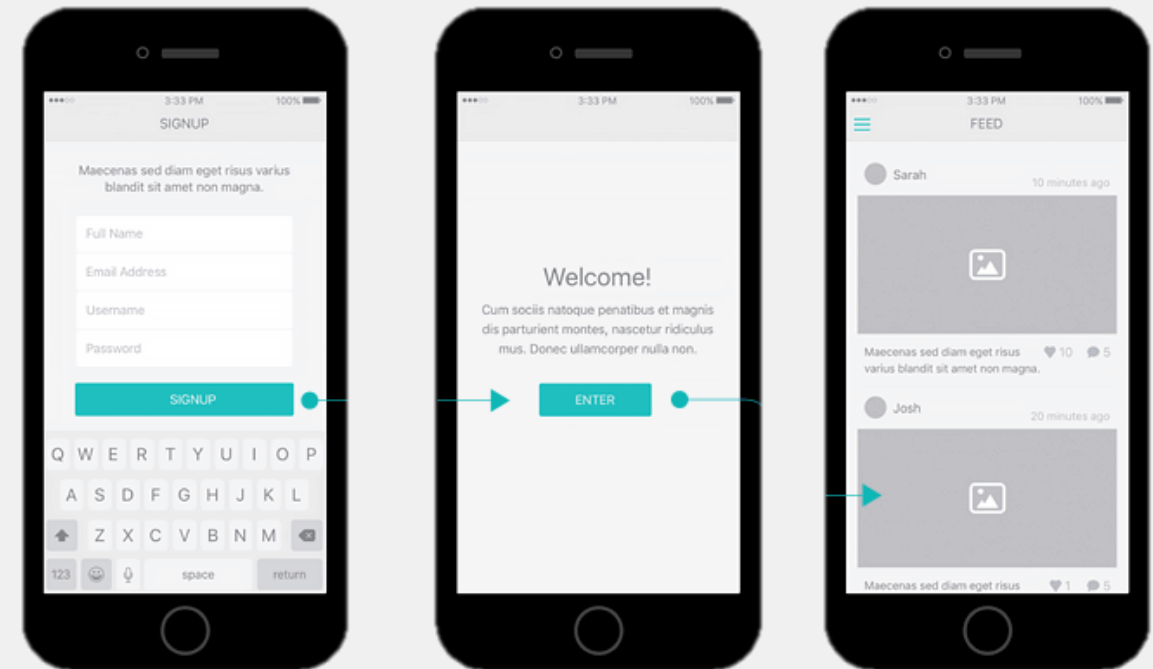
<https://www.justinmind.com/blog/a-beginners-guide-to-user-flows-and-how-to-prototype-them-using-justinmind/>

APP Benchmarking

How to analyze user flows?

start with user testing. Imagine yourself as a user.

- **Why is the user here?** What do they want to accomplish? E.g. make a reservation, purchase a product, sign up to something
- **What information does the user need to accomplish the task?**
- **What are the barriers that could stop them from reaching their goal?**



Learn from other exemplary apps.

<https://www.justinmind.com/blog/a-beginners-guide-to-user-flows-and-how-to-prototype-them-using-justinmind/>

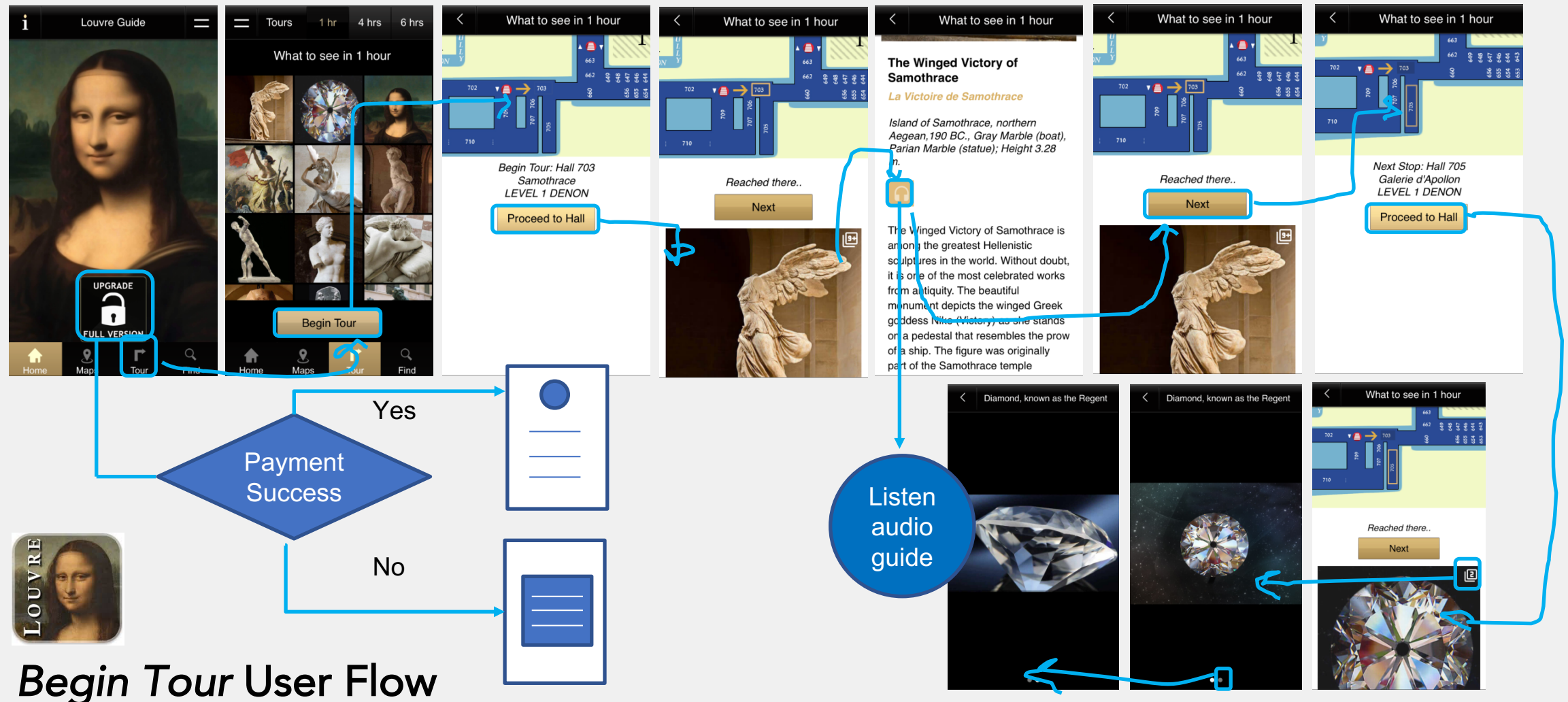
APP Benchmarking

How to analyze user flows for benchmarking?

1. Differentiate tasks, e.g., sign-in, visit an exhibition online, require a tour guide, share to social media, buy my ticket, etc.
2. Prioritize tasks according to users. What are their main motivations to use the app?
3. Arrange screenshots of relative user interfaces (UIs).
4. Draw task flows based on UI.

Learn from other exemplary apps.

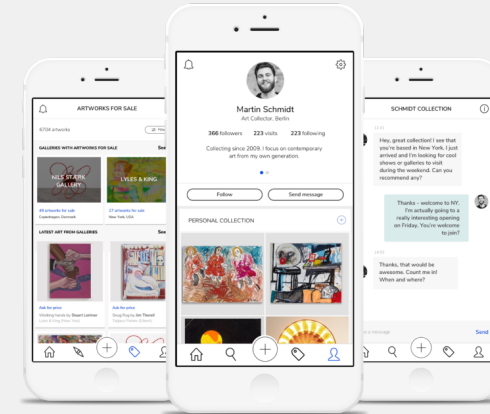
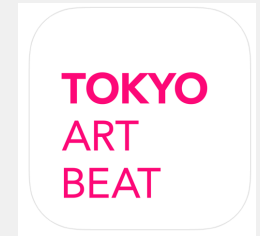
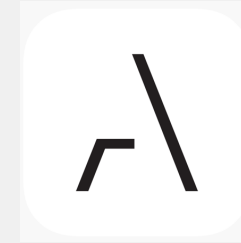
APP Benchmarking Hands-On



Begin Tour User Flow

APP Benchmarking Hands-On

1. Select apps. Best, similar to your app
2. Define criteria. User Flows, etc
3. Rate each criteria.
quantitative 5-point Likert scale
qualitative data of example, your takeaways



Deliverables next week (30. April)

1. Team up in [Moodle](#)! Define your group topic.
2. **Benchmarking Group Presentation**
5 mins (one speaker);
5mins (Q&A), max. 5 slides;
German/ English;
Zoom:
 - Select three **exemplary** apps.
 - Analyze their **User Flows**.
 - **Overall score, reasons of your choice, and your takeaways.**

User Flow				
Overall Score				
Reasons of your choice				
Takeaways				

