Designworkshop II

Review Concept
Until 14.11.16

Refine one of your ideas into a detailed concept.

Make sure you answer the following questions:
How does your concept solve the problem you framed?
Why is your concept targeted specifically at your target group?
Why is your concept better than the solution already existing?
What technology can be used to realize your concept?

Illustrate a storyboard to present your detailed concept!
Detailing UI concepts with Flow Charts
Flow Charts

*an infographic explaining the flow of actions (including all potential choices) of a user interface.*

- used to analyse an existing concept
- used to create new concepts
Flow Charts - How to

- Identify the first action/state of the UI as your starting point

- Split the overall process in micro processes (detailed sequence, tasks, documents, interactions)

- Connect all elements using lines, including if-then causalities

- Analyse your flow: Is it self-explanatory to the user? Can you simplify/optimize it?
Flow Charts - Elements

- Start/End state show where a user starts the process and where he quits. Each flow chart should have a start and an end.

- An interface element represents the UI, for example the starting screen of an app or a special site of a website. The format can be a designed UI, wireframes, pure text...

- Dialogue texts indicate interactions, e.g. system dialogues or validation errors.

- Decisions visualise the user’s actions, therefore one item can have several lines indicating several options the user has at that point (e.g. yes/no decisions, ...)

- If-then causalities are elements that lead the process in a certain direction when they are fulfilled/ not fulfilled.
Main Menu

Play

Scene Selection
- 1-6
- 7-12
- 13-18

Bonus Features
- Deleted Scenes
- Director Commentary
- Behind the Scenes

Setup
- Languages
  - English
  - Spanish
- Widescreen
- Fullscreen

Notes:
Items in blue do not go anywhere.
Main Menu will have slow zoom in animation.
Scene Selection may feature a animated background.
Conversational UI
HOW CHINA IS CHANGING YOUR INTERNET

BY JONAH M. KESSEL AND PAUL MOZUR

https://www.youtube.com/watch?v=VAesMQ6VtK8
Replacing e-Commerce websites
Replacing e-Commerce websites

Source: https://lookup.to
Replacing e-Commerce websites
Enriched conversations
Enriched conversations

Source: https://medium.com/the-layer/the-future-of-conversational-ui-belongs-to-hybrid-interfaces-8a228d6e0bb5#op3yq
Consulting conversations

Source: https://medium.com/the-layer/the-future-of-conversational-ui-belongs-to-hybrid-interfaces-8a228de00db5#.opr9q3yah
Consulting conversations

I need a bouquet of flowers delivered to my wife next week 🌷

Of course - are there particular flowers she likes?

She likes pink, what's in season?

Tulips are in season right now. And, this florist's flowers are always 100% US grown.

BLOSSOM
Bouquet of tulips
$58.00

Source: https://www.smashingmagazine.com/2016/07/conversational-interfaces-where-are-we-today-where-are-we-heading/
Guiding conversations

Source: https://www.smashingmagazine.com/2016/07/conversational-interfaces-where-are-we-today-where-are-we-heading/
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
Deliverable 2: A PDF presentation (30 mins per group) containing each of these bullet points on slides:

- Phrase your problem framing in one short sentence
- A storyboard illustrating your concept inside the car
- A flow chart for a flow of interactions (illustration quality at least on the level of slide 7)
  e.g. all of the following actions: Launching the music system in the car, searching a song, listening to it, searching for another song (user knows the artist but not the title), listening to it, browsing to find inspiration for a new song according to the user’s mood, listening to it, zapping through songs, adding a song to a playlist of the in-car music system
- Describe the added value of your concept: Why is it suited specifically for in-car music systems? Why for your target group?
- Describe how you tackle the themes of the course:
  How does it merge hard- and software?
  How does it make in- and output mechanism easier?
  How does it increase the emotional experience?
Questions?