

# DesignWorkshop 2

## Physical Interfaces for AI Assistants

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Concept Phase: Storyboards and Storytelling - 29.04.2024





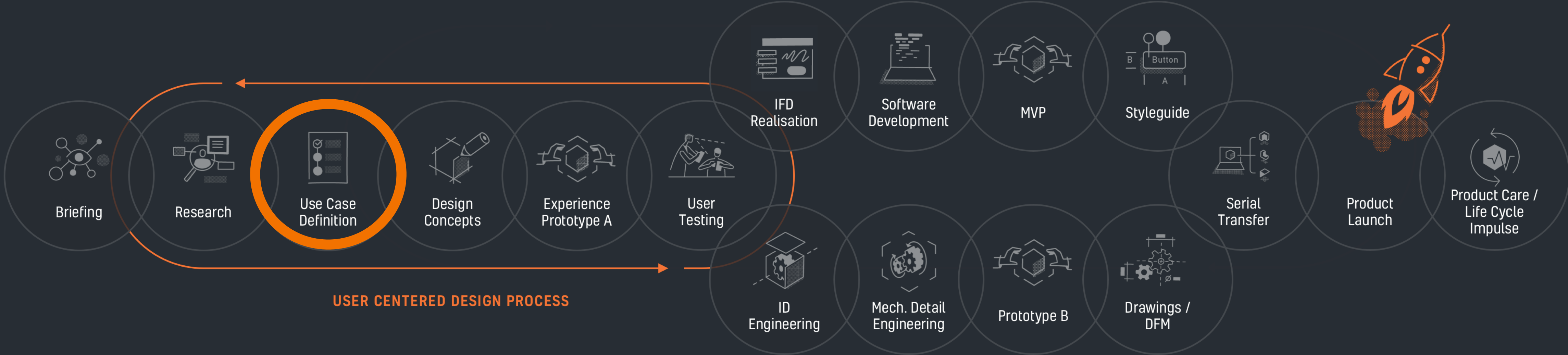
# Process

UNDERSTAND

EXPLORE

MATERIALIZE

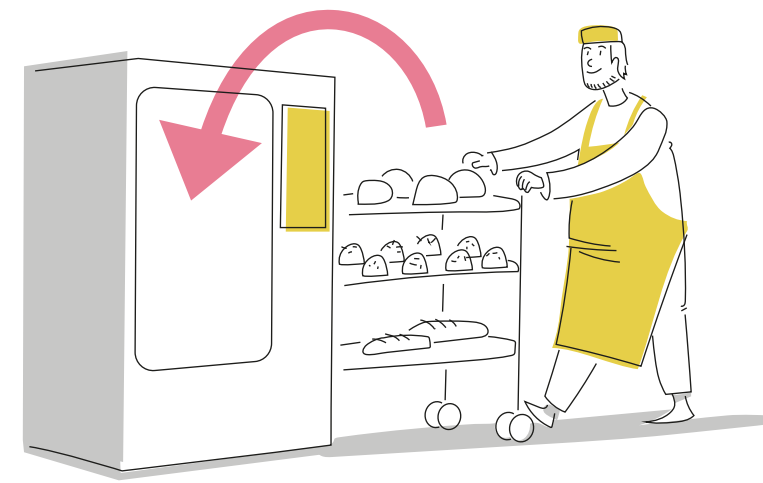
LIVE



# Industry Insight...

## FOODSENSE®

USE CASES



USER ACTIONS

Reagieren auf Information zu Events

Ofen mit zusätzlichen Produkten bestücken

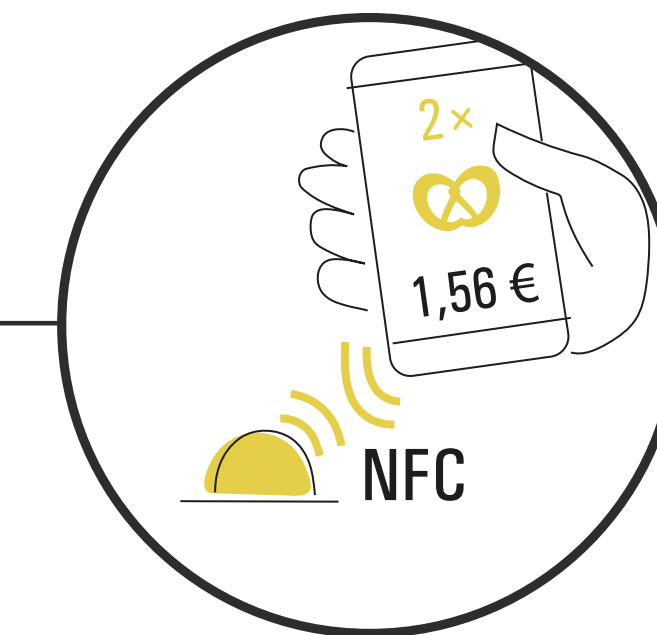
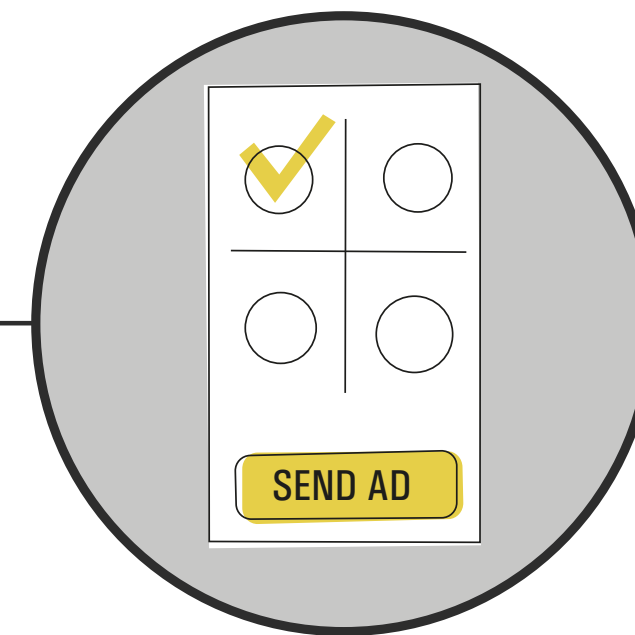
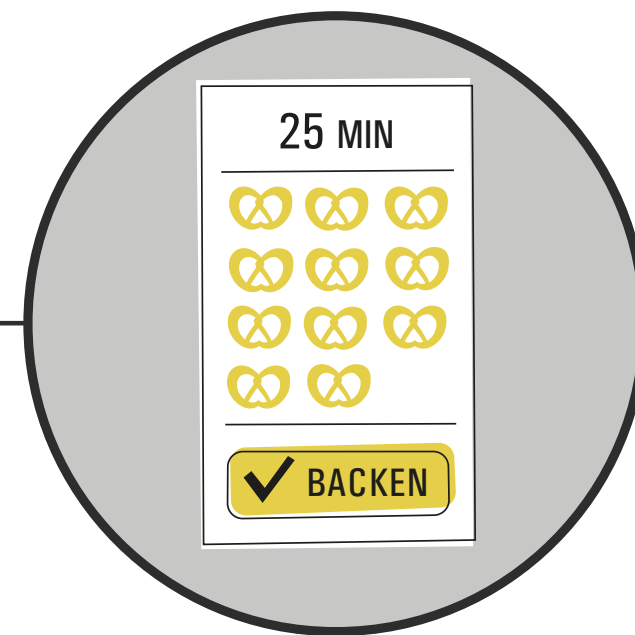
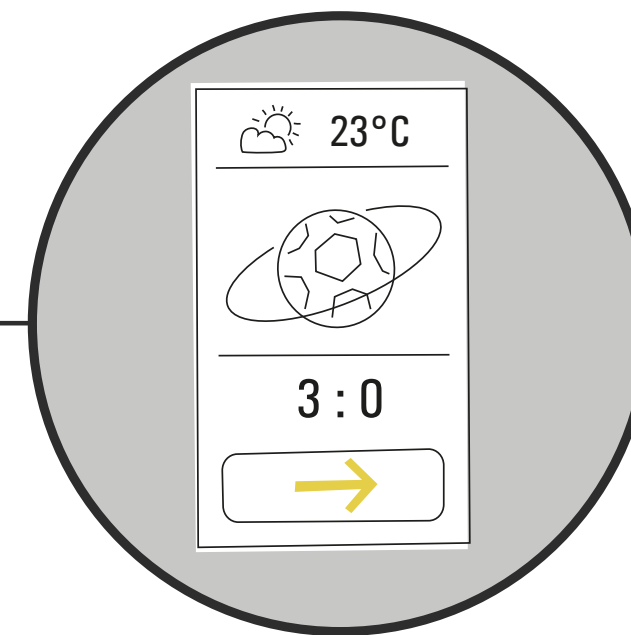
Werbung an digitale Werbeflächen in unmittelbarer Nähe senden (Guerrilla-Kurzwerbe-Aktion/Promo-Aktionen)  
Sich über neue Events informieren

Information erfassen (Endkunde)  
vom Smartphone in den Shop leiten lassen (Endkunde)

Mit Eintrittskarte Rabatt erhalten (Endkunde)  
Produkte verkaufen und über das Kassensystem registrieren  
Bargeldlos bezahlen (z.B. per Smartphone / NFC)

Auswertung von Kosten und Nutzen der Kurzwerbe-Aktion mit Partnern  
Planung

TOUCHPOINTS



BACKSTAGE

Daten verarbeiten und Informationen bereitstellen  
Über erhöhte Nachfrage informieren  
Standortermittlung

Ofen vorheizen (automatisch)  
Rezepte vorschlagen (passend zu Event / Saison / Tageszeit / Wetter)

Werbetext generieren (passend zum Rezept / Backgut)  
Standortvorschläge digitaler City-Light-Poster  
Temporäre Werbung platzieren  
Neue Events anzeigen

Daten verarbeiten

Abrechnung  
Daten verarbeiten  
Umsätze / Werbekosten vergleichen

Daten verarbeiten und grafisch aufbereiten (Dashboard)  
Werbekosten („ABO Sekunden-Ad“) mit Partner abrechnen auf Grundlage der zusätzlich verkauften Produkte

# Use Cases and User Stories

- Use cases describe the system from the user's perspective
- User interacts with the system to achieve a specific goal
- A sequence of interactions describes the use case

The following can be derived:

- Documentation of the functionality of the system
- Requirements derived from the functionalities

**Goal:** Identification and coordination of all use cases at an early stage

# Visual Use Cases expressed in UX Storyboarding and Storytelling

Storyboarding in UX not only serves as a design and communication tool but also enriches the creative process in several ways:

- **Empathy and Perspective-Taking:** By visualizing the user's journey, storyboards help teams to empathize with users, seeing the product from their perspective and understanding their emotional responses.
- **Collaboration and Engagement:** Storyboarding fosters a collaborative environment where team members from different disciplines can contribute insights and ideas, enhancing the creative process and stakeholder engagement.
- **Reflection and Storytelling:** It encourages reflective thinking as teams consider the user's needs and experiences.
- **Through storytelling, complex user interactions are transformed into engaging and informative narratives.**
- **Dynamic Brainstorming:** The visual and narrative format of storyboards enables dynamic brainstorming, where ideas can be quickly sketched out, evaluated, and iterated upon, allowing for a more fluid exploration of possibilities.



**NN/g**

# UX Storyboards





Video Link

# Task Outline for Creating UX Storyboards

## [1] Brainstorming Session

- Organize a collaborative brainstorming session with your team. Use the proto personas and HMWS to generate ideas and scenarios that reflect real user experiences.
- Discuss and explore different user scenarios and interactions that highlight the user's goals, challenges, and emotions.

## [2] Narrative Development

- Craft a compelling story around the user's interaction with the assistant. Ensure the story is coherent, from the user's entry point through to their goal achievement or exit.
- Include emotional cues and annotations to provide deeper context and understanding of the user's experience.

## [3] Sketch the Storyboard

- Begin sketching the key frames of the storyboard. Focus on crucial interactions, decision points, and emotional states of the user (six-frames usually work very well).
- Use simple drawings or digital tools to visualize the sequence of actions and interactions in the user's journey.



# 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 organised?

# Draft Timeline

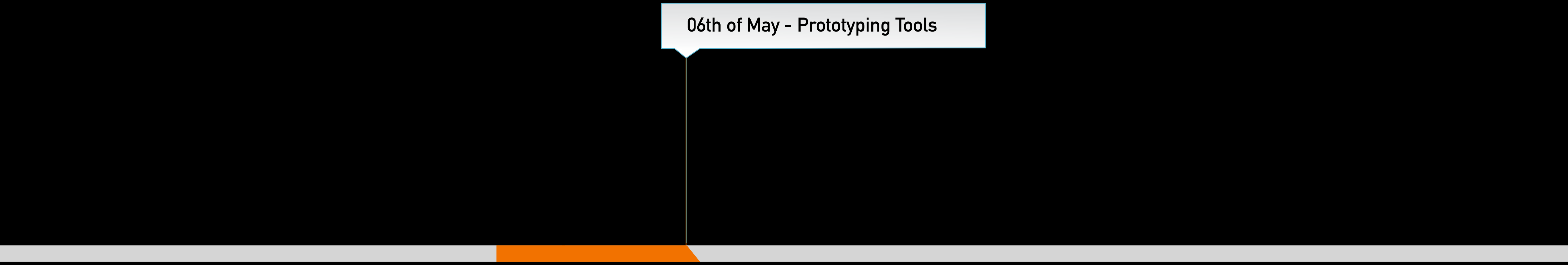
April

May

June

July

06th of May - Prototyping Tools





# Draft Timeline

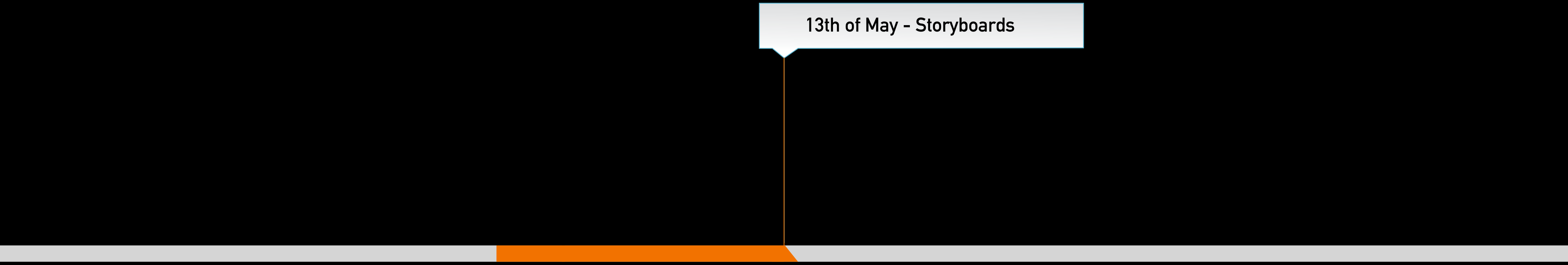
April

May

June

July

13th of May - Storyboards



# On the 13th of May

Conduct a final team concept presentation (5min max):

- Selected HMW (Which problem are you trying to solve ?)
- Storyboard (s) (How will a user experience your design concept?)
- Technology / Prototyping Techniques (How will you create your experience prototype ?)
- Work distribution among the team (Who is doing what ?)

All tricks and presentation formats allowed



# References ...

- [1] Yablonski, J. (2020): *Laws of UX: Using Psychology to design better Products & Services*, O'Reilly Media.
- [2] Weinschenk, S. (2020): *100 Things Every Designer Needs to Know About People*, New Riders Publishing.
- [3] Knapp, J. (2016): *Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days*, Simon & Schuster.
- [4] Norman, D.(2013) : *The Design Of Everyday Things: Revised and Expanded Edition*, Basic Books,
- [5] Hartson, R., & Pyla, P. S. (2018). *The UX book: Agile UX design for a quality user experience*. Morgan Kaufmann.
- [6] Unger, R., & Chandler, C. (2023). *A Project Guide to UX Design: For user experience designers in the field or in the making*. New Riders.