Workshop
User Experience Design III
Day 1 - Intro

Lecturer: Alexander Wiethoff
Tutorials and Organization: Steeven Salazar
External Lecturers: Marin Zec (Amazon)
Elaboration
opportunity seeking

Design Process

Reduction
decision-making
Week 1

- Monday: Intro + Presentations
Week 2

Storyboard & Mid Presentation

Monday
Week 2

Prototyping Lecture & Planning
Week 2

Review
ANALYSIS
Definition of the system
What is the problem?

EVALUATION
Possible alternatives
What future do we want?

SYNTHESIS
Design of final solutions
What do we implement?

The designer is a ‘problem-scouter’

The designer is a ‘story-teller’

The designer is an ‘executor’

source: [4]
Interviews

**Unstructured** - are not directed by a script. Rich but not replicable.

**Structured** - are tightly scripted, often like a questionnaire. Replicable but may lack richness.

**Semi-structured** - guided by a script but interesting issues can be explored in more depth. Can provide a good balance between richness and replicability.

source: [8]
Running the interview

- **Introduction** – introduce yourself, explain the goals of the interview, reassure about the ethical issues, ask to record, present any informed consent form.

- **Warm-up** – make first questions easy and non-threatening.

- **Main body** – present questions in a logical order

- **A cool-off period** – include a few easy questions to defuse tension at the end

- **Closure** – thank interviewee, signal the end, e.g., switch recorder off.
Structuring frameworks to guide observation

- The person. **Who?**
  - The place. **Where?**
  - The thing. **What?**

- **The Goetz and LeCompte (1984) framework:**
  - Who is present?
  - What is their role?
  - What is happening?
  - When does the activity occur?
  - Where is it happening?
  - Why is it happening?
  - How is the activity organized?
Empathic Exploration
Emphatic Exploration

1.) Try it yourself
2.) Watch yourself while trying
3.) Watch others while trying
4.) Talk to others
5.) Document experiences
Day 1:
Morning Session:
1.) 9:20 Course Organisation & Introduction Lecture
2.) 5 Minute Presentations

Afternoon Session:
3.) User Research in the Field
To Get 6 ECTS:

1.) Mandatory attendance
2.) Presentations (two with guests)
3.) Be an active member of your team
4.) Hand in the presentations and the video prototype
5.) Document, Document, Document
Blog:

1.)  http://conceptdevelopment.lmu.wordpress.com
   * each team creates an account @ wordpress.com
     * use this suffix: cd2021x (x is your team no.)
     * all accounts will get access to create posts

2.) Three posts: User Research, Concept, Videoprototype
First Blog Post

* one photo & about 150 words abstract
* categories: SoSe21; User Research, Team X
* deadline: Wednesday 23:59
After the presentation:

Do field research (today & tomorrow & wed)
Gather back here: Thursday 9:00 (s.t.)
Thanks & Have Fun!

Thursday Bring:

* Videos & Audio (5 Images per team)
* Transcript interviews (printed and PDF)
References: