

Praktikum Experience Design

Dr. Martin Knobel

&

Simon Männlein

Praktikum Experience Design.

Timeline.

Montag	16.3
9:15	Organisatorisches, Zeitplan, Vorstellung
9:30	Theoretische Einführung in Experience Design
11:00	Theorie: Einführung in das Bedürfnismodell
14:00	Praktisches Beispiel Bilderrahmen
15:30	Storywriting: Das Reiseerlebnis
Dienstag	17.3
9:15	Theorie: Methoden zum Sammeln von Erlebnissen
9:30	Rollenspiel Interview
11:30	Sammeln von Erlebnissen zu einem speziellen Kontext (Kameras benötigt!)
14:00	Erlebnisse auswerten
16:30	Erlebnisse präsentieren
Mittwoch	18.3
9:15	Theorie: Erlebnisgeschichten analysieren
10:30	Aufstellen von Erlebnis Pattern
11:30	Präsentation: Erlebnis Pattern
14:00	Theorie: Methoden zum Schreiben von Erlebnisgeschichten
14:30	Verfassen von Experience Stories
Donnerstag	19.3
9:15	Kurze Review- Präsentation
10:30	Präsentation der Experience Stories
14:00	Theorie: Storyboarding
14:30	Praktisches Storyboarding
16:30	kurze Review Präsentation
Freitag	20.3
9:15	Praktisches Storyboarding
11:30	Präsentation der Storyboards
14:00	Theorie: Wireframing
14:30	Wireframing
Wochenende	21-22.3
	Wireframing

Praktikum Experience Design.

Timeline.

Montag	23.3
9:15	Präsentation der ersten Wireframes
10:00	Vorbereitung Präsentation des Experience Design Konzepts
14:30	Theorie: Prototyping und agiles Testen
15:30	Präsentation des Experience Design Konzepts
Dienstag	24.3
9:15	Prototyping, agiles Testen
Mittwoch	25.3
9:15	Prototyping, agiles Testen
Donnerstag	26.3
9:15	Prototyping, agiles Testen
Freitag	27.3
9:15	Prototyping, agiles Testen
10:30	Vorbereitung der Präsentation
14:00	Präsentation der Ergebnisse mit Video (Jury)
16:00	Ende

Praktikum Experience Design.

Guests.

Prof. Dr. Andreas Butz LMU

Johanna Spieß

Dr. Wolfgang Hintermaier BMW

Dipl. Psych. Melanie Lamara BMW

Dr. Josef Schumann BMW

Experience Design

(Introduction) Chapter 1:

What is User Experience?

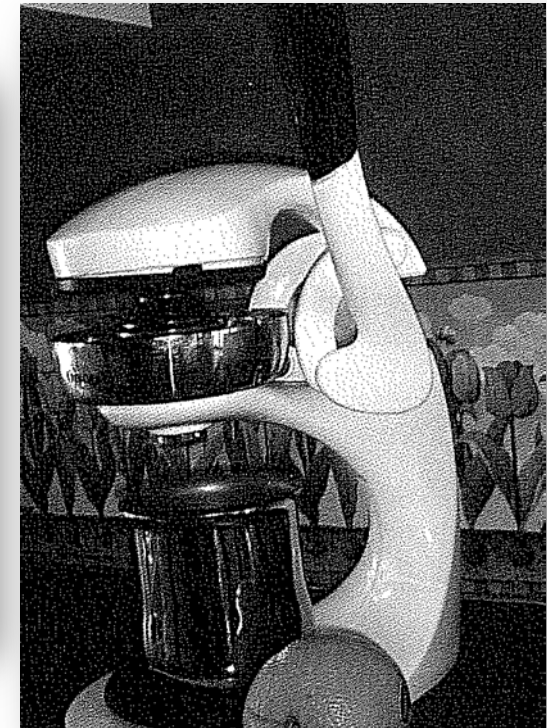
What is User Experience?

Why User Experience?

The German standard for usability:

„...das Ausmaß, in dem ein Produkt durch bestimmte Benutzer in einem bestimmten Nutzungskontext genutzt werden kann, um bestimmte Ziele (Aufgaben) effektiv, effizient und mit Zufriedenheit zu erreichen (Zufriedenstellung) ...“ [9]

What is User Experience?



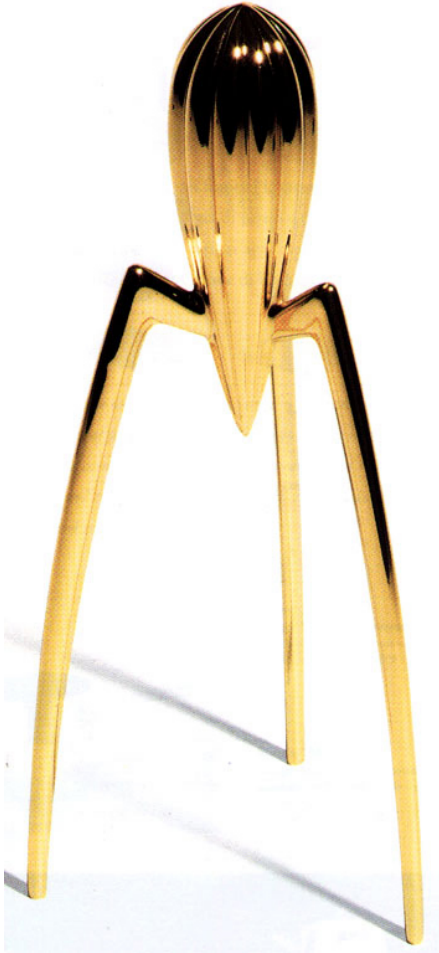
What is User Experience?



„...usability has nothing to do with their differences...“
„...these differences did not come by accident...“

What is User Experience?

Alessi „Juicy Salif“ (designed by Philippe Starck).

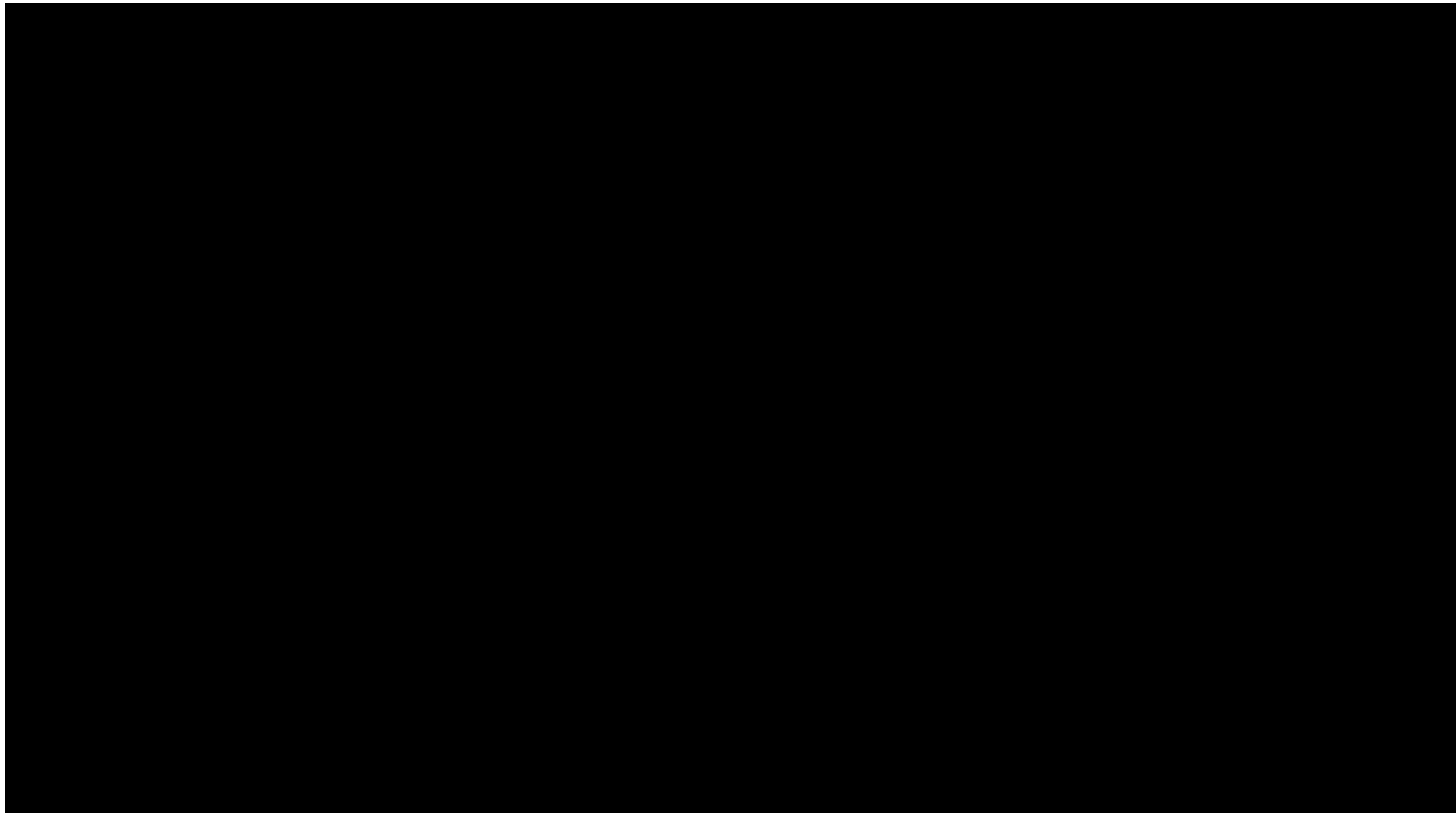


First contact by Don Norman [2]:

„Wow, I want it,“ I said to myself. Only then did I ask, „What is it? What does it do? How much does it cost?“ concluding with „I’ll buy it,“ which I did.

What is User Experience?

Emotional Design [5]



Why Experiences: What is an Experience?

Experience: "An experience is an **episode**, a **chunk of time** that one went through - **with sights and sounds, feelings and thoughts, motives and actions**; they are closely knitted together, **stored in memory, labeled, relived and communicated to others**" (p. 8 in [Hassenzahl 2010]).

"Experience Society" Schulze 1992

"Experience Economy" Pine & Gilmore 1999

Why Experiences? **Technology Related Experiences**

People use misuse technology for their propose - this shows that users looking for ways to enhance experiences.



Why Experiences: [What is an Experience?](#)

User Experience (UX):

- buzzword in the literature
- no common definition [user experience white paper]
- used as usability plus X (e.g. joy of use)
- User experience (UX or UE) is the way a person feels about using a product, system or service [Wikipedia]

We are speaking of UX when we create positive experience as well as representative experience while interacting with a product.
[\[Hassenzahl 2010\]](#)

Reactions of this positive experience should be positive emotions and affects. (measurable)

Why Experiences: Experience vs. Experiencing

Experience Design puts the experience first in the design. Technology becomes "...creators, facilitators and mediators" (p.9 in [[Hassenzahl 2010](#)]) of experiences.

Experience:

"An experience is an episode, a chunk of time that one went through - with sights and sounds, feelings and thoughts, motives and actions; they are closely knitted together, stored in memory, labeled, relived and communicated to others"

(p. 8 in [[Hassenzahl 2010](#)]).

an experience: "An experience is more coalesced, something that could be articulated or named"

(p. 263 in [[Forlizzi and Battarbee 2004](#)]).

Experiencing:

"Experiencing is the stream of feelings and thoughts we have while being conscious, a continuous commentary on the current state of affairs"

(p.1 in [[Hassenzahl 2010](#)]).

experience: "...the constant stream of 'self-talk' that happens while we are conscious."

(p. 263 in [[Forlizzi and Battarbee 2004](#)]).

What is User Experience?

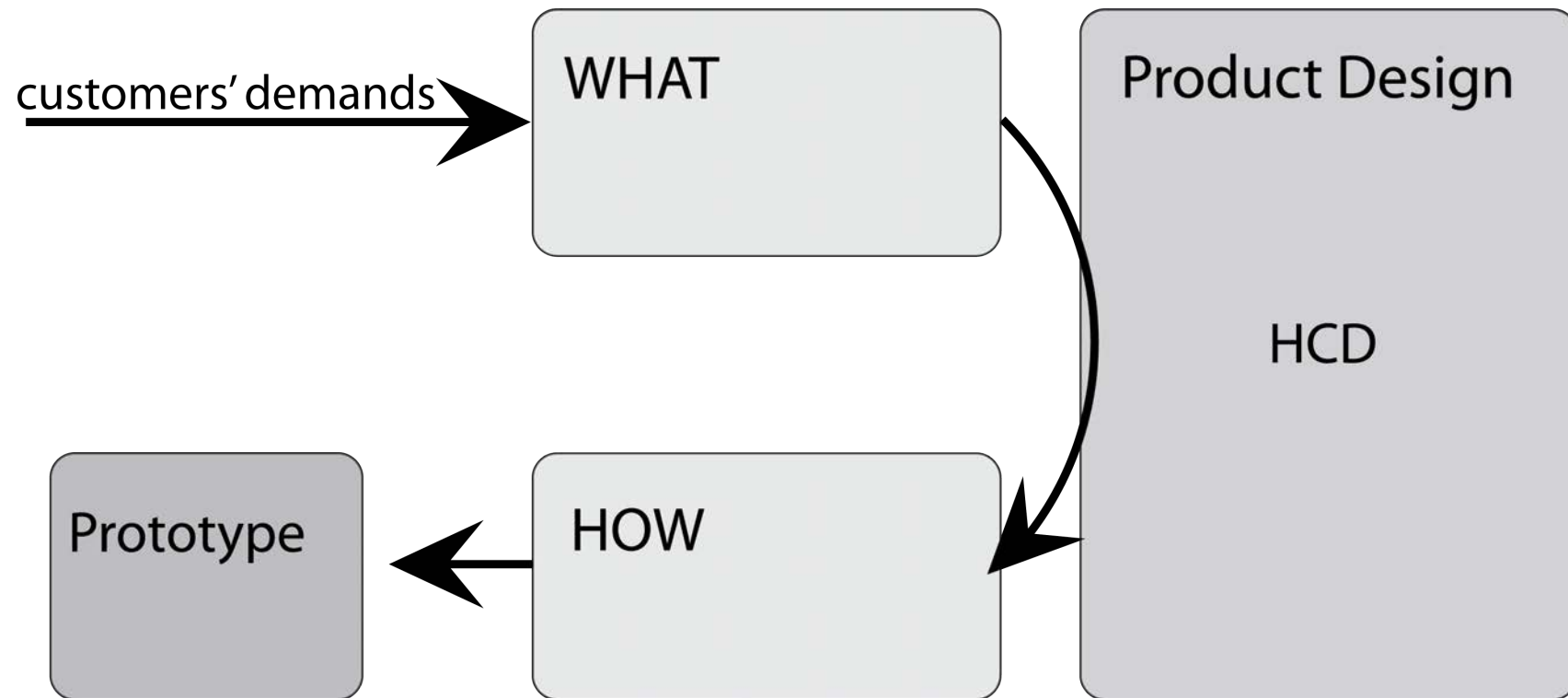
Triggered by an economic-driven demand.



Billow's Feeding Machine
Chaplin, Charlie (1936). „Modern Times“.

What is Experience Design?

Focus on Human-Centered Design (HCD).



What is Experience Design?

Simple Model of Experience Design [3].

WHAT-

functionality,

do-Goals

What is Experience Design?

Simple Model of Experience Design [3].

WHAT-	functionality,	do-Goals
HOW -	usability,	motor-Goals

What is Experience Design?

The Key-Question in Experience Design.

What should be more important than the question about WHAT and HOW?

What is Experience Design?

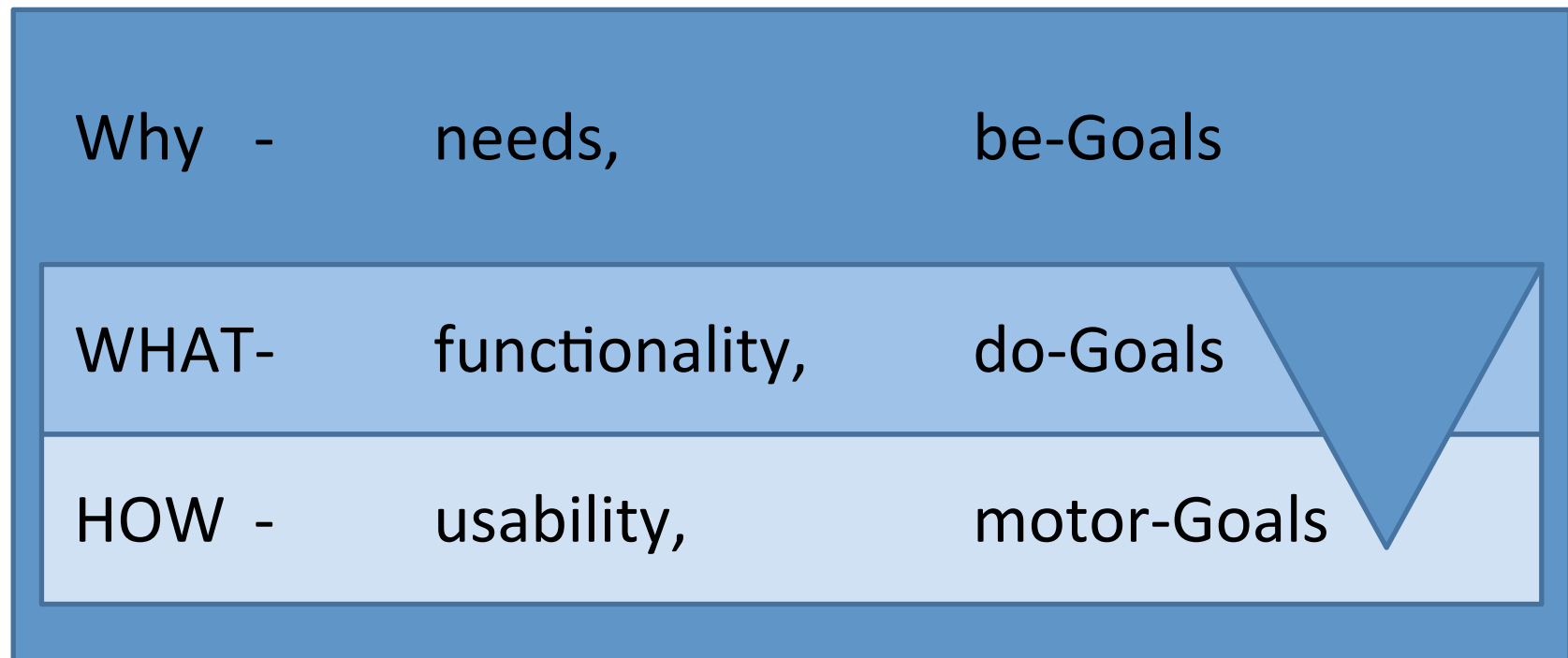
The Key-Question in Experience Design.

What should be more important than the question about WHAT and HOW?

The question about the WHY!

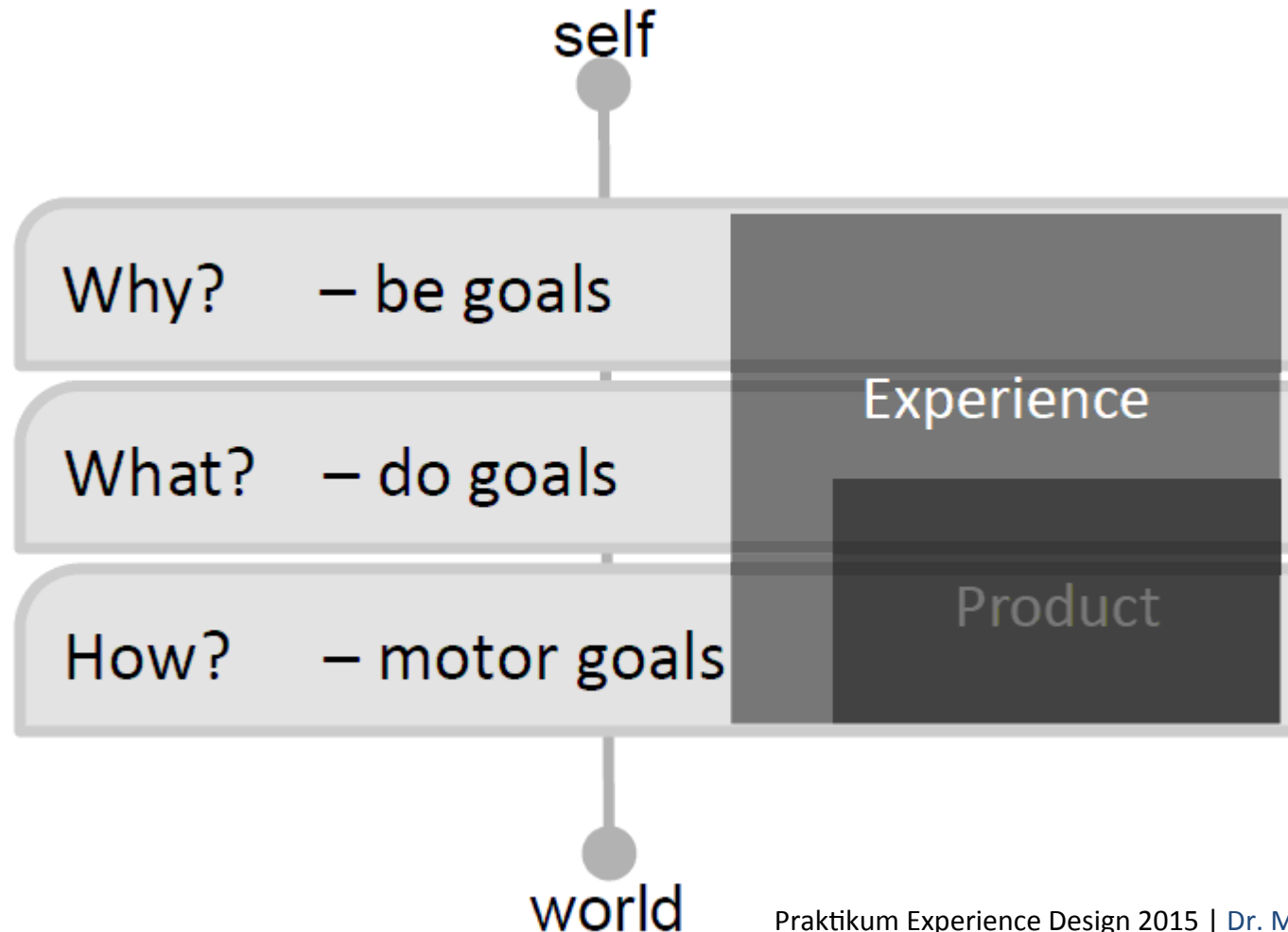
What is Experience Design?

Simple Model of Experience Design. [3]



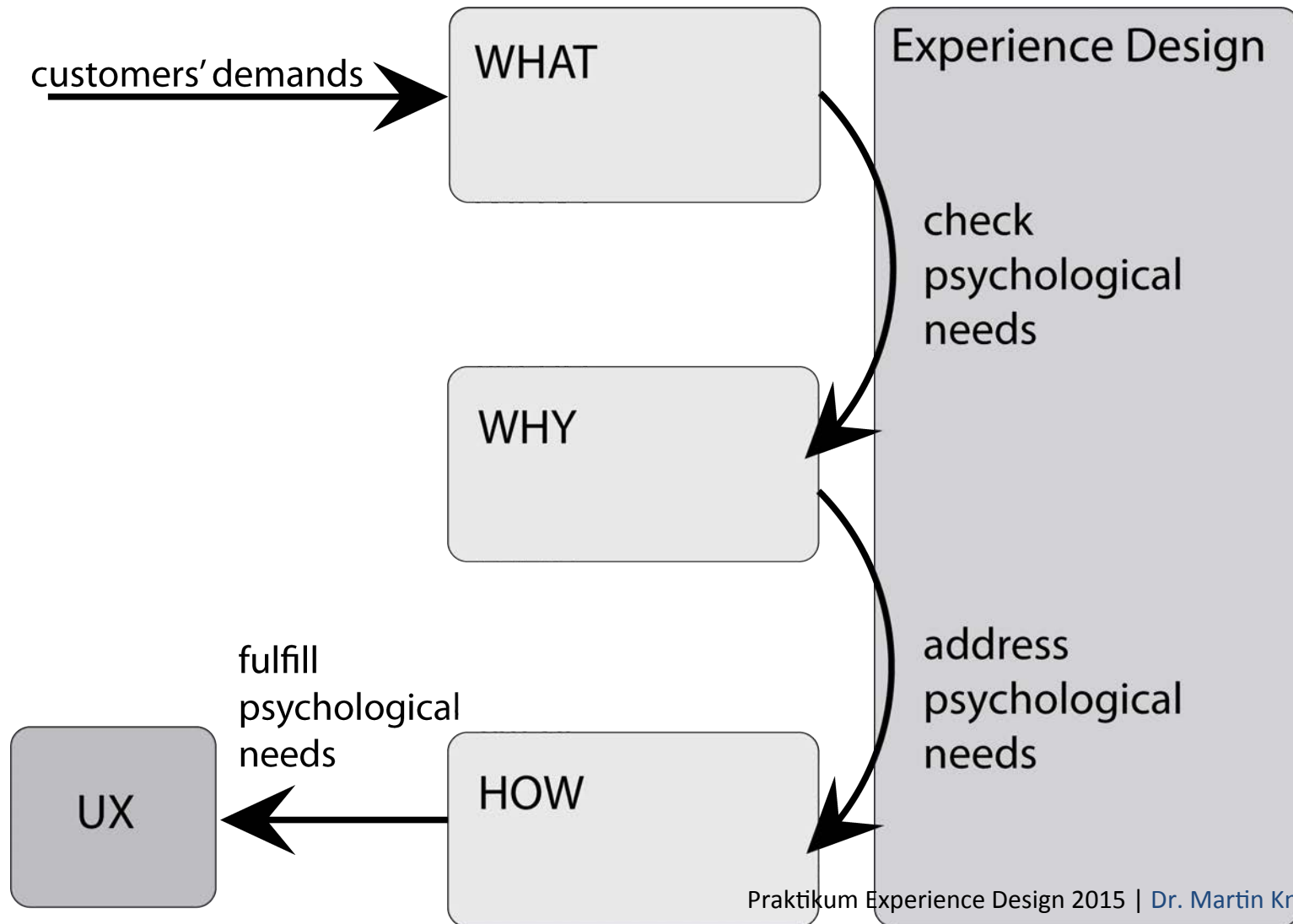
What is Experience Design?

3- level hierachy of Goals [3].



What is Experience Design.

Focus on the psychological needs of the Customer.



What is Experience Design?

Triggered by the fulfillment of psychological needs [7].



What is User Experience?

Often used Examples of Products for UX.



What is Experience Design?

Often used Examples of Products for UX.



What is User Experience?

Often used Examples of Products for UX.



What is Experience Design.

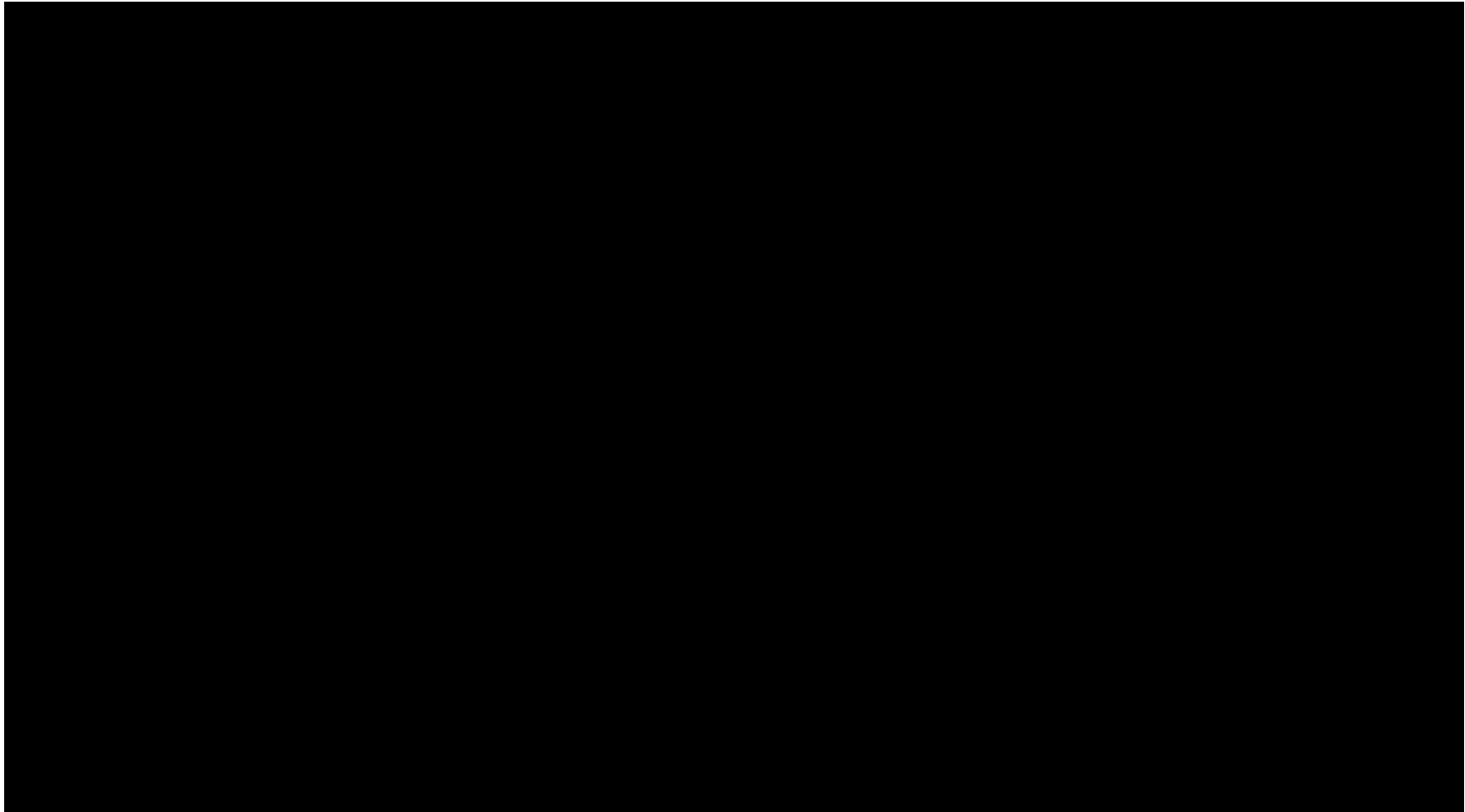
Triggered by the fulfillment of psychological needs.



Facetime App by Apple Inc.
(www.apple.com)

What is Experience Design.

Design is normative, Designers change the Environment of the User [6].



What is Experience Design.

Summary.

The core question is: Why should the experience be positive?

Design interaction has to fulfill psychological needs.

Positive emotions are reactions to the addressing and fulfilling of psychological needs.

Literatur

- [1] Buxton, Bill. Sketching User Experience. Morgan Kaufman. San Francisco (2007).
- [2] Norman, Don. Emotional Design: Why we love (or hate) everyday things. Basic Books. New York (2005).
- [3] Hassenzahl, Marc. Experience Design: Design for all the Right Reason. Morgan & Claypool (2010).
- [4] Hassenzahl, Marc. Vortrag.
- [5] TedTalk mit Don Norman. http://www.ted.com/talks/don_norman_on_design_and_emotion.html (in 2011).
- [6] Ted Roy Southerland. http://www.ted.com/talks/roly_sutherland_life_lessons_from_an_ad_man.html (in 2011).
- [7] Konzept: Player von Helms, Kuparski, Pfarr, (2009) in [3].
- [9] Usability -Gebrauchstauglichkeit -DIN EN ISO 9241-11.

Appendix. Bill's Juicers.

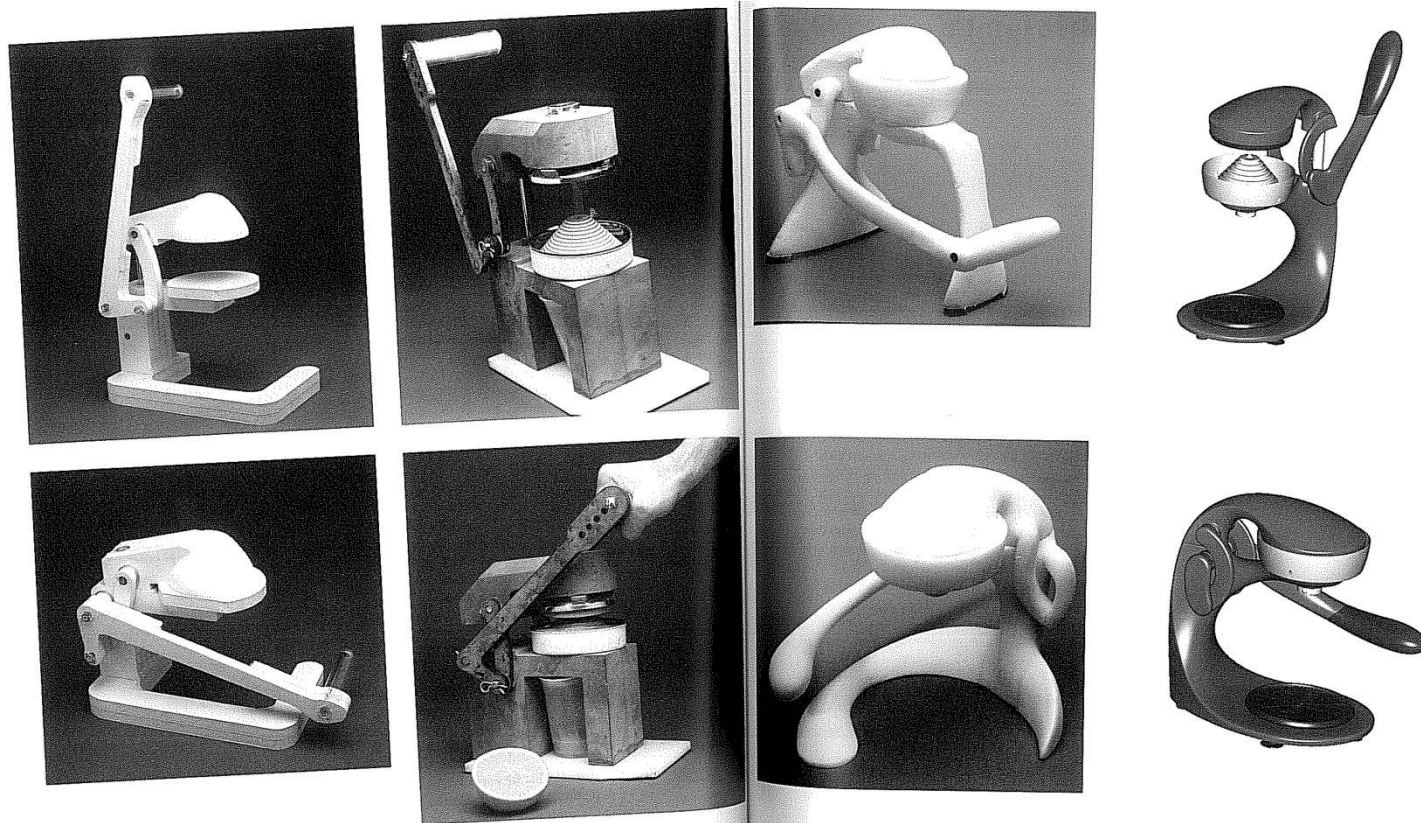


Figure 50: 3D Renderings Exploring Different Aspects of the Design
 The two renderings in the left column explore the overall mechanism. The next two illustrate testing concepts for the squeezing mechanisms of the "jaws". The two with the orange background are sketches exploring variations of the overall form. Finally the two in the right column are renderings of computer models of what was to become the final form. These two are not sketches.
 Photos: Smart Design