Workshop
Concept Development

Lecturer: Alexander Wiethoff
Tutorials and Organization: Hanna Schneider
External Lecturer: Kalle Kormann-Philipson (INNUID)
Industry Partner: IXDS Munich
Agenda

Day 1 - Thu   Concept Development & Tools

Day 2 - Fri   Tools

Day 3 - Mon   Mid presentation
Agenda Day 4

9:15 - 10:00  Introduction
10:00 - 13:30  Affinity Diagramming
14:15 - 15:15  HMWs
15:15 - 16:30  Group Presentation
What is a product?
What is a service?
GRAPHIC DESIGN

PRODUCT DESIGN

INTERACTION DESIGN

SERVICE DESIGN

2D

3D + Z-axis (spatial depth)

4D + T-axis (temporal dimension)

5D + W-axis (multi-local simultaneity)

Model: Benjamin N.N. Schulz; Icons: Dima Yagnyuk, Daphne Espinosa, George Agpoon / The Noun Project
A new marketing logic.

**Yesterday**
- Fabrication
- Consumer
- Focus: Sales

**Today**
- Fascination
- Consumer
- Focus: Advertising

**Next**
- F
- Use
- R
- Focus: Products & Services

Quelle: SinnerSchrader
What do they have in common?
Back Stage

Todays products need to be more than just being usable.
They need to serve your needs ...
... and deliver memorizable experiences.
Getting the right Design and the Design right...
What is Concept Development?
Definition & Focus

Concept Development is a rapid-creative session where all participants work and iterate through a design-led process to create valuable and tangible results.
Definition & Focus

It is made to **generate** product ideas, **validate** and **enhance** existing products or ideas, and to **find solutions** to all sorts of problems.
<table>
<thead>
<tr>
<th>Related fields</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creativity</td>
</tr>
<tr>
<td>HCD/UCD</td>
</tr>
<tr>
<td>HCI</td>
</tr>
<tr>
<td>Design Thinking</td>
</tr>
<tr>
<td>Strategy</td>
</tr>
<tr>
<td>Innovation</td>
</tr>
<tr>
<td>Future Studies</td>
</tr>
<tr>
<td>Decision Making</td>
</tr>
<tr>
<td>Lean</td>
</tr>
<tr>
<td>Product Design</td>
</tr>
<tr>
<td>Service Design</td>
</tr>
<tr>
<td>User Experience Design</td>
</tr>
<tr>
<td>Teamwork/Collaboration</td>
</tr>
</tbody>
</table>
User Experience Design
User Experience Design

Focus is on the use/customer/people.

Takes business requirements into account.

Follows the User Centered Design process.

UX is a combination of several design disciplines.
User Experience Design

http://www.kickerstudio.com/2008/12/the-disciplines-of-user-experience/
User Experience Design

- Technology
- Business
- Design
- UX
User Experience Design

http://semanticstudios.com/publications/semantics/000029.php
User Experience Design - Process

http://www.sapdesignguild.org/resources/ucd_process.asp
What is Lean UX?
What is Lean UX?

Lean UX embraces the idea of short iterations focused on measuring and learning to tackle complexity.

http://epicbagel.com/defining-lean-ux/
What is Lean UX?

It removes departmental constraints on design and communication, allowing you to get truly close to product strategy.

http://epicbagel.com/defining-lean-ux/
What is Lean UX?

Design solutions no longer become buried and diluted through bloated deliverables.

http://epicbagel.com/defining-lean-ux/
What is Lean UX?

1. You create design **hypothesis**
2. You **test** it
3. You **learn** from the outcome, **focus** on **insights** than data

http://epicbagel.com/defining-lean-ux/
What is Lean UX?

Build-Measure-Learn

Lean Start-up Methodology by Eric Ries
What is LeanUX?

What is LeanUX?

Think
Make
Check

by Janice Fraser
What is LeanUX?

10 Principles from LUXR
Design + Product Management + Development = 1 team
Externalize!
Goal-driven & outcome-focused
Repeatable & routinized
FLOW: think -> make -> check
Focus on solving the right problem
Generate many options
Decide quickly what to pursue & hold decisions lightly
Recognize hypotheses & validate them
Research with users is the best source of information & inspiration

http://luxr.co/10_principles_of_lean_user_experience
Design Thinking
Design Thinking

Design thinking refers to the methods and processes for investigating ill-defined problems, acquiring information, analyzing knowledge, and positing solutions in the design and planning fields.
“Zoomed out vs. Zoomed in”
Zoomed Out vs. Zoomed In

Zoom Out vs. Zoom is a way of design thinking.

Interactions designers are often facing increasingly complex situations.

Zooming in and out makes them flexible and helps to define on which level to intervene.
Zoomed Out vs. Zoomed In

Holistic

User

Technology
Design Thinking

Design thinking is generally considered the ability to combine:

- **empathy** for the context of a problem,
- **creativity** in the generation of insights and solutions, and
- **rationality** to analyze and fit solutions to the context.
Design Thinking - Process

UNDERSTAND ➔ OBSERVE ➔ POINT of VIEW ➔ IDEATE ➔ PROTOTYPE ➔ TEST
Concept Development
Process
The creative process.
The basis.
Double Diamond

DISCOVER  DEFINE  DESIGN  DELIVER

What?
We focus on

DISCOVER

DEFINE

DBE
Overview

Research

Get to know your problem/subject
Gather insights about the user and their life
Collect artifacts & impressions
Record tasks
Overview

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

DISCOVER

Research

Innovate

DEFINE
Overview

Tell a story
Make it tangible

Prototype

DISCOVER
DEFINE
DEPLOY
Concept Development
5 Principles
1 - Stay user/consumer focused

Watch them. What are they doing? What are their daily problems and hurdles?

Focus and follow on their needs.

Try to identify their habits and their workarounds to make their lives easier.
2 - Gather a diverse team to succeed

It is good to have multiple perspectives to the world!

Only a diverse group of people is able to look at a problem from different perspectives as their backgrounds and experiences are different.
Concept Development
5 Principles

3 - Be flexible / Stay low-fi as long as possible
Do not waste energy by creating hi-fi work as you are working through the CD process!

If you are not emotionally attached to a piece of work you can easily let go.
4 - Short time frames
Set yourself constraints!
If you set a time limit your output and work will be more focussed and you will not be distracted by too many influences.

This principle lets you stay focussed!
Concept Development
5 Principles

5 - Show and tell as often as possible

Present your ideas and findings often to the whole group or others.

Gather feedback and make use of it in the next iteration.
Stop.
We are about to enter the „Innovate“ Phase!
Tool-Kits
IDEO Method Cards

http://www.ideo.com/work/method-cards/

**Scenarios**

**HOW:** Illustrate a character-rich story line describing the context of use for a product or service.

**WHY:** This process helps to communicate and test the essence of a design idea within its probable context of use. It is especially useful for the evaluation of service concepts.

**Bodystorming**

**HOW:** Set up a scenario with the roles, with or without props, based on the intuitive response to the service by the physical environment.

**WHY:** This method is used to generate and test ideas and behavior-based outcomes.
User experience trading cards.
Created for the IA Summit in 2007, 2008 and 2009.

2009 Series

A/B Testing
#33

Affinity Diagram
#34

Collaborative Inspection
#35

Concept Model
#36

Diary Study
#37

Five Sketches™
#38

GOMS (Goal-Question-Metric-Sources of Information-Subroutines)

Concept Video

Participatory Design

nForm
http://nform.com/tradingcards/
Google CSI

Create Community
Change Your Per
Bias Towards Action
Focus on Human Values
Mindsets.

Collaborate Across Boundaries
Be Mindful of Pain
Show, Don’t Tell
Concept Development Tool-Kit
Creative tools to solve problems

Affinity Diagram
HMWs
Opportunity Mind Map
Solution description & validation
Personas
Scenarios
Storyboards
Affinity Diagram
Make sense of collected data

http://wiki.fluidproject.org/download/attachments/2395197/100_1885.JPG
1. Brainstorming Webs

2. Affinity Diagrams

3. Flow Diagram
Brainstorming Webs

Used when developing a central concept or question. Can be built by identifying the center first, then all of the extensions.
Flow Diagram

Represent a series of events, actions or processes of different actors. Usually have a beginning and an end point.
Affinity Diagram

Communicate a hierarchy or relationships between main and supporting ideas
Can be constructed from “bottom up” or “top down”
Affinity Diagram

What?
It is a method for sorting and making sense of data.

Data points can be recorded on sticky notes and sorted into logical groups. It could be employed as an individual or group exercise.
Affinity Diagram

Why?
You can experiment with different arrangements to see which makes the most sense.

Affinity Diagramming helps to expose crucial relationships and patterns in data that may not be initially apparent.
Affinity Diagram

Guidelines
Every little counts!
Use all data you gathered and cluster it into meaningful groups.
Have your user in mind and also try to shape their personas as you add, cluster and think about your data.
Affinity Diagram

An affinity diagram helps to synthesize large amounts of data by finding relationships between ideas. The information is then gradually structured from the bottom up into meaningful groups. From there you can clearly "see" what you have, and then begin your analysis. When you work through the process of creating relationships and working backward from detailed information to broad themes, you get an insight you would not otherwise find.

**Process**
1. Brainstorm or use your recorded research data to identify ideas, issues, processes or other aspects
2. Record each finding on cards or post-it notes
3. Look for related ideas and/or findings
4. Sort notes or cards into groups until all cards have been used
5. Repeat this as many times as needed
6. Add labels to themes if appropriate
7. Draw connections between findings and themes

**How to cluster and model data.**
Everyone reads through the post-its and arranges them.
Everyone is allowed to re-order
Group post-its into themes.
Name and discuss the themes
BREAKOUT SESSION 1
10:00-13:30
gather back at 14:00