

# Mensch-Maschine-Interaktion



# Kapitel 14 - Experience Design

- Ziele und Bedürfnisse
- Beschreibung von User Experience
- Evaluation von User Experience
- User Experience: ein Beispiel

# Menschliche Bedürfnisse nach Maslow (1970)

Selbstverwirklichung

Individualbedürfnisse (Erfolg, Stärke, ...)

Soziale Bedürfnisse (Liebe, Anerkennung, ...)

Sicherheitsbedürfnisse (Schutz, Vorhersagbarkeit)

Physiologische Bedürfnisse (Essen, Trinken, Schlafen, ...)

# Ziele nach Hassenzahl



<http://hassenzahl.wordpress.com>

Selbst

Warum? - Seins-Ziele

Was? - Handlungsziele

Wie? - Motorische Ziele

Welt

Experience

Produkt



# Psychologische Bedürfnisse nach Sheldon (2001)



<http://logr.org/anmoers/files/2010/07/autonomie.jpeg>



<http://www.business-games-simulation.de/images/kompetenz.jpg>



[http://www.simplify.de/uploads/pics/partnerschaft\\_zuneigung.gif](http://www.simplify.de/uploads/pics/partnerschaft_zuneigung.gif)

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<http://www.onstory.tv/wp-content/uploads/2012/08/story-one.png>

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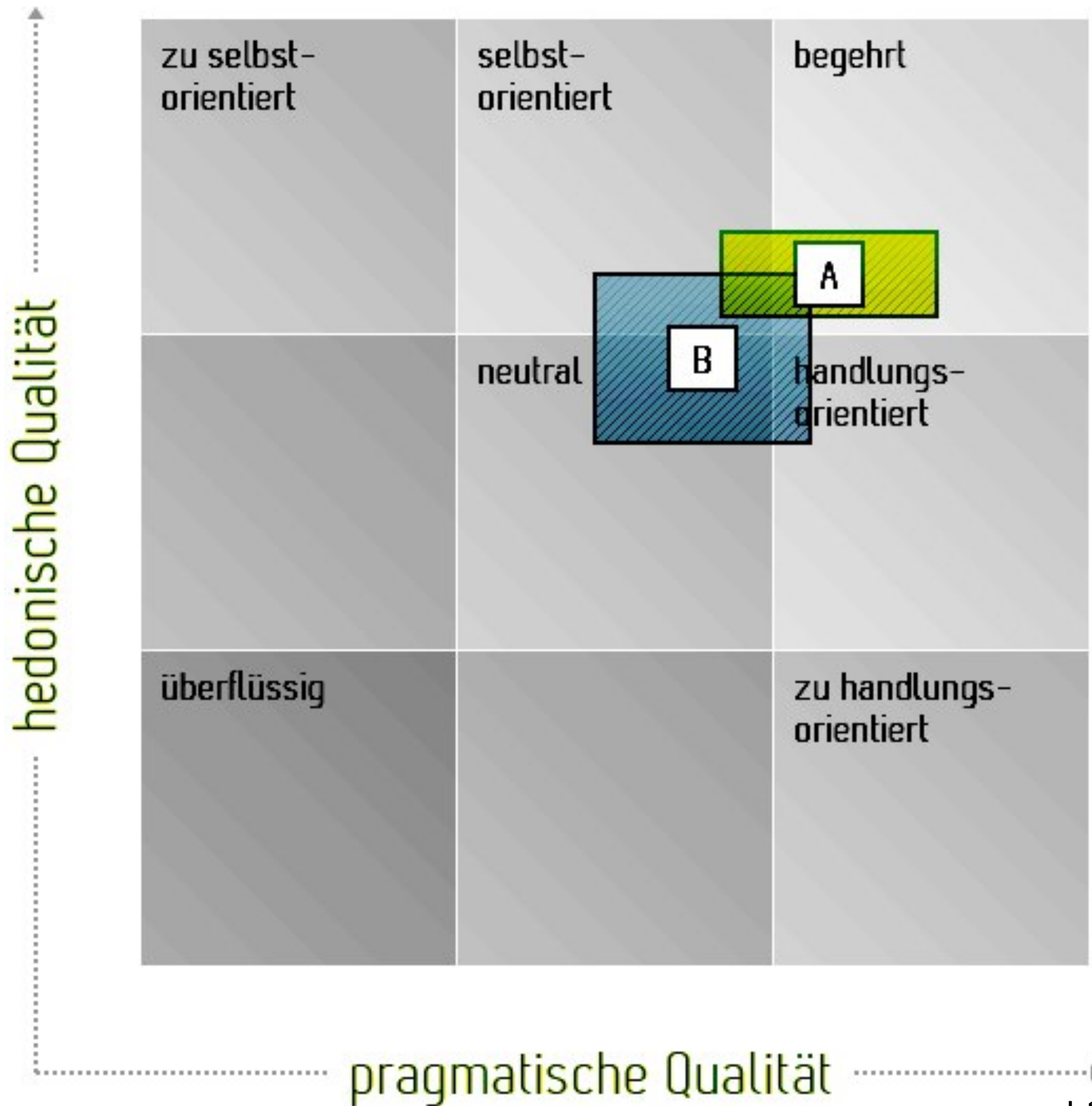
<http://levoleague-wordpress.s3.amazonaws.com/wp-content/uploads/2013/05/Answering-the-toughest-interview-question.jpg>

# PANAS

Watson, D., Clark, L. A. & Tellegen, A. (1998). Development and validation of brief measures of positive and negative affect: The PANAS Scales. *Journal of Personality and Social Psychology*, 54, 1063–1070.

attentive  
interested  
alert  
excited  
enthusiastic  
inspired  
proud  
determined  
strong  
active

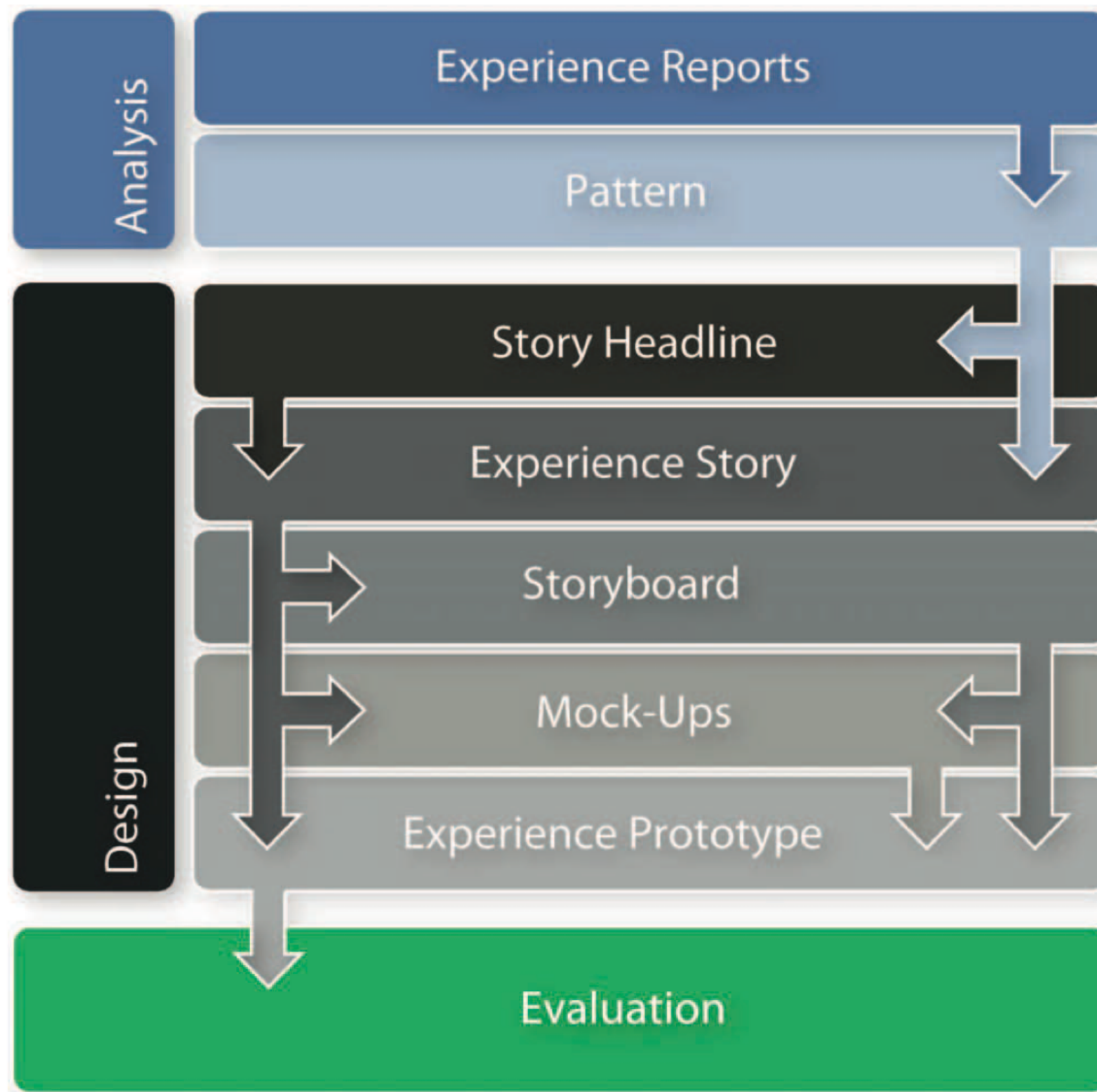
distressed  
upset  
hostile  
irritable  
scared  
afraid  
ashamed  
guilty  
nervous  
jittery



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# Basis: Erlebnisinterviews

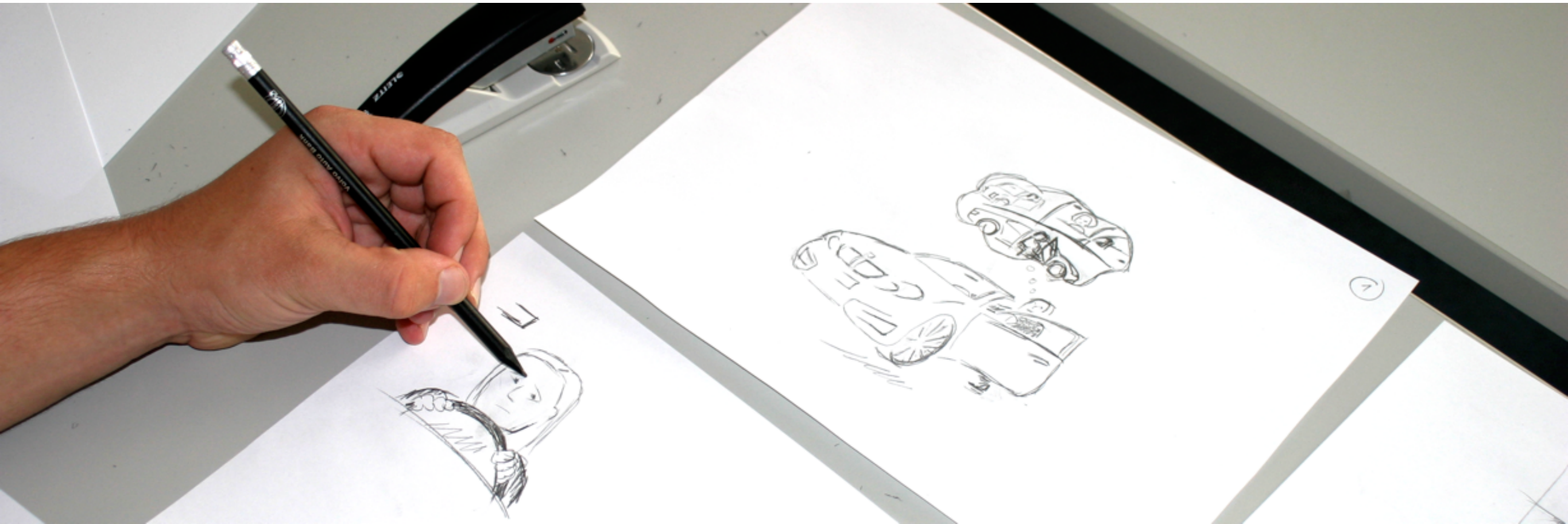


[http://www.mb-w201-16.de/Bilder/Treffen/treffen\\_02\\_02\\_004.jpg](http://www.mb-w201-16.de/Bilder/Treffen/treffen_02_02_004.jpg)

Max, Sarah, Marianne, Martin, Monica, and Matthias have known each other for ages. Lately, they don't spend time together as often as before. But one event is always fixed: each year they visit their favorite city as a group – Paris. As usual, they go there in two cars. This year, however, something is different. Max invites all to the trip via Clique Trip, a new app he wants to try out. This app promises to make its users feel close to each other, even when being in two different cars. All friends are excited to test Clique Trip because they hate the feeling of being separated during the trip. It is time to depart. Max is driving one car, Sarah the other. Sarah is a very sporty driver (some say reckless) and Max drives very relaxed (some say painstakingly slow). Consequently, they tend to lose each other on the motorway, with Max getting more and more behind. But Clique Trip helps out. It changes the navigation system so that it guides Max (in the rear car) to Sarah (in the leading car). Ah, Sarah takes the scenic route. "Good choice", Max thinks. He announces "I guess the others plan to visit the nice little cafe in the city centre of Reims. Let me try to catch up". He does, and when the cars are close to each other, Clique Trip opens a communication channel. They can now talk to each other, as if sitting in one car. "Hey," Max yells, "I hope you are not planning to have a first glass of Champagne already? I am driving!"



# Storyboard zeichnen





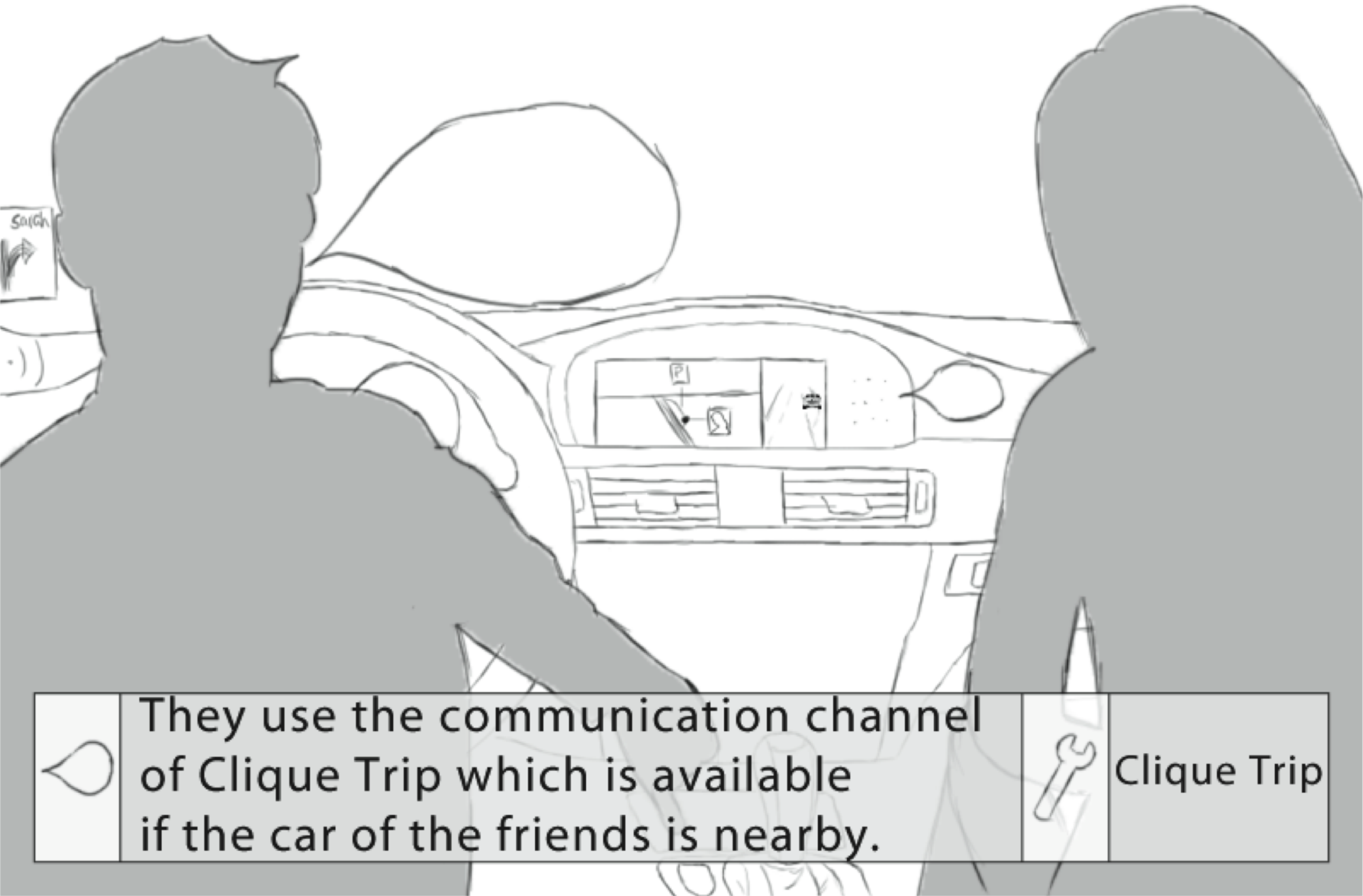
Sarah and Max plan together a trip with their friends.

PC or Tablet,  
app for arrange the trip



Max informs his friends  
that Sarah is nearby.

Clique Trip app  
position data

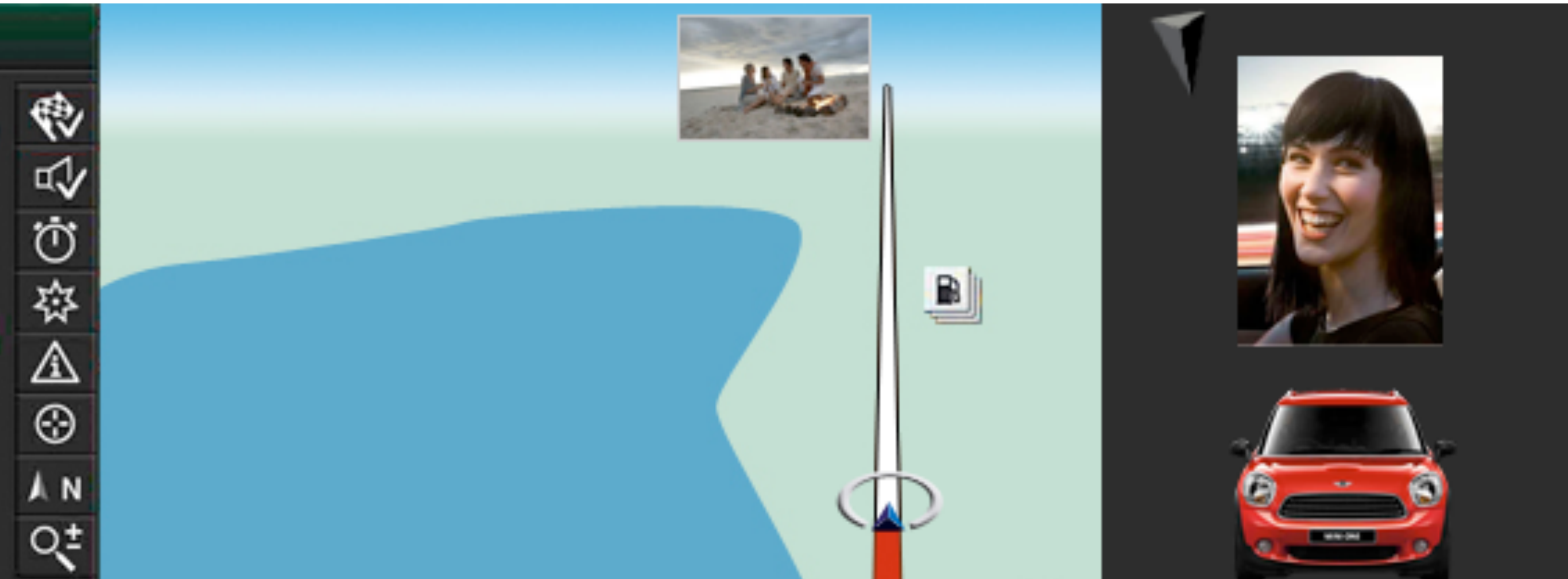


They use the communication channel of Clique Trip which is available if the car of the friends is nearby.

Clique Trip



# Erste Mockups





# Finaler Prototyp

