Workshop
User Experience Design III

Lecturer: Alexander Wiethoff
Tutorials and Organization: Beat Rossmy and Hanna Schneider
External Lecturers: Veronika Ritzer (BMW Group) and Marin Zec (CDTM)
Week 1

Intro Lecture & User Research

Monday
Week 1

User Research
Week 1

Data Analysis + UX Methods
UX Ideation Tools
Week 2

Storyboard & Mid Presentation

Monday
Week 2

Prototyping Lecture & Planning

Monday
Week 2

Video Prototyping
Review & Start-Up Lightning Talk
Week 2

Final Presentations
Part 1: User/Design Research
Interaction design

User-experience design

Information architecture

Communication design

Usability engineering

Human-computer interaction

Human factors

Usability engineering

Industrial design
UX Research: In context observations
UX Research: Seeing through peoples eyes
UX Research: Scouting Technology Opportunities...
UX Research: Aim at Problems and Latent Design Opportunities
Personas

http://www.altag.net/wp-content/uploads/2013/02/personas.jpg
The diagram illustrates the classification of research techniques based on whether they are statistical or interpretive, and whether they involve saying (providing explicit opportunities and needs) or doing (exploring latent opportunities and needs).

- **Statistical Techniques** (Macro techniques for many people):
  - Surveys
  - Video Ethnography

- **Interpretive Techniques** (Micro techniques for few people):
  - Focus Groups
  - Observational Techniques

Source: [8]
**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]
Tools of Trade:
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

Goggles simulate cataracts and reduce vision

Ear defenders block out sound to simulate being hard of hearing

Neck brace reduces head mobility and simulates having a stiff neck

Vest is full of weights to restrict movement and cause slouching

Gloves cause hands to shake

Leg splints restrict knee to simulate joint stiffness

Oversized shoes contain weights to cause shuffling
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.) Introduction Lecture & Marshmallow Challenge
2.) 5 Minute Presentations

Afternoon Session:
3.) UX 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: cd2018x (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: WS1718; User Research, Team X
* deadline: Wednesday 23:59
After the presentation:

Do field research (today & tomorrow & wed)
Gather back here: Thursday 9:00 A 014 (c.t.)
Thursday Bring:

* Videos & Audio (5 good Images per team)
* Each team one laptop with the data
* Transcript interviews (printed and PDF)
* Camera (one per team)
Thanks & Have Fun!

References: