24.10.16

Designworkshop II

Review Research: Problem Framing & Use Case
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Workshop Theme:

BEYOND THE SCREEN
In-car interaction concepts across soft- and hardware
With the rise of digitalization, screens are widely replacing knobs, buttons and other haptic interaction methods.
In-/ output is reduced to the size of the screen while the complexity of interaction possibilities/ information has risen.
Hauptmenü
15:42
tagessch...

Multimedia
Radio
Telefon
Navigation
Office
ConnectedDrive
Fahrzeuginfo
Einstellungen
Emotional interaction experiences (e.g. haptic) are being uniformed as the diversity of form and materials are reduced to the one universal touch screen experience.
Workshop Theme:

-> What kind of new interactions concepts in the car can merge hard- and software?

-> How can they support ease of usability, the conveying of information and an emotional experience specifically for in-car interactions?
Examples
DANIEL ROZIN
http://www.smoothware.com/danny/
FAMILY OF THE ARTS
http://www.familyofthearts.com
TEAMLAB
http://www.team-lab.net/works/ffgarden
GOOGLE SOLI
https://www.wired.com/2015/05/google-atap-project-soli-gesture-technology/
GOOGLE JAQUARD
https://www.youtube.com/watch?v=qObSFe7fe7I
SHAPE SHIFTING NAVIGATION
http://news.yale.edu/2015/08/26/shape-shifting-navigation-device-both-sighted-and-visually-impaired
Until 31.10.16

DELIVERABLE 1: 30 mins per group, PDF presentation

- PROBLEM FRAMING

Describe the specific challenge you want to solve by using an exemplary use case based on your self-testing research with DriveNow/ BMW Museum.

What particular problem/ use case do you want to solve for in-car interactions? (e.g. navigation, entertainment, temperature/ air conditioning, …)

For whom? (e.g. driver, passenger, children, elderly, …)

- SUMMARY DESK RESEARCH

Interaction concepts & existing applications (mobility context and beyond)

E.g. that merge hard-/ software // that rethink in-/output mechanisms /// that try to increase the emotional experience

Structure your desk research (minimum 15 examples) into groups and give them each group a title describing the grouped examples´ innovative approach to interaction design
Milestones & Deliverables: Research

**Research & Problem Framing**
- 24.10.16 Review Research: Problem Framing & Use Case
- 31.10.16 **Deliverable 1**: Problem Framing & Research Presentation

31/10 Problem Framing & Research Presentation
Milestones & Deliverables: Concept

Concept Development
07.11.16 Review Concept
14.11.16 Review Concept
21.11.16 Deliverable 2: Presentation Concept with Storyboard & Planning of Prototyping

21/11 Concept Presentation
Milestones & Deliverables: Low-Fi Prototyping

Low-Fidelity Prototyping
28.11.16 First Draft Prototype & User Test Planning
05.12.16 Review Results User Testing & Concept Iteration
12.12.16 Deliverable 3: Low-Fidelity Prototype based on User Feedback

12/12 Low-Fi Prototype & User Testing
Milestones & Deliverables: High-Fi Prototype

**High-Fidelity Prototyping & Presentation**
- 19.12.16 Review High-Fidelity Prototype
- 09.01.17 Review High-Fidelity Prototype
- 16.01.17 High-Fidelity Prototype
- 23.01.17 Preparation Presentation
- 30.01.17 **Deliverable 4**: Final Presentation incl. High-Fidelity Prototype
Milestones & Deliverables: Final Presentation

High-Fidelity Prototyping & Presentation
- 19.12.16 Review High-Fidelity Prototype
- 09.01.17 Review High-Fidelity Prototype
- 16.01.17 High-Fidelity Prototype
- 23.01.17 Preparation Presentation
- 30.01.17 **Deliverable 4**: Final Presentation incl. High-Fidelity Prototype

30/01 Final Presentation
Your grades (per team!)

- Attendance of & participation in meetings
- 4 deliverables: in time, complete
- Strength of conceptual work (deliverables 1,2)
  Quality of research
  Is your concept solving the problem you framed?
  Is your concept merging hard- and software?
  Is it supporting ease of usability, conveying information, an emotional experience?
  How innovative is your concept?
- Strength of prototyping (deliverables 3,4)
  Does it make the idea experienceable?
  Does it work? Is it self-explanatory?
  How well was user feedback carried out and incorporated?
- Presentation
  How crisp could you bring your work across?
  Presentation skills, material
Questions?