Workshop Concept Development

Lecturer: Alexander Wiethoff & Hanna Schneider
Tutorials and Organization: Hanna Schneider
External Lecturers: Veronika Ritzer (BMW Group)
               Marin Zec (CDTM)
OVERVIEW
Week 1

- Monday: Intro Lecture & User Research
Week 1

User Research
Week 1

Concepts and Scenarios
Week 2

Mid Presentation w. Guests
Week 2

Planning & Prototyping Lecture
Week 2

Video Prototyping
Week 2

Final Presentation
Part 1: User/Design Research
Recap:
Iterative: General overall concepts
Granularity: General overall concepts

Iteration 1 exploratory
Coarse significant alternatives
Iteration 2 clarification
Medium intermediate development
Iteration 3 resolution
Fine detailed refinement

Concept generation

Initial number of concepts
New ones added
Further addition
Further reduction
Further addition
Further reduction

Convergence
Generation

Concept selected
People
Personas
The diagram illustrates the relationship between user frequency and user expertise.

- **Frequent Users**: Those who use the system more frequently.
- **Infrequent Users**: Those who use the system less frequently.
- **Novice Users**: Those with less expertise or experience.
- **Expert Users**: Those with more expertise or experience.

This graph suggests that frequent users tend to be more expert, while infrequent users are more likely to be novices. The source of this diagram is [7].
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.
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?
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 stimulate joint stiffness

Oversized shoes contain weights to cause shuffling

AGE SIMULATION

http://i.dailymail.co.uk/i/pix/2014/03/05/article-2573779-1C0EA625000000578-447_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://conceptdevelopmentlmu.wordpress.com
   * each team creates an account @ wordpress.com
     * use this suffix: cd2017x (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: WS1617; 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: