Workshop

Concept Development

Lecturer: Alexander Wiethoff & Andreas Butz
Tutorials and Organization: Sebastian Löhmann
External Lecturer: Kalle Kormann-Philipson (INNUID)
Industry Partner: Designaffairs Munich
OVERVIEW
Week 1

Monday

Tuesday

Wednesday

Thursday

Friday

Data Analysis
Concepts and Scenarios
Week 2

Mid Presentation w. Guests
Research
Recap:
Elaboration
opportunity seeking

Design Process

Reduction
decision-making
People
The diagram illustrates different research methods categorized by their approach to understanding opportunities and needs. It differentiates between statistical (macro techniques for many people) and observational (interpretive micro techniques for few people). The methods are:

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

- **Doing** (Latent opportunities and needs):
  - **VIDEO ETHNOGRAPHY**
  - **OBSERVATIONAL TECHNIQUES**

The source of this diagram is [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 Organisation & 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 your team
4.) Hand in the presentations and the video prototype
5.) Document, Document, Document
Blog:

1. http://conceptdevelopmentlmu.wordpress.com
   * each team creates an account @ wordpress.com
   * use this suffix: cd2014x (x is your team no.)
   * all accounts will get access to create posts
2. Three posts: User Research, Concept, Videoprototype
Design challenge

The best project wins a non-cash prize sponsored by designaffairs
First Blog Post

* one photo & about 150 words abstract
* categories: WS1314; User Research, Team X
* deadline: wednesday 23:59
After the presentation:

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

Thursday Bring:

* Videos & Audio (5 good Images per team)
  * Each team one laptop with the data
  * Transcript interviews (printed and PDF)
  * Camera (one per team)
References: