KICK-OFF

User Experience Design I - SoSe 2019
Breakout Sessions Scope

- Key Data Collection
- User Research
- Data Analysis
- Design Concepts
- Experience Prototyping
- Testing

Evaluation Cycle
• **Bonus of 5% in exam possible if you hand in deliverable at the end**
• Deliverable: **sketchbook** with ideas inspired by lecture and documentation of project
• To be delivered at the end of the semester (**last lesson**)  
• If there is a homework, hand it over **until Wednesday evening** to Beat Rossmy via email: beat.rossmy@ifi.lmu.de
Topic

HUAWEI Mate X
Topic

Galaxy Fold: Unveiling
Do you see that this new medium is reaching its full potential?

What is about the spatial potential?

What is about new interaction metaphors?
Paradigms and Mental Models
• Room: 118 | WRITE AND READ.  
  E-Reading, Massaging, ...
• Room: 112 | LIKE, SHARE, FOLLOW.  
  Social Media, Social Connection, ...
• Room: 103 | LET'S PLAY!  
  Gaming and Entertainment Applications
• Room: 101 | THE DIGITAL WALLET.  
  Von E-Commerce bis E-Payment.
Task

- Collect as many mental models / paradigms from the real world applicable to foldale phones (for your scenario).
- Think of implications of the form factor.

Document your process in the sketchbook!
Homework

- **Cluster** the mental models by attributes, similarity and assign the right hardware (unfold/open).
- **Research** about popular applications in your area.
- Do they transfer to the new context of foldable phones easily?
- **Identify** 3 areas where folding as an interaction method can enrich the experience.

Document your process in the sketchbook! Hand in a PDF answering the questions, use images to illustrate.