Looking back…

Gathering Data - User Research

- How did your interviews turn out?
- How did your interviewees react? Friendly? Distanced?
- Did you encounter any problems?
- Which questions yielded good insights? Which ones didn’t?
- Helpful results? New insights? Change of perspective?

Step 2: Data Analysis

Affinity Diagram, Grounded Theory

Affinity Diagram

- Method for sorting and making sense of data

- Helps to identify themes and discover unseen connections

Process

1. Use recorded research data to identify ideas, aspects, issues
2. Record each finding (silently) on a post-it
3. Read out your post-its, explain it to your group mates and post it on a wall

GRUPPE 05
Einsatzleitung
Telefon
Einsatzort
Planung

Process

1. Use recorded research data to identify ideas, aspects, issues
2. Record each finding (silently) on a post-it
3. Read out your post-its, explain it to your group mates and post it on a wall
4. Sort the post-its all together, look for related post-its and discuss when your opinions differ
5. Continue until you are satisfied with your groups
6. Add labels
7. Draw connections between findings

Unternehmer

Arbeitszeit

Plan / Orga

Leitfäden

Konkurrenz

Uber

Markt

Kontrolle

Probleme

Taxi-Technik

Innenraum

Daten-funk

Taxi

Zahlungs-unfähigk.

Warte-zeiten

Gehalt

Kosten

Mytaxi-App

Kundengewinnung

Zentrale

Gruppe 1

Step 3: Brainstorming

Process

1. Pick your favourite theme: a problem you want to solve or a solution/ design/ service you want to improve

2. Frame your brief:
   How might we design …
   that helps …
   to…
   so that he/she can…

3. Gather as many ideas on how to solve this problem as possible - on post-it .. obviously :-)

4. Vote for your favourite idea/concept, everyone!

Homework

- [ ] Create sketches and storyboards of your concept
- [ ] send them to hanna.schneider@ifi.lmu.de *until 2.6.2015*

Next breakout-session: **3.6.2015**

Klausur

Date: Wednesday, 22.07.2015

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

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