Concept Development

WELCOME!

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OVERVIEW

The Course
Week 1

Monday

Intro & User Research

Tuesday

Wednesday

Thursday

Friday
Data Analysis w. Kalle

Week 1
Week 1

Concepts & Scenarios
Week 1

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

Mid Presentation w. Guests
Recap:
**Diagram: Interaction Design Techniques**

- **Statistical**
  - Macro techniques (many people)
  - **SURVEYS**
  - **VIDEO ETHNOGRAPHY**

- **Saying** (Explicit opportunities and needs)
  - **FOCUS GROUPS**

- **Doing** (Latent opportunities and needs)
  - **OBSERVATIONAL TECHNIQUES**

- **Micro techniques** (few people)
  - Interpretive

*Source: [8]*
**ANALYSIS**
Definition of the system
What is the problem?

**EVALUATION**
Possible alternatives
What future do we want?

**SYNTHESIS**
Design of final solutions
What do we implement?

The designer is a ‘problem-scouter’
The designer is a ‘story-teller’
The designer is an ‘executor’

source: [4]
Tools of Trade:
Interviews

**Unstructured** - are not directed by a script. Rich but not replicable. Structured - are tightly scripted, often like a questionnaire. Replicable but may lack richness.

**Semi-structured** - guided by a script but interesting issues can be explored in more depth. Can provide a good balance between richness and replicability.

source: [8]
Running the interview

• **Introduction** – introduce yourself, explain the goals of the interview, reassure about the ethical issues, ask to record, present any informed consent form.

• **Warm-up** – make first questions easy and non-threatening.

• **Main body** – present questions in a logical order

• **A cool-off period** – include a few easy questions to defuse tension at the end

• **Closure** – thank interviewee, signal the end, e.g., switch recorder off.

source: [8]
Structuring frameworks to guide observation

- The person. **Who?**
  - The place. **Where?**
  - The thing. **What?**

- **The Goetz and LeCompte (1984) framework:**
  - Who is present?
  - What is their role?
  - What is happening?
  - When does the activity occur?
  - Where is it happening?
  - Why is it happening?
  - How is the activity organized?

source: [8]
Day 1:
Morning Session:
1.) 9:20 Course Organization & Introduction Lecture
2.) 5 Minute Presentations

Afternoon Session
3.) User Research in the Field
To Get 6 ECTS:

1.) Mandatory attendance
2.) Presentations (two with guests)
3.) Be an active member of you team
4.) Hand in the presentations and the video prototype
5.) Document, Document, Document
Blog:

http://conceptdevelopment.lmu.wordpress.com

1.) Account → feedback@medien.ifi.lmu.de
2.) Three Posts: User Research, Concept, Videoprototype
Ab 16. Januar gibt es die WEAVE 01.2012 am Kiosk!

Zum Inhaltsverzeichnis  Zum Heftarchiv  Heft bestellen / abonnieren

Weave Magazine:
http://www.weave.de
Design challenge

The best project wins a non-cash prize sponsored by
Rooms:

112: Lectures & Presentations

Individual Group Work
101, 103, 106, 118, 120

all Amalienstraße 73
First Blog Post

- one photo & about 150 words abstract
- categories: WS1112; User Research, Team X
- deadline: tuesday 23:59
After the presentation:

Do field research (today & tomorrow)
Gather back here: Wednesday 9:00 (c.t.)
Thanks & Have Fun!

**Wednesday Bring:**
- Videos & Audio
- Each team one laptop with the data
- Transcript interviews (printed)
- Camera (one per team)