Interface Design
-
Practical Course

For Master MMT
Winter Semester 2016/17

Heinrich Hußmann
Ceenu George
Introduction

- Ceenu George: Research Assistant, PhD Candidate
- Prof. Hußmann: Chair holder for Applied Computer Science and Media Informatics
- Who are you?
## Agenda & Timelines

<table>
<thead>
<tr>
<th>Day of Week</th>
<th>Date</th>
<th>Type</th>
<th>Topic</th>
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<tr>
<td>Mon</td>
<td>17.10.2016</td>
<td>Meeting</td>
<td>Kick-Off, Organizational Issues</td>
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<tr>
<td>Mon</td>
<td>24.10.2016</td>
<td>Tutorial</td>
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<tr>
<td>Tue</td>
<td>25.10.2016</td>
<td>Lecture</td>
<td>Lecture 1: Introduction; Mental Models</td>
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<td>Tue</td>
<td>08.11.2016</td>
<td>Lecture</td>
<td>Lecture 2: Requirements and Scenarios</td>
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<td>14.11.2016</td>
<td>Tutorial</td>
<td>Presentations of low-fi prototypes</td>
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<td>Mon</td>
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<td>Lecture</td>
<td>Lecture 3: User-Centered Development and Prototyping</td>
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<td>05.12.2016</td>
<td>Lecture</td>
<td>Lecture 4: Basic Design Rules</td>
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<td>20.12.2016</td>
<td>Present.</td>
<td>Presentations of mid-fi prototypes with colleagues from Psychology</td>
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<td>Mon</td>
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<td>Lecture 5: Evaluation Techniques in Human-Computer Interaction</td>
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<td>Tue</td>
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<td>Lecture</td>
<td>Lecture 6: Basics of Human Perception</td>
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<td>Tue</td>
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<td>Lecture 7: Basics of Human Cognition</td>
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<td>Tutorial</td>
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<td>Mon</td>
<td>06.02.2017</td>
<td>Present.</td>
<td>Presentations of further prototypes</td>
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<td>06.02.2017</td>
<td>Exam</td>
<td>Written Exam (Date will be confirmed)</td>
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Lecture & Tutorial

• Lecture (7 events, Tuesdays)
  • Background knowledge & techniques to be applied in tutorial
  • Joint events with (international) Master students from Educational Psychology
  • Lecture slides and audio recordings will be made available

• Tutorial (13 events, Mondays)
  • Hands-on experience on case studies
  • In small groups

• Presentations (2 events)
  • Groups presenting their results to the whole audience
The roles in a tech project

Technology

YOU

Business

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The roles in a tech project

Technology:
- UX
- Developer
- Architect

Business:
- Marketing
- Business Development

YOU
Business Analyst
Product Manager
Product Owner

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Interface designs are created in an iterative process.

This is what we do:

AGILE

Define requirements

Test

Develop Prototype

WATERFALL

Define Requirements

Develop

Test

Launch

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After every iteration a small package is delivered.

Diagram showing the cycle of Define requirements, Develop Prototype, Test, Define requirements, Develop Prototype, Test, and delivery of a small package.
The use case

A big player in the furniture industry has asked you to review their customer experience for buying furniture. Although they have existing digital experiences, they want to extend them and combine their servicing into the digital customer experience further. Additionally, they are keen to work with new technologies in order to increase their profile as being the innovators in the furniture sector.
The Case Study

How many of you have been furniture shopping?

How often did you have to assemble something?

Are there alternatives?
Organizing groups
The steps of furniture shopping

• What can you do until next week?

  • User Research: Review how furniture shopping is currently done
    • App & Web
    • In-store

  • Task Analysis and Flow Diagram
    “How do users currently solve their problem?”
Next week...

https://uniworx.ifi.lmu.de
Customer experience vs. User experience
The goal is to create a streamlined workflow

Online vs. offline

Mobile Phone App vs. In-store

Both experiences have to be in sync!
Ideation phase

• Brainstorming
Brainstorming

• What phases are there in a furniture shopping experience when you think about the customer experience as a whole?
Brainstorming

• In which of these phases do you see the most potential for digital improvement?
Brainstorming

• Within the phases that you have identified, think about ideas in which virtual reality experiences could make a difference?