

Klausur

Date: Wednesday, 22.07.2015

Time: 10:00 c.t. (90 min)

Location: A 240 (Geschwister-Scholl-Platz 1)

And now... Group Projects :)

Goals

- Learning by doing
- Preparation for concept development (5th Sem.)
- ... and for your professional carrier!

Design & Prototype an
interactive application

Stage 1: Data Gathering

Interviews, Observations,...

To Dos:

Today:

- Define your User Group
- Prepare Semi-structured Interviews
- (Optional) Choose 2nd method of IDEO method cards

Homework:

- Conduct Interviews and observations
- Gather insights with an Affinity Diagram

Target group: Athletes

- amateur or professional
- runner
- tennis player
- swimmer
- dancer
- surfer
- football player
- ...



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Semi-structured interview

- guided by a script
- start with easy, concrete questions
- interesting issues can be explored in more depth
- balance between richness and replicability



Optional: IDEO method cards

- Fly on the wall
- A day in the life
- Shadowing
- Personal Inventory
- Activity Analysis
- ...



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Gathering Data - User Research

Every group member
interviews one member of
the target group

Tools of Trade:



Document your user research as much as possible!

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Until 1.6.2015:

Here or at home:

- Brainstorm possible solutions
- Agree on one concept
- Create sketches and storyboards of your concept and send them to hanna.schneider@ifi.lmu.de *until 1.6.2015, 23:55*

Next breakout-session: **3.6.2015**

Possibility to work here and get feedback: **27.5.2015**

NOW

- Get together in teams of 4 or 5
- Send an e-mail with the names of your group members and your group name to hanna.schneider@ifi.lmu.de
- Agree on a user group and think of 6-8 interview questions (semi-structured)
- Room 114, Room 101, Room 103
- ...we'll step by and give you feedback on your questions soon!