Workshop
User Experience Design III

Lecturer: Alexander Wiethoff
Tutorials and Organization: Hanna Schneider, Beat Rossmy
External Lecturer: Veronika Ritzer (BMW)
Agenda 15.03.2018

9:15 – 10:00    Introduction
10:00 – 12:20    Insights Generation - Affinity Diagramming
12:20 – 13:20    Lunch Break
13:20 – 14:20    Opportunity Areas - HowMightWe
14:20 – 14:50    Preparing Presentation
14:50 – 16:30    Group Presentations (10 Groups x 10 mins)
Graphic Design: 2D

Product Design: 3D
  + Z-axis (spatial depth)

Interaction Design: 4D
  + T-axis (temporal dimension)

Service Design: 5D
  + W-axis (multi-local simultaneity)

Model: Benjamin N.N. Schulz; Icons: Dima Yagnyuk, Daphne Espinosa, George Agpoon / The Noun Project
A new marketing logic.

YESTERDAY

FABRICATION → SELL → CONSUMER

FOCUS: SALES

TODAY

FASCINATION → CHOOSE → CONSUMER

FOCUS: ADVERTISING

NEXT

F → USE → R

FOCUS: PRODUCTS & SERVICES

Quelle: SinnerSchrader
A new complexity
Front Stage
Products being usable is expected and won’t differentiate it from competitor offers.
They need to serve your needs ...
... and deliver memorizable experiences.
How do you develop these kind of products and services?
Definition & Focus

User Experience Design is a rapid-creative process for concept development. All participants work and iterate through the design-led process to create valuable and tangible results.
Definition & Focus

It is made to generate product ideas, validate and enhance existing products or ideas, and to find solutions to all sorts of problems. From a user perspective.
Related fields

Creativity
HCD/UCD
HCI
Design Thinking
Strategy
Innovation

Future Studies
Decision Making
Lean
Product Design
Service Design
User Experience Design
Teamwork/Collaboration
Human Centered Innovation
Human Centered Innovation

- An innovation methodology
- Carried out in interdisciplinary teams
- Business requirements taken into account
- Focus on the user perspective
The sweet spot of innovation
Human Centered Design - Process

Analysis & Insights → Ideation & Exploration → Prototyping & Development

- People
- Technology
- Brand

Strategies/Concepts
Products/Services

https://www.ixds.com/company/our_process.png
„Ergebnisoffene Projekte“

It is not about designing an app – it is about the right solution that meets user AND business needs.
Organisational design and silos
Organisational design will define whether teams work towards a common goal & vision – and if interdisciplinary work can be lived in reality!
Who is applying this methodology?
http://www.kickerstudio.com/2008/12/the-disciplines-of-user-experience/
Design Thinking
Design Thinking

Design Thinking refers to the methods and processes for investigating ill-defined problems, acquiring information, analyzing knowledge, and positing solutions in the design and planning fields.
“Zoomed out vs. Zoomed in”
Zoom Out vs. Zoom In is a way of Design Thinking.

Interactions designers are often facing increasingly complex situations.

Zooming in and out makes them flexible and helps to define on which level to intervene.
Zoomed Out vs. Zoomed In

Holistic

User

Technology
Design Thinking

Design Thinking is generally considered the ability to combine:

- **empathy** for the context of a problem,
- **creativity** in the generation of insights and solutions, and
- **rationality** to analyze and fit solutions to the context.
Design Thinking - Process

1. Understand
2. Observe
3. Point of View
4. Ideate
5. Prototype
6. Test
User Experience Design Process
The creative process.
The basis.
Double Diamond

- Discover
- Define
- Design
- Deliver
Double Diamond

Why? and How?
Double Diamond

DISCOVER  DEFINE  DESIGN  DELIVER

What?
We focus on
Overview

DISCOVER

Research

Innovate

Prototype

DEFINE

DEVELOP
Get to know your problem/subject

Gather insights about the user and their life

Collect artifacts & impressions
Overview

Make sense of your data
Identify important facets
Keep all players in mind
Collect and prioritize ideas
Develop, test & validate solutions
Overview

Tell a story
Make it tangible
User Experience Design
5 Principles
User Experience Design
5 Principles

1 - Stay user/consumer focused
Watch them. What are they doing? What are their daily problems and hurdles?

Focus and follow on their needs.

Try to identify their habits and their workarounds to make their lives easier.
2 - Gather a diverse team to succeed
It is good to have multiple perspectives to the world!

Only a diverse group of people is able to look at a problem from different perspectives as their backgrounds and experiences are different.
User Experience Design
5 Principles

3 - Be flexible / Stay low-fi as long as possible
Do not waste energy by creating hi-fi work as you are working through the process!

If you are not emotionally attached to a piece of work you can easily let go.
User Experience Design
5 Principles

4 - Short time frames
Set yourself constraints!
If you set a time limit your output and work will be more focussed and you will not be distracted by too many influences.

This principle lets you stay focussed!
User Experience Design
5 Principles

5 - Show and tell as often as possible
Present your ideas and findings often to the whole group or others.

Gather feedback and make use of it in the next iteration.
Tool-Kits
IDEO
Method Cards

http://www.ideo.com/work/method-cards/
nForm

http://nform.com/tradingcards/


2009 Series

A/B Testing
#33

Affinity Diagram
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Collaborative Inspection
#35

Concept Model
#36

Diary Study
#37

Five Sketches™
#38

GOMS (Goals, Operations, Methods, & Selection Rules)

Concept Video

Participatory Design
Google CSI

Show, Don't Tell

Be Mindful of People

Create Your Peer

Clean Your Desk

Focus on Human Values

Bias Towards Action

Collaborate Across Boundaries

Experimental and Experiential

Google CSI Lab

mindsets.
Concept Development Tool-Kit
Human Centered Design - Process

[Diagram showing the process]

People → Analysis & Insights → Ideation & Exploration → Prototyping & Development

Outcomes:
- Strategies/Concepts
- Products/Services

[Links to website: https://www.ixds.com/company/our_process.png]
Analysis & Synthesis

Combining data in new ways
Questioning the obvious, identifying patterns
Judging and learning
Analysis & Synthesis - The goal

Insights („Erkenntnisse“) on human behaviour.

We need to understand what people do, but moreover why. What motivates or drives them to love or hate something? Where is a need originally coming from?

If we understand the patterns behind, we have a foundation to create true, meaningful and relevant products, services and systems.
Analysis & Synthesis - The goal

Insights („Erkenntnisse“) on human behaviour.

I saw this + I know this = Insight

Data gathered through design research: ethnography, contextual inquiry, questionnaires and interviews

source: Jon Kolko, ac4d
Analysis & Synthesis - The goal

Insights („Erkenntnisse“) on human behaviour.

I saw this + I know this = Insight

Guided by ethics & morals, intellectual prowess, and the accumulation of world view and breadth of experience

source: Jon Kolko, ac4d
Analysis & Synthesis - The goal

Insights („Erkenntnisse“) on human behaviour.

I saw this + I know this = Insight

A provocative statement of truth about human behavior (that may be wrong, but is stated as fact)

source: Jon Kolko, ac4d
Affinity Diagram
Sort your collected data
1. Brainstorming Webs

2. Affinity Diagrams

3. Flow Diagram
Brainstorming Webs

Used when developing a central concept or question.
Can be built by identifying the center first, then all of the extensions.
Flow Diagram

Represent a series of events, actions or processes of different actors
Usually have a beginning and an end point
Affinity Diagram

Communicate a hierarchy or relationships between main and supporting ideas
Can be constructed from “bottom up” or “top down”
Affinity Diagram

What?
It is a method for sorting data and an necessary step towards making sense of it.

Data points can be recorded on sticky notes and sorted into logical groups - as an individual or group exercise.
Affinity Diagram

Why?
You can experiment with different arrangements to see which makes the most sense.

Affinity Diagramming helps to expose crucial relationships and patterns in data that may not be initially apparent.
Affinity Diagram

Guidelines
Every little counts!

Use all data you gathered and cluster it by identifying relationships.

When groups start to emerge, give them a meaningful title.

Have your user in mind while clustering the data.

When groupings start to become too big (8+ items), split them into smaller ones.
„It’s about listening to someone, to care. No about the fastest way of communication.“

„I force myself not too just communicate on What’s App with my friends. I really do an effort to call. To spend time, even when apart.“

„I love when businesses have a What’s App account and I can just write them there. Makes life so much easier.“

Observation note: A private Instagram feed shared only with her boyfriend bridging the long-distance relationship
“I love when businesses have a What’s App account and I can just write them there. Makes life so much easier.”

Observation note: A private Instagram feed shared only with her boyfriend bridging the long-distance relationship.

“I force myself not too just communicate on What’s App with my friends. I really do an effort to call. To spend time, even when apart.”

“It’s about listening to someone, to care. No about the fastest way of communication.”

Digital communication tools aren’t always the best way to communicate for her.

“I live when businesses have a What’s App account and I can just write them there. Makes life so much easier.”
From Affinity Diagram to Insight

Now, you have clusters or groups. You have sorted your data, but not made sense of it.

To create insights from it, you need to take it one level of abstraction further - and start to interpret.
I force myself not too just communicate on What’s App with my friends. I really do an effort to call. To spend time, even when apart. “

I love when businesses have a What’s App account and I can just write them there. Makes life so much easier.”

Observation note: A private Instagram feed shared only with her boyfriend bridging the long-distance relationship.

Digital communication tools aren’t always the best way to communicate for her.

“It’s about listening to someone, to care. No about the fastest way of communication.”

WHY?
"I force myself not too just communicate on What’s App with my friends. I really do an effort to call. To spend time, even when apart."

"It’s about listening to someone, to care. No about the fastest way of communication."

Digital communication tools aren’t always the best way to communicate. A private Instagram feed shared only with her boyfriend bridges the long-distance relationship.

Communication through technology feels too transactional and lacks emotionality in a friendship context.

"I love when businesses have a WHAT’S APP account and I can just write them there. Makes life so much easier."

Observation note: This is an insight.
"I force myself not too just communicate on What's App with my friends. I really do an effort to call. To spend time, even when apart."

"It's about listening to someone, to care. No about the fastest way of communication."

Digital communication tools aren't always the best way to communicate for her.

"It's about listening to someone, to care. No about the fastest way of communication."

Communication through technology feels too transactional and lacks emotionality in a friendship context.

Observation note:
A private Instagram feed shared only with her boyfriend bridging the long-distance relationship...
Insights Generation is where we start to interpret the findings - and bridge between research an articulation of user value and design capabilities.

source: Jon Kolko, ac4d
Insights

• Are framed as general truths, even if they only come from a small group of participants you met.
• Good insights often challenge norms and the expected.
• Insights are concise.

source: Jon Kolko, ac4d
Affinity Diagram

Concept Development
Affinity Diagram

An affinity diagram helps to synthesize large amounts of data by finding relationships between ideas. The information is then gradually structured from the bottom up into meaningful groups. From there you can clearly "see" what you have, and then begin your analysis. When you work through the process of creating relationships and working backward from detailed information to broad themes, you get an insight you would not find otherwise.

PROCESS
1. Brainstorm or use your recorded research data to identify needs, issues, interesting observations or quotes, processes or other aspects that are important to your topic or strike you
2. Record each finding on cards or post-it notes
3. Look for related findings
4. Sort notes or cards into groups until all cards have been used
5. Repeat this as many times as needed
6. Add labels to themes if appropriate. These labels should represent an insight that evolves from all the findings in the group
7. Draw connections between findings and themes

HOW TO CLUSTER AND MODEL DATA
Everyone reads through the post-its and arranges them
Everyone is allowed to re-order
Group post-its into themes
BREAKOUT SESSION 1
10:00-12:20
gather back at 13:20
How Might We...?
How might we …?

It is a way to translate insights from your research into opportunities.
How might we …?

People often talk about the challenges they’re facing by using language that can inhibit creativity instead of encouraging it.
How might we ...?

Sentences like:
„How can we do this?“
or „How should we do that?“
How might we ...?

Sentences like:
„How can we do this?“
or „How should we do that?“

Destroy creativity! Because they are implying judgment.
How might we …?

It starts with a simple question based on an insight you have found.
How might we ...?

„I have to go to several supermarkets to get everything I need in an organic quality.“
How might we …?

Your insight: „Buying organic is not as convenient as regular food“

„I have to go to several supermarkets to get everything I need in an organic quality.“
How might we …?

„How might we design better food packaging?“
How might we ...?

How might we design better food packaging?

How might we help people to manage using up food before expiry?
How might we design better food packaging?

How might we help people to manage using up food before expiry?

How might we improve access to a broad range of organic food?
How might we ...?

These are all fields to innovate in!
How might we …?

These are all fields to innovate in!

We call them „opportunity areas“.
How might we …?

Each opportunity area can be filled with many ideas – the solutions to the challenges!

Challenge = HMW = Opportunity Area
Solution = Idea
How might we design better food packaging?
How might we design better food packaging?

... by investigating in bio-degradable plastics
How might we design better food packaging?

... by investigating in bio-degradable plastics
... by freezing milk and selling it in ice cube blocks
How might we ...?

How might we design better food packaging?

... by investigating in bio-degradable plastics
... by freezing milk and selling it in ice cube blocks
... by offering a home delivery service
„How Might We“ translates user research findings and insights into opportunity areas as a first step towards ideas. It helps to create a broader perspective on a topic and challenge an insight in different ways first - before creating ideas.
How might we …?

In summary

1. Take an insight from your research and use How Might We to tackle it.

2. Come up with as many HMWs you can come up with - always challenging your insight.

3. Start brainstorming on various ways of answering these questions.
How might we …?

In summary

1. Take an insight from your research and use How Might We to tackle it.

2. Come up with as many HMWs you can come up with - always challenging your insight.

3. Start brainstorming on various ways of answering these questions. Collect the ideas that come up during the process.
How might we ...?

Concept Development

How Might We

“How Might We” translates user research findings and insights into opportunity areas as a first step towards ideas. It helps to create a broader perspective on a topic and challenge an insight in different ways first - before creating ideas.

PROCESS
1. Take an insight from your research and use How Might We to tackle it.
2. Come up with as many HMWs you can come up with - always challenging your insight.
3. Start brainstorming on various ways of answering these questions.

INSIGHT

How Might We ...

Idea 1
Idea 2
Idea 3
Idea 4
Idea 5
Idea 6

How Might We ...

Idea 1
Idea 2
Idea 3

How Might We ...

Idea 1
Idea 2
Idea 3
Idea 4
Idea 5

How Might We ...

Idea 1
Idea 2
BREAKOUT SESSION 2
13:20 - 14:20
Now let´s see the process of your work today
Presentation

1. Take 5 mins to vote for your favorite HMW in your group.
2. Visualize and phrase it.
3. Describe the process of this idea: from research to insight, to HMW, to an idea you might have already had.
Concept Development
Presentation

1. Please take 5 mins to vote for your favourite idea within the group - then give it a catchy title!

2. Please write down the How Might We - question that led to your chosen favourite idea:

   How Might We...

3. What insight theme from your affinity diagram is this How Might We deriving from?
BREAKOUT SESSION 3
14:20 - 14:50