Workshop

Concept Development

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Industry Partner: IXDS Munich
Agenda Day 5

9:15 - 10:15  Elevator Pitch
10:15 - 11:00  Personas & Scenarios
11:00 - 12:30  Breakout Session
12:30 - 13:00  Break
13:00 - 13:15  Storyboards
13:15 - 15:00  Breakout Session
15:00 - 17:00  Mid Review
Personas
Audi A4 Series Cockpit

Audi R15 Racing Cockpit

http://2.bp.blogspot.com/_SM9A_sqVGGg/S8XONRIWtJI/AAAAAAAAQcY/r0izg4pahgI/s1600/Audi+R15+Plus+Cockpit.jpg
Different, usage contexts, user types and usage frequency will require dedicated solutions.
Scenarios
Scenarios

What?
A scenario is a story about someone (usually your users) using whatever is being designed to carry out a specific task or goal.
Scenarios

Why?
Creating a scenario sets you into the users position and helps you to understand and the user’s experience.
Scenarios

Guidelines
Scenarios can be very detailed, all the way to very high level but should at least outline the ‘who’, ‘what’, ‘when’, ‘where’, ‘why’, and ‘how’ of the usage.

In the end it has to be a story that let the reader understand and engage with the user and the proposed solution.
Concept Development

Scenarios

1. Choose a scenario
Take one of your key tasks/features that your users will be doing/using and answer the following questions: What must someone do to be able to use the proposed feature? What are the really key tasks from a user and business perspective?
For example, for an ecommerce website you might use buying an item as a scenario. Note down some context for the scenario. For each scenario that you map out it’s important to consider and make a note of the: who, what, where, why; and how often of the scenario. For each step you’ll want to capture the following on different post-it notes use notation such as ’[s]’ for a step and ’[q]’ for questions to distinguish the different types of information: What the user does. Remember to focus on what happens, not necessarily how it happens. For example, Paul brings up a larger image of a bouquet of flowers that he thinks his Mum would like.
Any comments or information that you feel is important at this step. For example, you might want to make a note that there might be alternative images available for a bouquet of flowers, such as a front and side shot.
Any questions or assumptions that arise at this step that you’ll want to resolve. For example, will the images for flowers all be the same size and aspect ratio?
Any ideas or good suggestions that people have. For example, it would be good to allow Paul to zoom in on an image so that he can see the bouquet of flowers in more detail.

2. Map the scenario
Use Post-its to map out each step horizontally, from left to right and details, such as comments, ideas and suggestions vertically below the associated step. It’s important to stick steps at the top so that someone can follow the scenario by reading the top row left to right. Initially you want to keep the steps relatively high-level but each iteration should reveal more details.

3. Iterate

4. Capture your Scenario
It is always useful to take a picture of your post-its as a future reference. It helps you to write the scenario down in more detail. This is important as it will be the reference for presentations or initial prototypes.
BREAKOUT SESSION 5
11:00-12:30
gather back at 13:00