User Experience Design I

Introduction to the Topic & Organisation and Tutorials
Tutorials & Exam

- **UX1 (Interaction Design)** required for UX2 + UX3 (Concept Development)
- register via Un2Work!

- tutorials close to the lecture
- practical exercises to apply theoretical knowledge
- important preparation for the exam
- will be held in breakout sessions during the lecture
- including homework

- **Bonus** of 5% in exam possible if you hand in deliverable at the end
- deliverable: sketchbook with works during and inspired by the course / documentation of the course to be delivered at the end of the semester (at the last lecture)
- **Written Exam** will be announced on the website shortly
- exact time and location will be announced soon
Lecture

- “Flipped Classroom” concept/principe in the winter term 2019/20
- Tutorials reflect and deepen learning of the content
- Quiz + Q&A Sessions throughout the semester
- Materials at: https://videoonline.edu.lmu.de/de/semester
- Lecture slides will be available on the website shortly
- Reading assignments will be send out via Uni2Work

Where did flipped learning come from?

- The phrase ‘flipped learning’ came into general use in the early mid-2000s
- popularised by chemistry teachers Jon Bergman and Aaron Sams (Bergmann and Sams 2012) and the founder of the Khan Academy, Salman Khan (TED 2011).

Lecture Overview:

I History & Basics

First Part

Second Part

Third Part
Lecture Overview:

II Applying UX

First Part  Second Part  Third Part
Suggested Timetable:

24.10.2019 History
31.10.2019 Elements, Process Models and Usability
07.11.2019 Usability II and Approaches of IxD/UX
14.11.2019 UX Design Research
21.11.2019 Prototyping UX - From Sketch to Product

Quiz + Q&A Session with Alexander Wiethoff

28.11.2019 Laws of IxD/UX Quiz + Q&A Session with Alexander Wiethoff
05.12.2019 Evaluation and Testing
12.12.2019 UX/Interaction Beyond the Desktop
16.01.2020 Design and Simplicity

Quiz + Q&A Session with Alexander Wiethoff

23.01.2020 Service Design
30.01.2020 Exam Recap Session

Quiz + Q&A Session with Alexander Wiethoff
EUROPÄISCHE NORM
EUROPEAN STANDARD
NORME EUROPÉENNE

EN ISO 9241-10

1995-02-09

ICS 331.101.1.1-651.2.,681.31.022

Deskriptoren: Ergonomie, Büromaschinen, Datenverarbeitungseinrichtung, Textverarbeitung,
Datenendeinrichtung, Bildschirmgeräte, Leistungsbewertung, Grundlagen, Softwaregestaltung

Deutsche Fassung

Ergonomische Anforderungen für Bürotätigkeiten mit Bildschirmgeräten
Teil 10: Grundsätze der Dialoggestaltung
(ISO 9241-10 : 1995)

Ergonomic requirements for office work with visual display terminals (VDTs) -

Exigences ergonomiques pour travail de bureau avec terminaux à écrans de
visualisation (TEV) - Partie 10: Principes de dialogue (ISO 9241-10 : 1995)
Unterschiede zwischen Usability und User Experience

• Die DIN EN ISO 9241-210 versucht die beiden Begriffe Usability und User Experience voneinander abzugrenzen.

• User Experience umfasst demzufolge alle Effekte, die ein Produkt bereits vor der Nutzung (antizipierte Nutzung), während, als auch nach der Nutzung (Identifikation mit dem Produkt oder Distanzierung) auf den Nutzer hat.

• Usability wiederum fokussiert auf die eigentliche Nutzungssituation (Effektivität und Effizienz)

https://www.dakks.de/sites/default/files/71_sd_2_007_leitfaden_usability_1.3_0.pdf
LMU München – Medieninformatik – Alexander Wiethoff – WS 2019/20
Standart UCD Design Process Model

source: [4]
Double Diamond

source: [2]
Gillian Crampton Smith

- established the first Interaction Design MA program at the Royal College of Art (RCA)
- was the founder and academic director of the Interaction Design Institute Ivrea (IDII)
705 ALMA ST.

ALL SYSTEMS NORMAL
01:53P Wed 09/04/02
Looking back... (Discussion Part)
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-shaping our lives through digital artefacts...
Looking back...

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-elements of interaction design
-the part of the interaction designer is to design the quality on how the interaction is performed, how the system behaves
Designing for Limited Contexts of Use

(1) Professional Tools
(2) Game Machines for Teenagers

30 years ago  today
Designing for Various New Contexts of Use

Bears Several Challenges

(1) Professional Tools

(2) Game Machines for Teenagers

(1) Larger user groups (e.g. Kids/Parents/Grandparents)

(2) Various Contexts of use (e.g. Cars/Work/School/Home/Leisure/etc............)

30 years ago

today
Novel Design Contexts
Example: Self-Driving Transportation
Novel Design Contexts
Example: Voice Operated Home Devices

https://thewirecutter.com/reviews/google-home-voice-controlled-speaker/