Workshop Concept Development

Lecturer: Alexander Wiethoff
Tutorials and Organization: Hanna Schneider
External Lecturer: Kalle Kormann-Philipson (Google, Adobe)
Industry Partner: IXDS Munich
Day 1:

Morning Session:
1.) Spaghetti Challenge Course Organisation & Brief Introduction Lecture
2.) Guest Lecture by IXDS
3.) 5 Minute Presentations

Afternoon Session:
3.) User Research in the Field
Key Data Collection → User Research → Data Analysis → Design Concepts → Experience Prototypes

Evaluation Cycle
Elaboration
opportunity seeking

Design Process

Reduction
decision-making
People
**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?
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://conceptdevelopment.lmu.wordpress.com
   *each team creates an account @ wordpress.com
   * use this suffix: cd2015x (x is your team no.)
   * all accounts will get access to create posts

2.) Three posts: User Research, Concept, Videoprototype
First Blog Post

* one photo & about 150 words abstract
* categories: WS1415; 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 to be submitted via UniWorX)
  * Each team one laptop with the data
* Transcript interviews (printed and PDF also to be submitted via UniWorX)
  * Camera (one per team)
References: