Workshop
Concept Development

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Tutorials and Organization: Hanna Schneider
External Lecturer: Kalle Kormann-Philipson (INNUID)
Industry Partner: IXDS Munich

LMU LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

Agenda

Day 1 - Thu   Concept Development & Tools

Day 2 - Fri   Tools

Day 3 - Mon   Mid presentation

Agenda Day 4

9:15 -10:00   Introduction

10:00 - 13:30   Affinity Diagramming

14:15 - 15:15   HMWs

15:15 - 16:30   Group Presentation
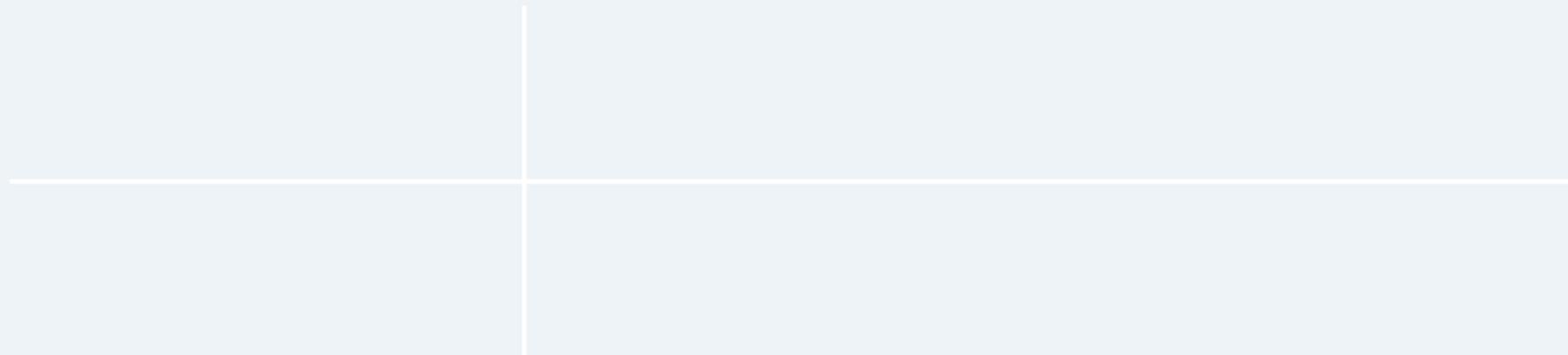
What is a product?

What is a service?

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
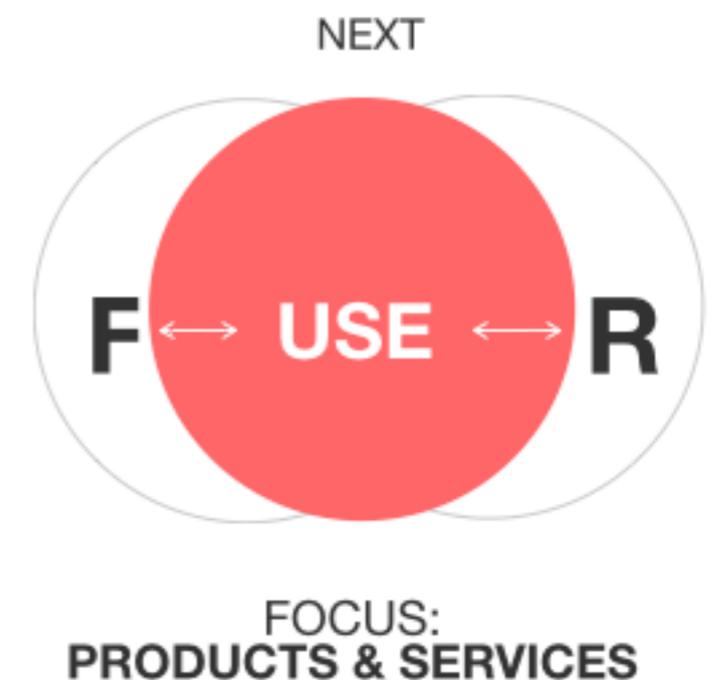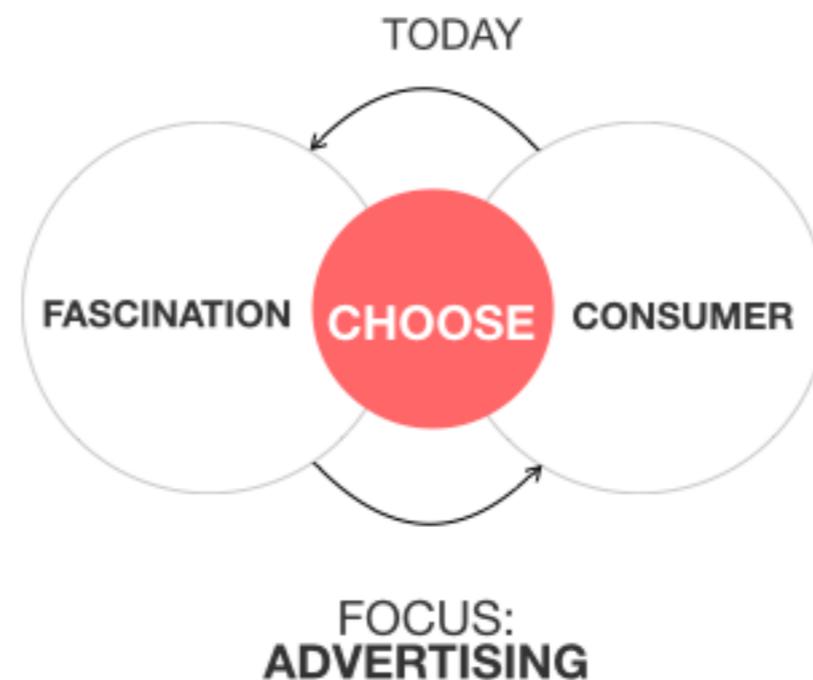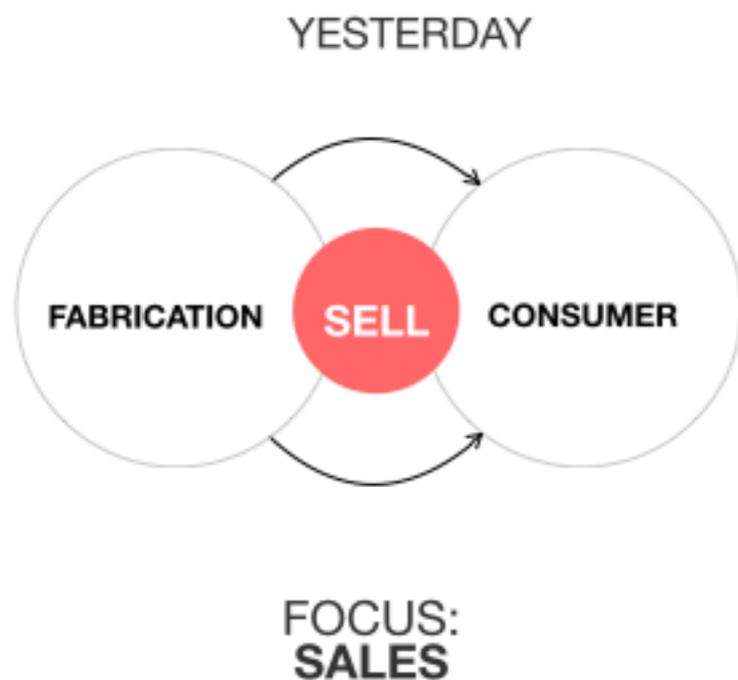
What do they have in common?

Front Stage

Back Stage

Todays products need to be more than just being usable.

They need to serve your needs ...

... and deliver memorizable experiences.

Getting the right Design and the Design right...

What is
Concept Development?

Definition & Focus

Concept Development is a **rapid-creative session** where all participants work and iterate through a **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.

Related fields

Creativity

HCD/UCD

HCI

Design Thinking

Strategy

Innovation

Future Studies

Decision Making

Lean

Product Design

Service Design

User Experience Design

Teamwork/Collaboration

User Experience Design

User Experience Design

Focus is on the use/customer/people.

Takes business requirements into account.

Follows the User Centered Design process.

UX is a combination of several design disciplines.

User Experience Design

USER EXPERIENCE DESIGN

ARCHITECTURE

MECHANICAL ENGINEERING

Signage

INFORMATION ARCHITECTURE

INDUSTRIAL DESIGN

ELECTRICAL ENGINEERING

CONTENT CREATION (Text, Data, Graphics)

INTERACTION DESIGN

Ubicomp

Controls

Interactive Environments

VISUAL DESIGN

Info Viz

USABILITY ENGINEERING

HUMAN-COMPUTER INTERACTION

Navigation   INTERFACE DESIGN

User Experience Design

Technology

Business

Design

UX
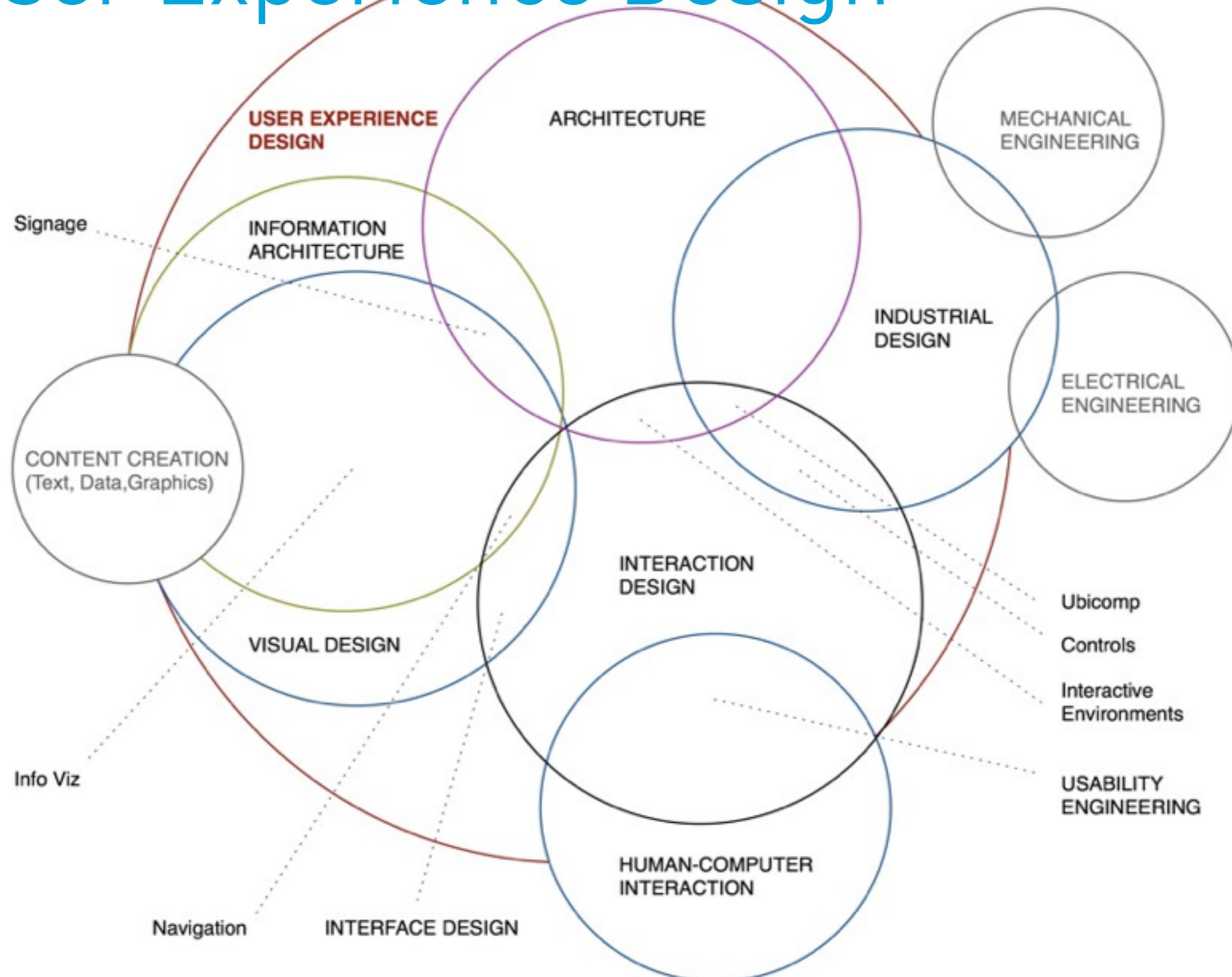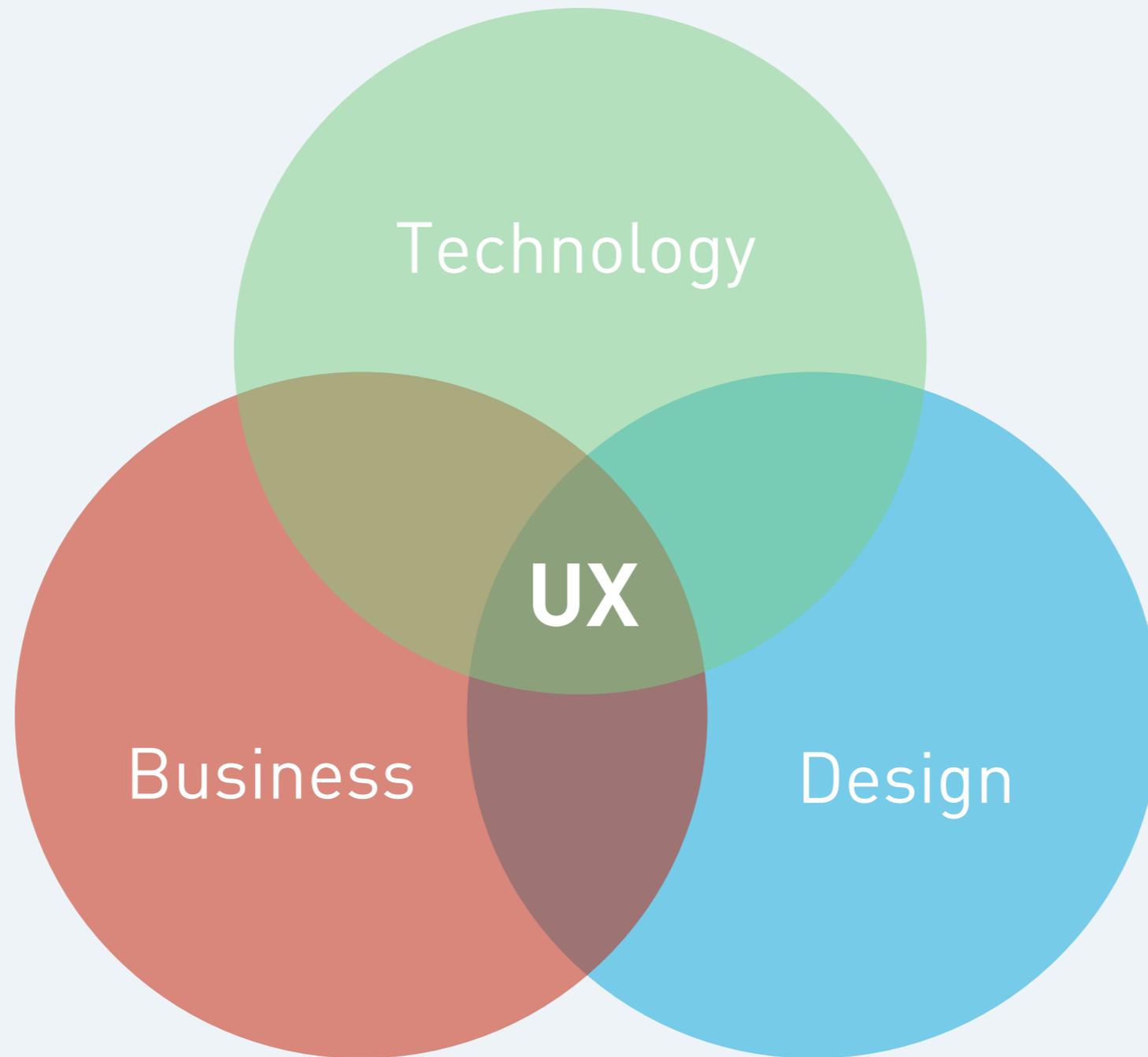
User Experience Design

User Experience Design - Process
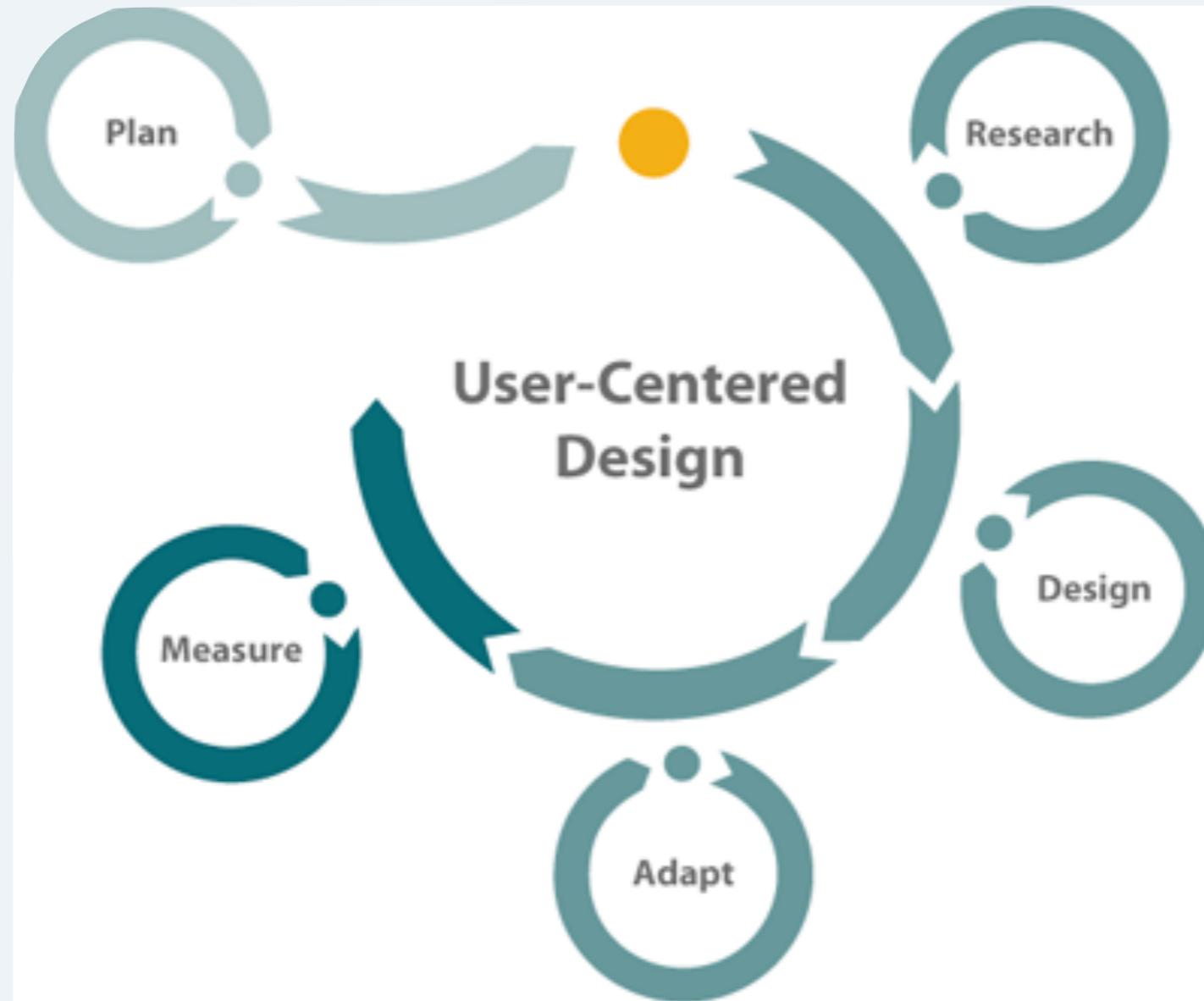
What is Lean UX?

What is Lean UX?

Lean UX embraces the idea of **short iterations** focused on **measuring and learning to tackle complexity**.

What is Lean UX?

It removes departmental constraints
on design and communication,
allowing you to get truly close
to product strategy.

What is Lean UX?

Design solutions **no longer** become buried and diluted through **bloated deliverables**.

What is Lean UX?

1. You create design **hypothesis**
2. You **test** it
3. You **learn** from the outcome, **focus** on **insights** than data

What is Lean UX?

Build-Measure-Learn

Lean Start-up
Methodology
by Eric Ries
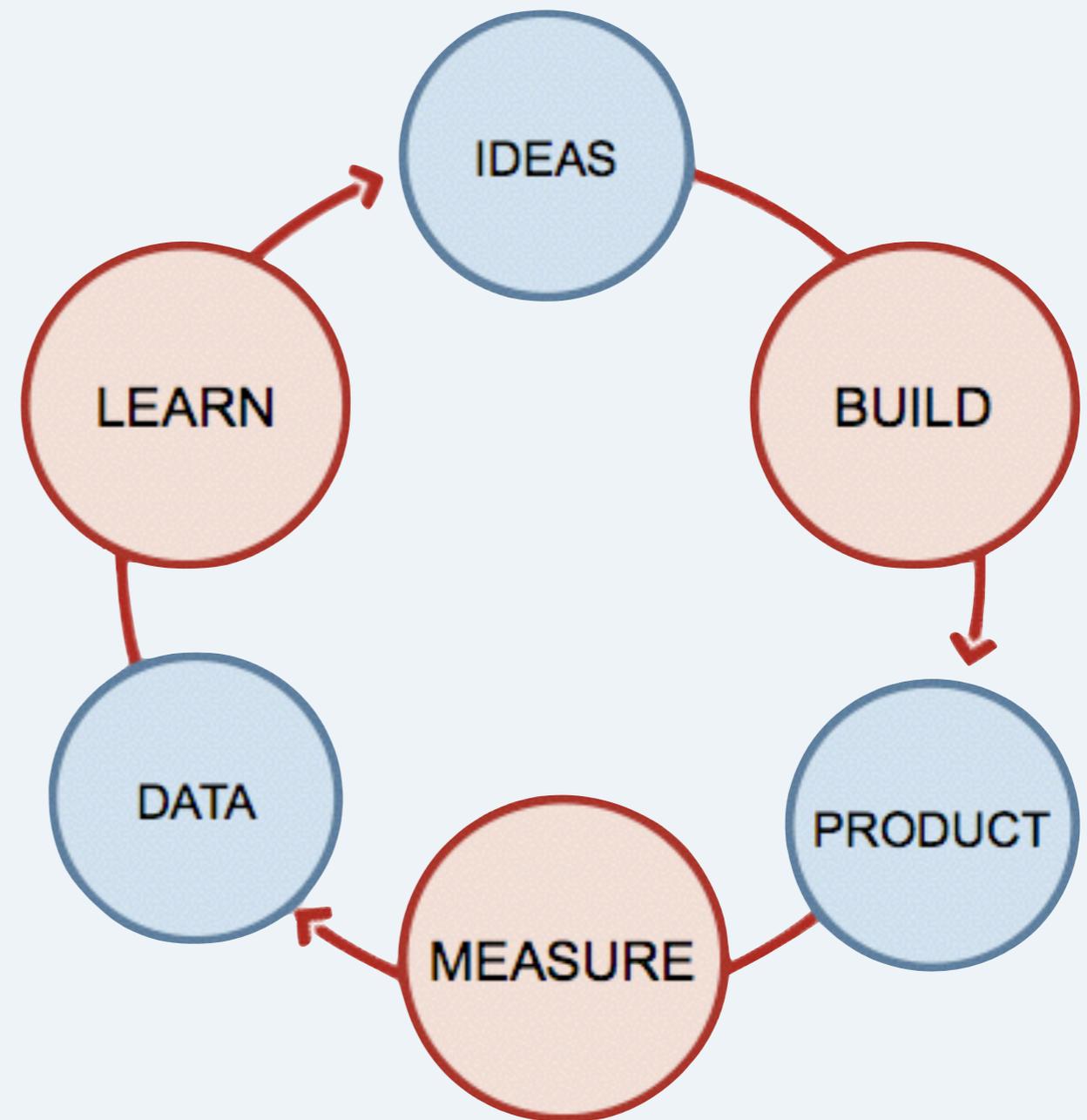
What is LeanUX?

What is LeanUX?

Think
Make
Check

by Janice Fraser
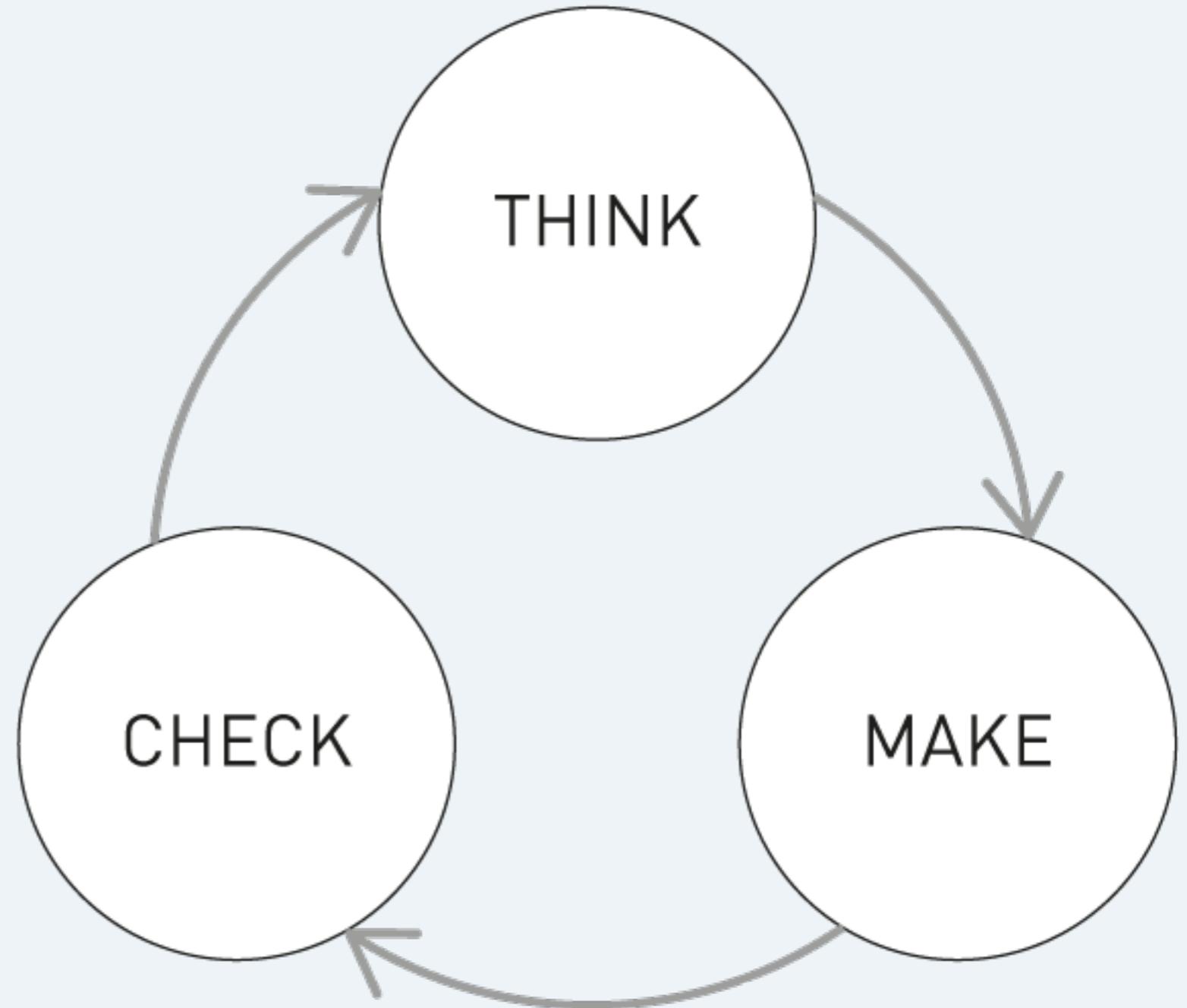
What is LeanUX?

10 Principles from LUXR

Design + Product Management + Development = 1 team

Externalize!

Goal-driven & outcome-focused

Repeatable & routinized

FLOW: think -> make -> check

Focus on solving the right problem

Generate many options

Decide quickly what to pursue & hold decisions lightly

Recognize hypotheses & validate them

Research with users is the best

source of information & inspiration

Design Thinking

Design Thinking

Design thinking refers to the methods and processes fo**r investigating ill-defined problems**, acquiring information, analyzing knowledge, and positing solutions in the design and planning fields

"Zoomed out vs. Zoomed in"

Zoomed Out vs. Zoomed In

Zoom Out vs. Zoom 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
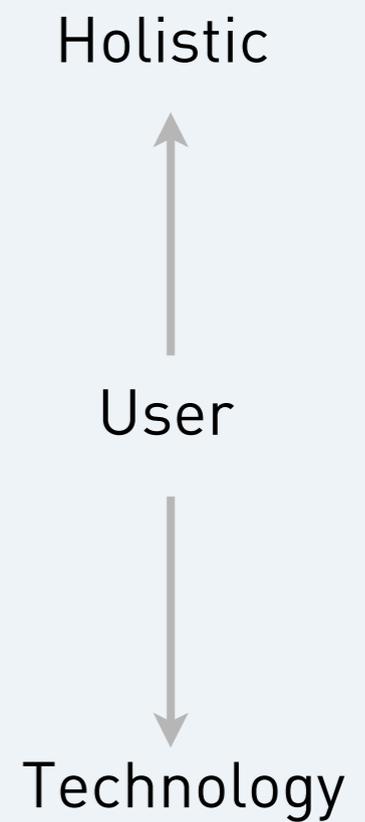
Design Thinking

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
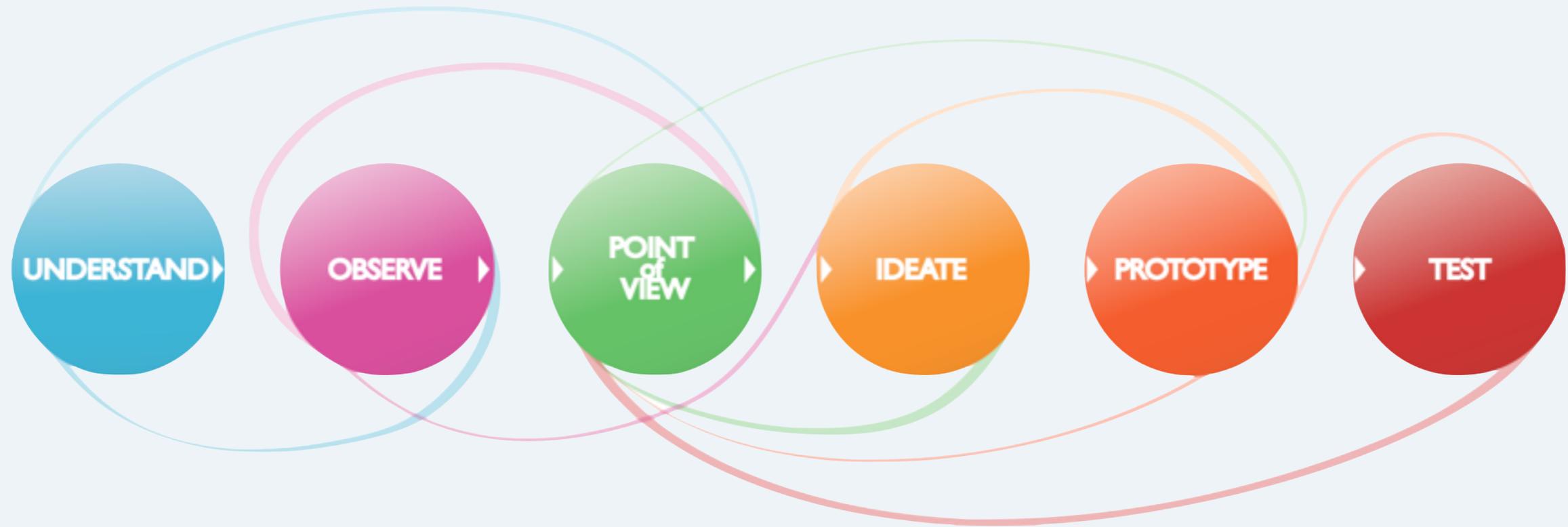
Concept Development Process

The creative process.

UNCERTAINTY / PATTERNS / INSIGHTS   CLARITY / FOCUS

RESEARCH   CONCEPT   PROTOTYPE   DESIGN
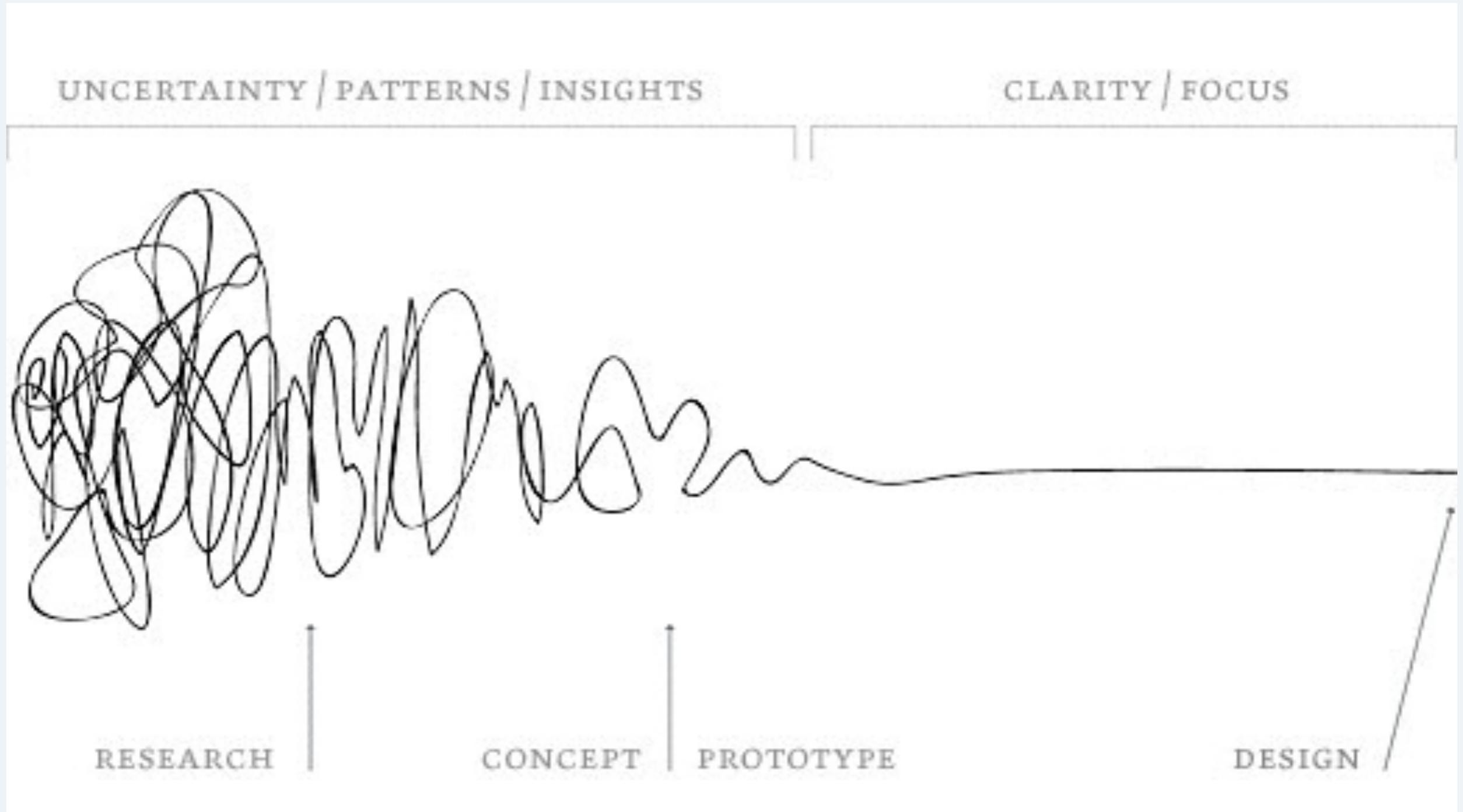
The basis.

Double Diamond

DISCOVER | DEFINE | DESIGN | DELIVER

Double Diamond

DISCOVER | DEFINE | DESIGN | DELIVER
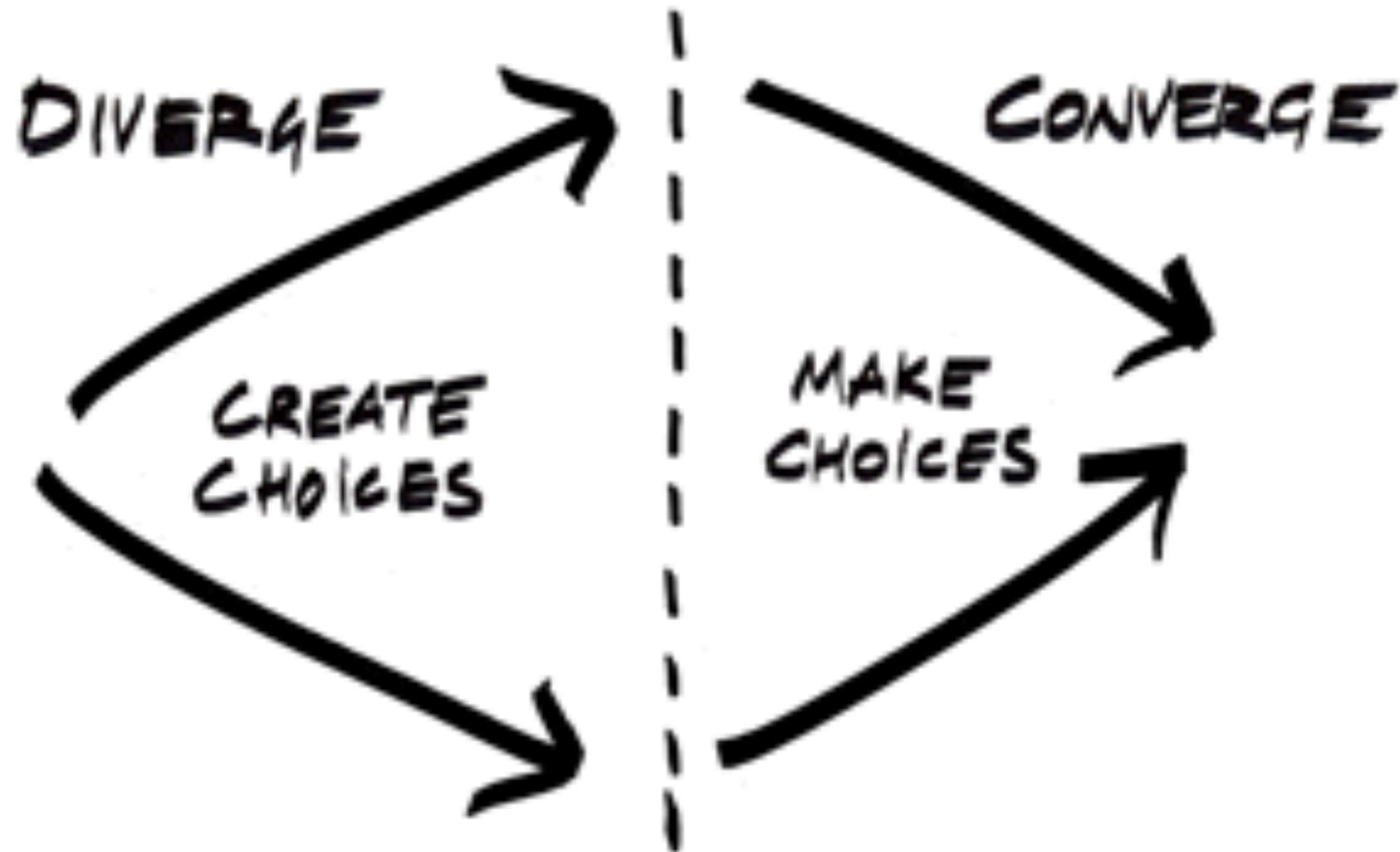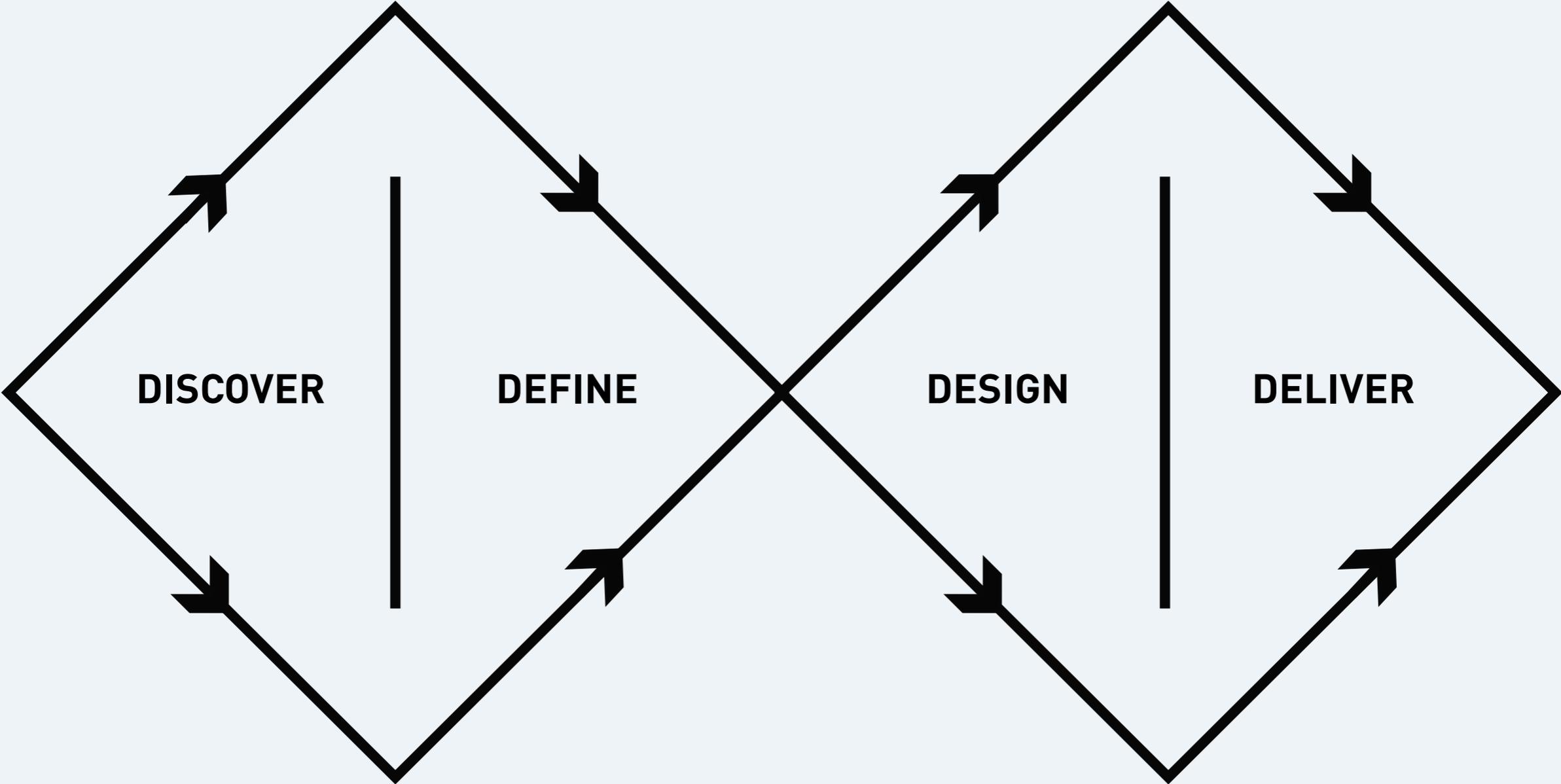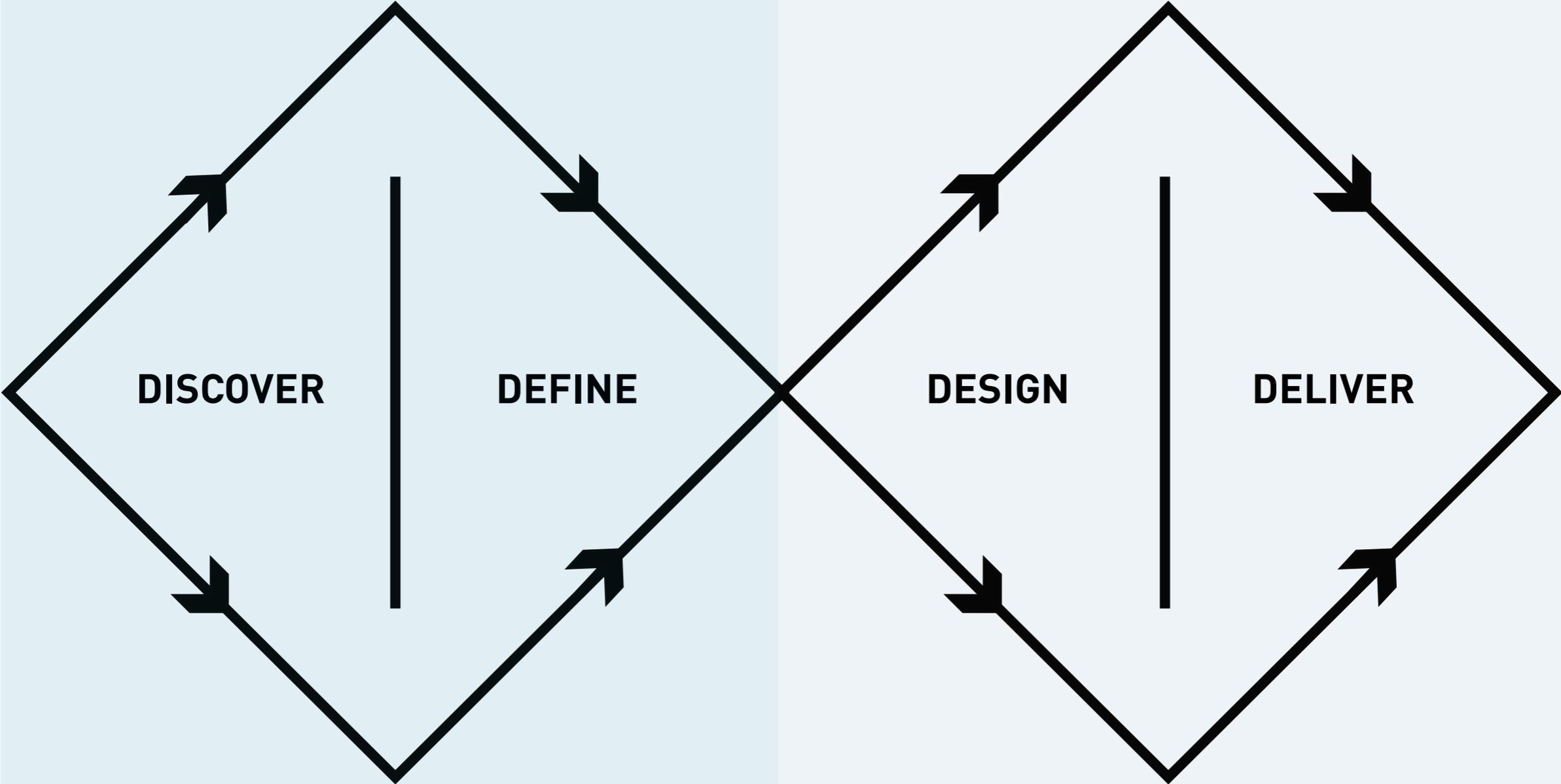
Why? and How?

Double Diamond

DISCOVER | DEFINE

DESIGN | DELIVER

What?

We focus on

DISCOVER | DEFINE DE

# Overview

DISCOVER | DEFINE | DE

Research | **Innovate** | **Prototype**
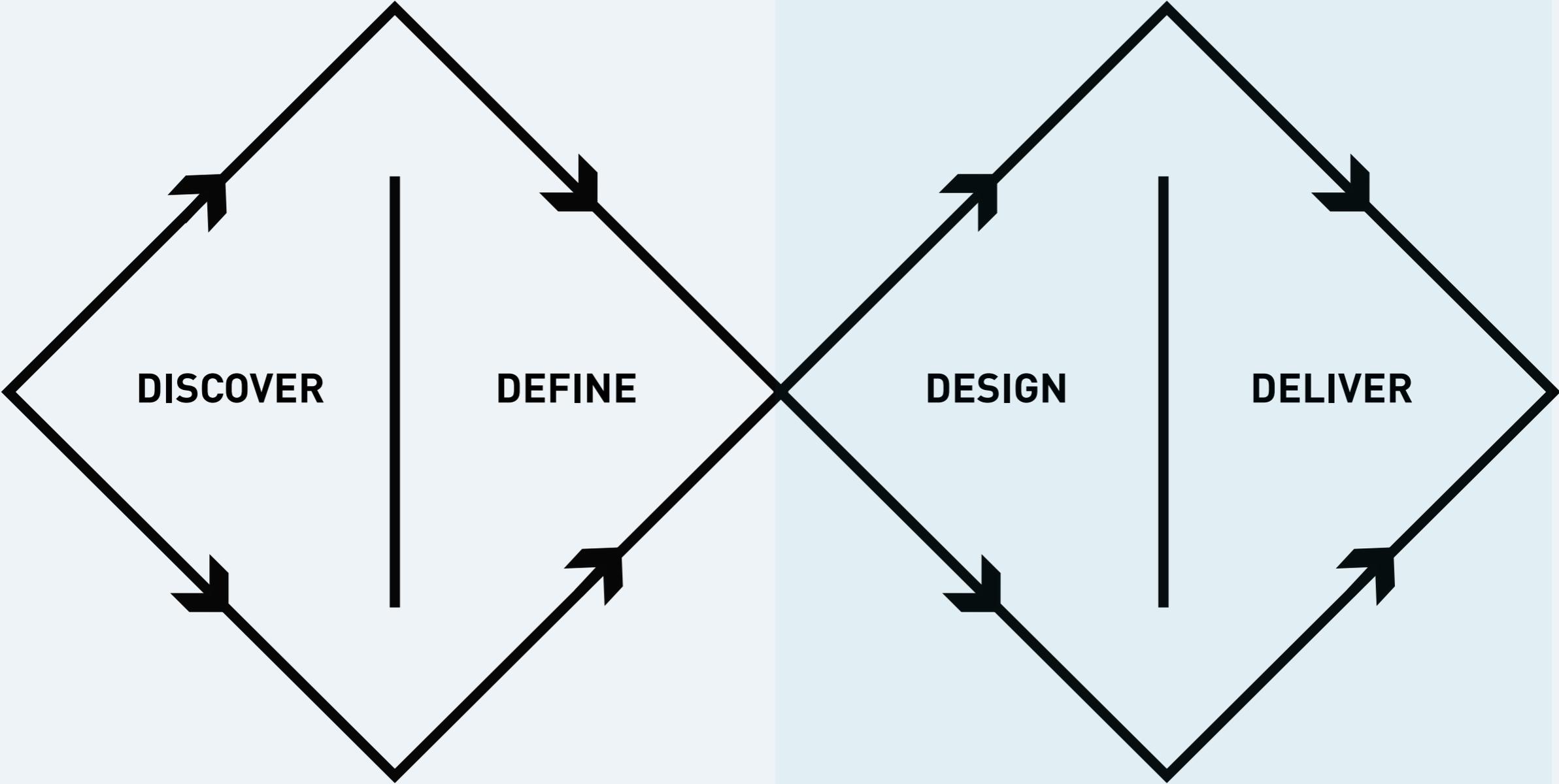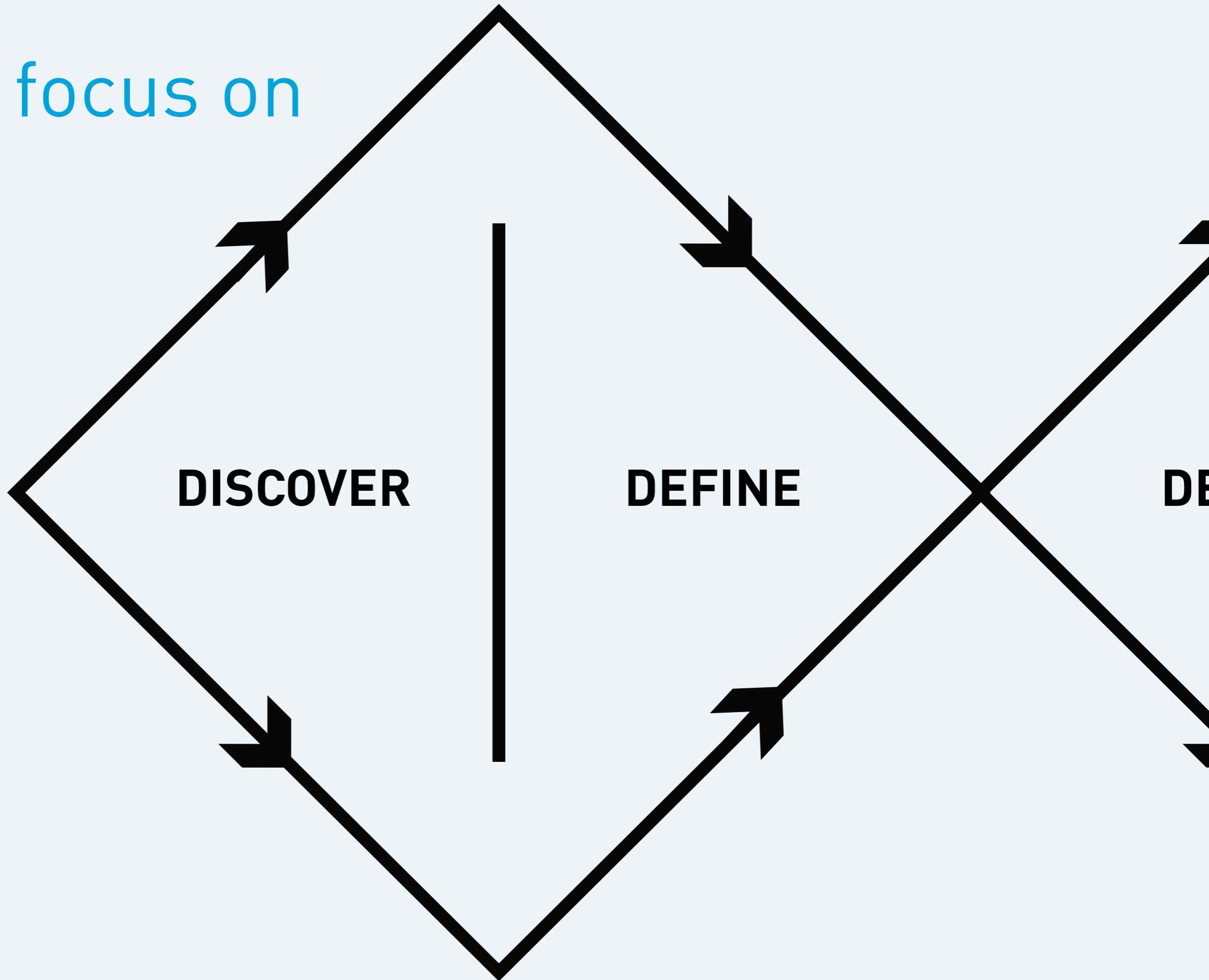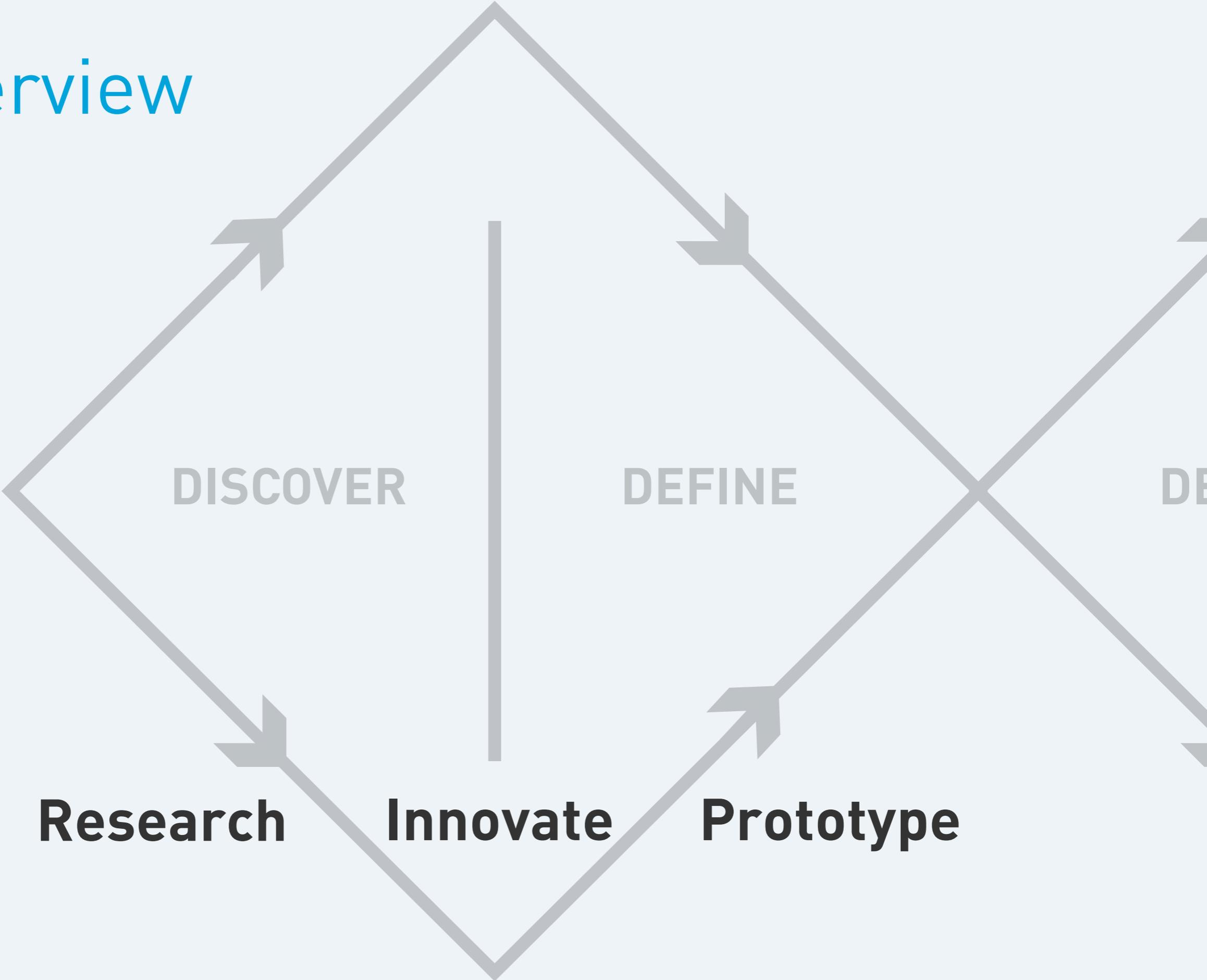
Overview

Research

Get to know your problem/ subject

Gather insights abour the user and their life

Collect artifacts & impressions

Record tasks

Overview

DISCOVER

DEFINE

Research

Innovate
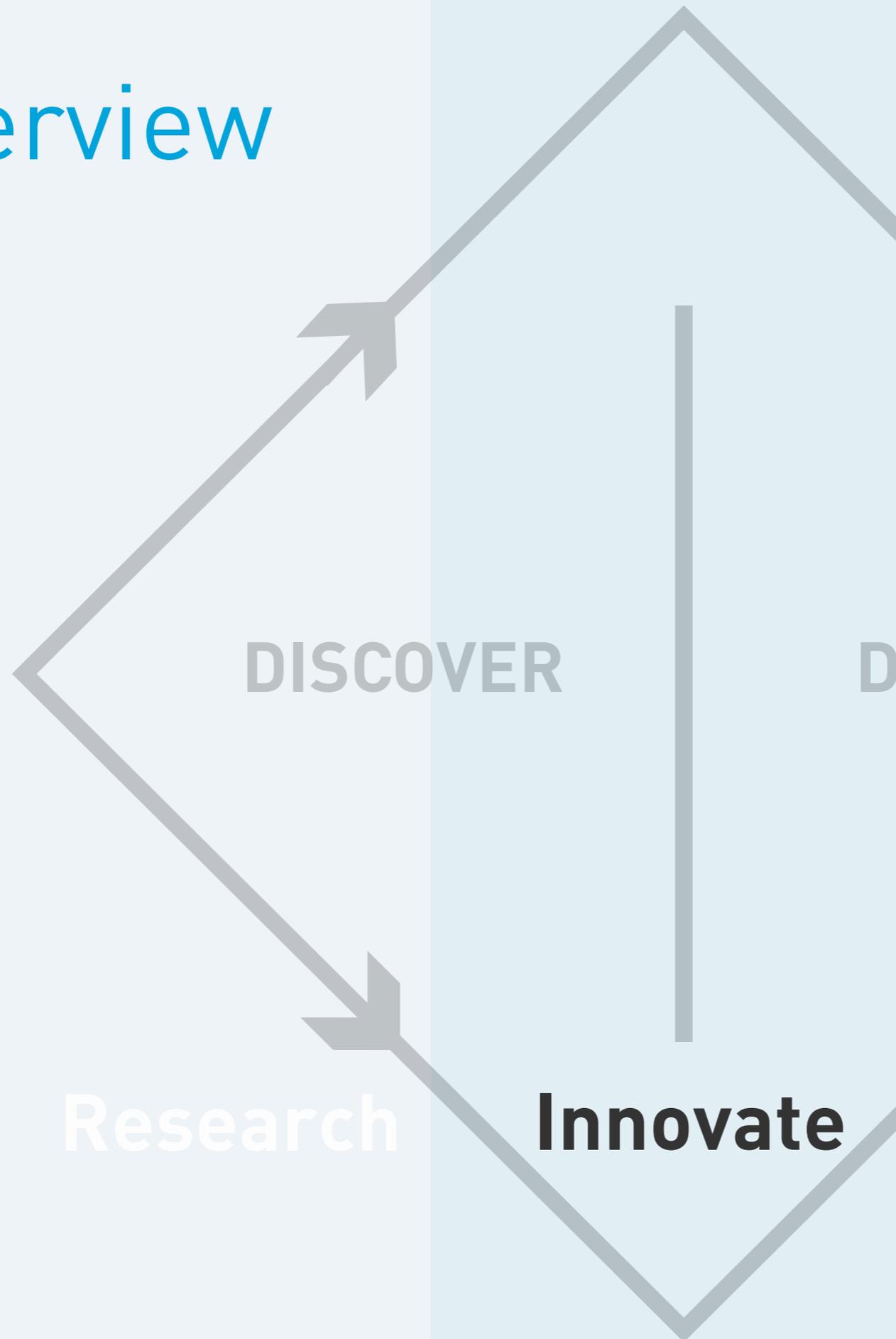
Make sense of your data

Identify important facets

Keep all players in mind

Collect and prioritize ideas

Develop & validate solutions

Overview

Tell a story

Make it tangible

DISCOVER

DEFINE

DE

Prototype

Concept Development
5 Principles

Concept Development
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.

Concept Development
5 Principles

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.

Concept Development
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 CD process!

If you are not emotionally attached to a
piece of work you can easily let go.

Concept Development
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!

Concept Development
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

Stop.

We are about to enter the „Innovate" Phase!

Tool-Kits

IDEO
Method Cards

Learn	Look	Ask	Try

Scenarios

HOW: Illustrate a character-rich story line describing the context of use for a product or service.

WHY: This process helps to communicate and test the essence of a design idea within its probable context of use. It is especially useful for the evaluation of service concepts.

Learn	Look

Bodystormi

HOW: Set up a sc roles, with or wit on the intuitive r by the physical e

WHY: This metho generate and tes behavior-based

nForm
http://nform.com/tradingcards/

User experience trading cards. Created for the IA Summit in 2007, 2008 and 2009.

2009 Series

A/B Testing
#33

Affinity Diagram
#34

Collaborative Inspection
#35
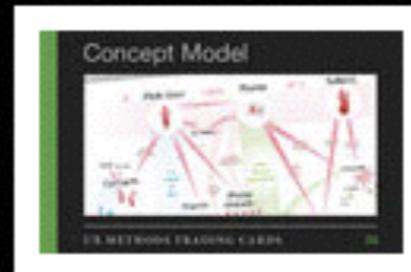
Concept Model
#36

Diary Study
#37

Five Sketches™
#38
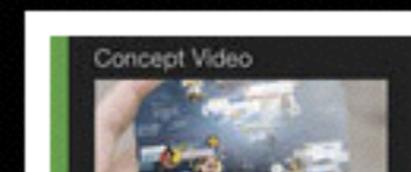
Google CSI

# Concept Development
Tool-Kit

Creative tools to solve problems

Affinity Diagram

HMWs

Opportunity Mind Map

Solution description & validation

Personas

Scenarios

Storyboards

Affinity Diagram
# Make sense of collected data
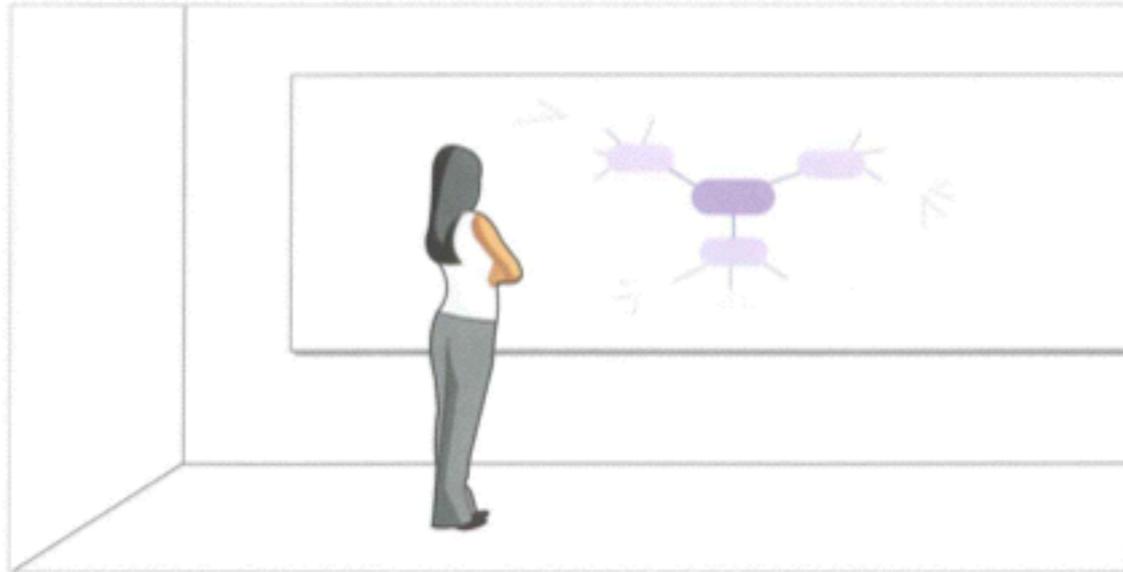
1.Brainstorming Webs

2. Affinity Diagrams
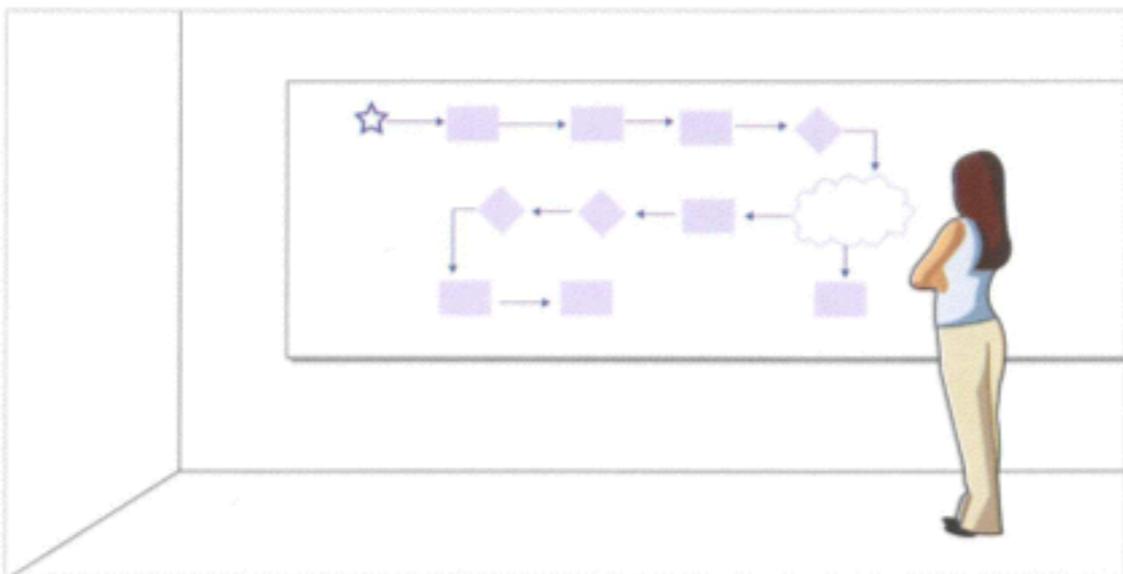
3. Flow Diagram

Brainstorming Webs
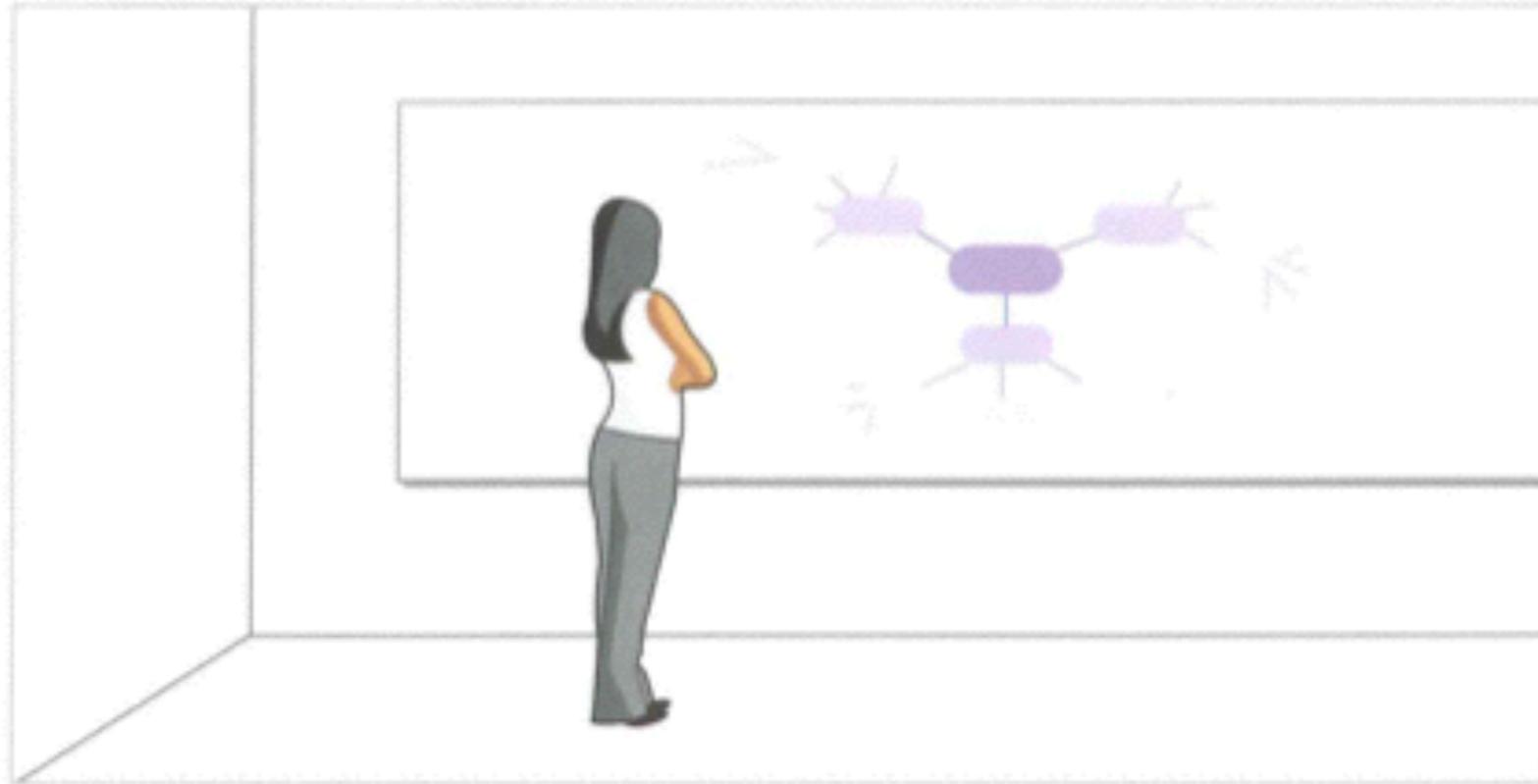
Used when developing a central
concept or question
Can be build by identifying the center
first, then all of the extensions

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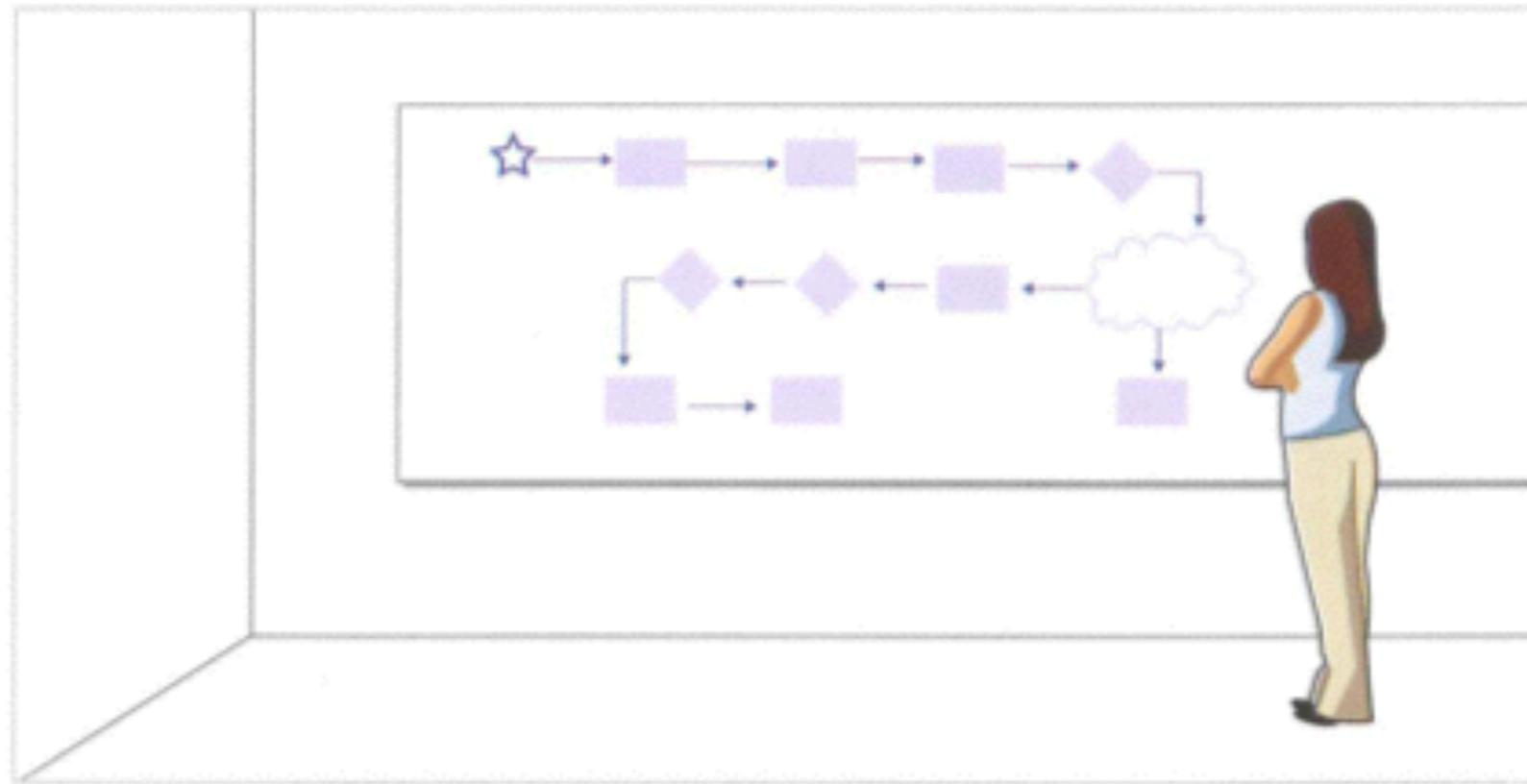
Represent a series of events, actions or
processes of different actors
Usually have a beginning and an end
point

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
and making sense of data.

Data points can be recorded on sticky notes
and sorted into logical groups.
It could be employed 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 into meaningful groups.

Have your user in mind and also try to shape their personas as you add, cluster and think about your data.

Affinity Diagram

Affinity Diagram

Team

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 otherwise find.

Process

1. Brainstorm or use your recorded research data to identify ideas, issues, processes or other aspects
2. Record each finding on cards or post-it notes
3. Look for related ideas and/or findings
4. Sort notes or cards into groups untill all cards have been used
5. Repeat this as many times as needed
6. Add labels to themes if appropriate
7. Draw connections between findings and themes

How to cluster and model data.

Everyone reads through the post-its and arragnes them.

Everyone is allowed to re-order

Group post-its into themes.

Name and discuss the themes

BREAKOUT SESSION 1
10:00-13:30
gather back at 14:00