Workshop Concept Development

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OVERVIEW
Week 1

Intro Lecture & User Research
Week 1

User Research
Week 1

Data Analysis

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
Week 1

Concepts and Scenarios
Week 2

Mid Presentation w. Guests
Week 2

Planning & Prototyping Lecture
Week 2

Video Prototyping
Final Presentation
Part 1: User/Design Research
Recap:
Interaction design

User-experience design

Information architecture

Communication design

User Interface engineering

Usability engineering

Human factors

Industrial design

Human-computer interaction

source [3]
People
The diagram illustrates the relationship between different research methods and their focus on either explicit or latent opportunities and needs, and whether they are statistical (macro techniques, many people) or interpretive (micro techniques, few people).

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

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

The **OBSERVATIONAL TECHNIQUES** are highlighted, indicating their importance in understanding latent needs.
**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]
Empathic Exploration

Goggles simulate cataracts and reduce vision

Ear defenders block out sound to simulate being hard of hearing

Neck brace reduces head mobility and simulates having a stiff neck

Vest is full of weights to restrict movement and cause slouching

Gloves cause hands to shake

Leg splints restrict knee to simulate joint stiffness

Oversized shoes contain weights to cause shuffling

AGE SIMULATION

http://i.dailymail.co.uk/i/pix/2014/03/05/article-2573779-1C0EA62500000578-447_634x956.jpg
Emphatic Exploration

1.) Try it yourself
2.) Watch yourself while trying
3.) Watch others while trying
4.) Talk to others
5.) Document experiences
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://conceptdevelopment.lmu.wordpress.com
   * each team creates an account @ wordpress.com
     * use this suffix: cd2016x (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 an audience award
First Blog Post

* one photo & about 150 words abstract
* categories: WS1516; 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: