

User Experience Design I

Introduction to the Topic & Organisation and Tutorials

Tutorials & Exam

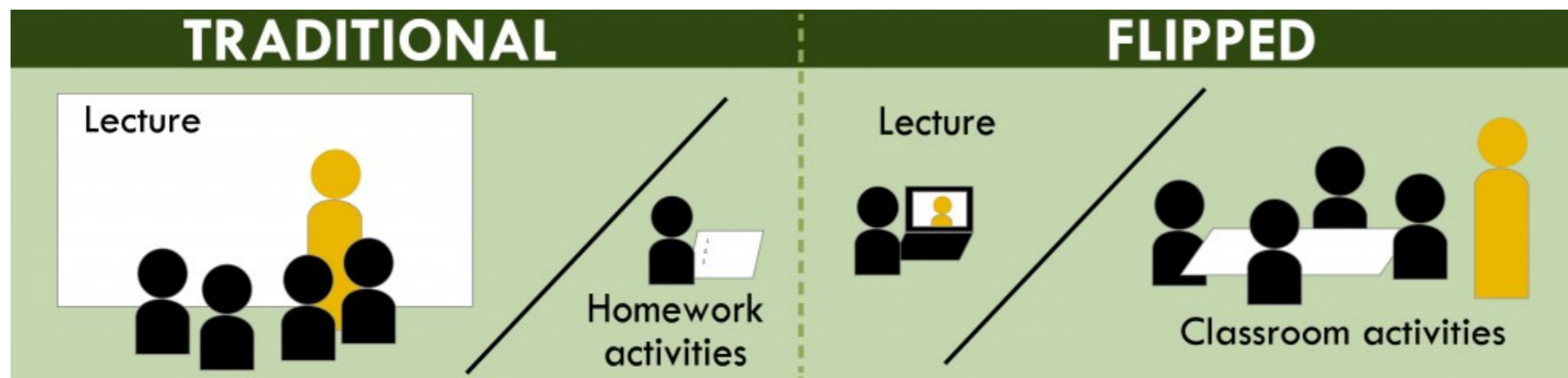
- UX1 (**Interaction Design**) required for UX2 + UX3 (Concept Development)
- register via Un2Work!

- **tutorials** close to the lecture
- practical exercises to apply theoretical knowledge
- important preparation for the exam
- will be held in breakout sessions during the lecture
- including homework

- **Bonus** of 5% in exam possible if you hand in deliverable at the end
- deliverable: sketchbook with works during and inspired by the course / documentation of the course to be delivered at the end of the semester (at the last lecture)
- **Written Exam** will be announced on the website shortly
- exact time and location will be announced soon

Lecture

- “Flipped Classroom” concept/principle in the winter term 2019/20
- Tutorials reflect and deepen learning of the content
- Quiz + Q&A Sessions throughout the semester
- Materials at: <https://videoonline.edu.lmu.de/de/semester>
- Lecture slides will be available on the website shortly
- Reading assignments will be send out via Uni2Work



Where did flipped learning come from?

- The phrase ‘flipped learning’ came into general use in the early mid-2000s
- popularised by chemistry teachers Jon Bergman and Aaron Sams (Bergmann and Sams 2012) and the founder of the Khan Academy, Salman Khan (TED 2011).

Lecture Overview:

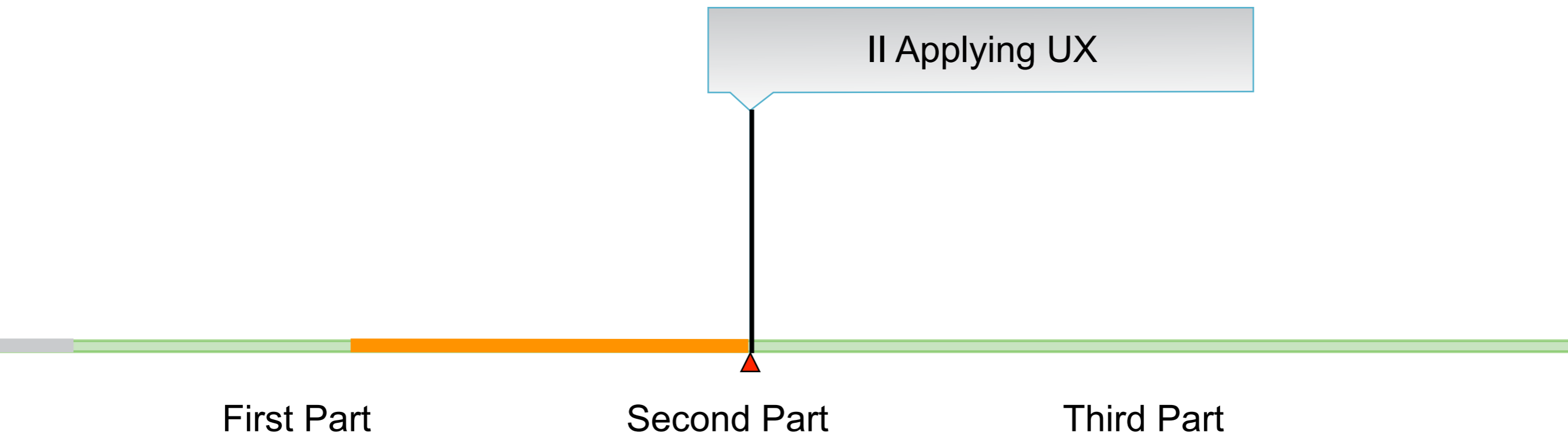
I History & Basics

First Part

Second Part

Third Part

Lecture Overview:



First Part

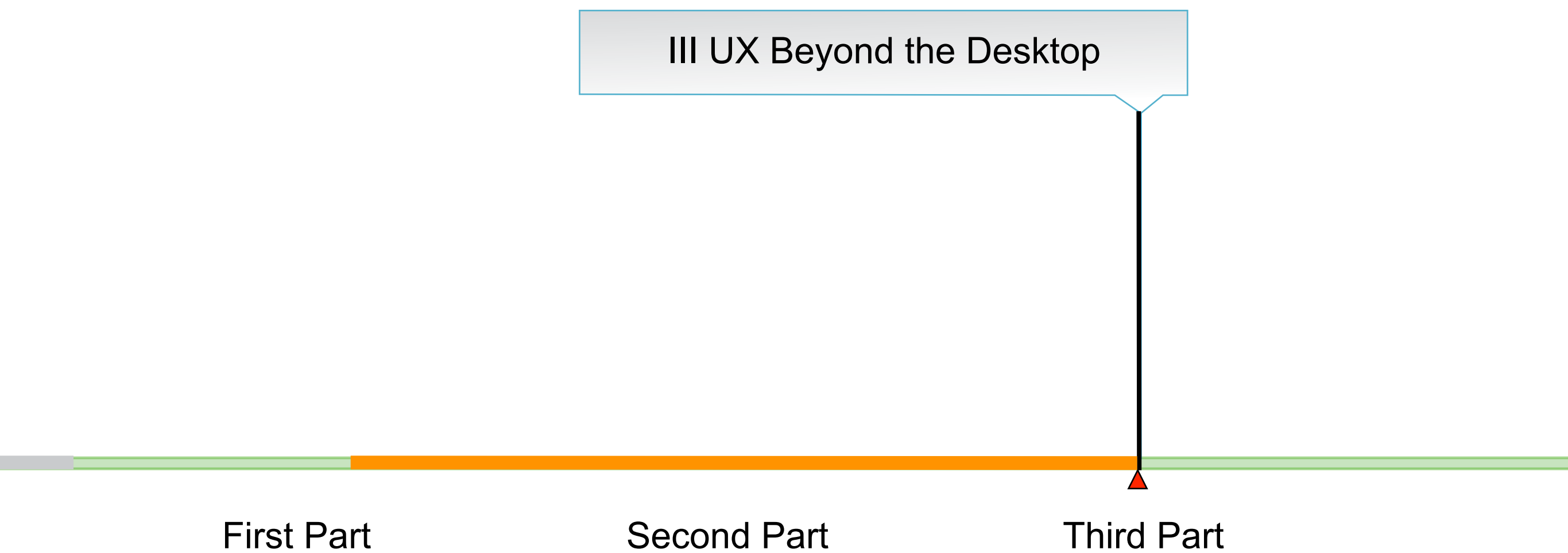
Second Part

Third Part

II Applying UX

Lecture Overview:

III UX Beyond the Desktop

A horizontal bar at the bottom of the slide is divided into three segments: a grey segment on the left, a green segment in the middle, and an orange segment on the right. A vertical black line with a red triangle at the bottom points from the orange segment to a grey callout box above it. The callout box contains the text 'III UX Beyond the Desktop'. Below the bar, the labels 'First Part', 'Second Part', and 'Third Part' are centered under their respective segments.

First Part

Second Part

Third Part

Suggested Timetable:

24.10.2019 History

31.10.2019 Elements, Process Models and Usability

07.11.2019 Usability II and Approaches of IxD/UX

14.11.2019 UX Design Research

21.11.2019 Prototyping UX - From Sketch to Product

~~Quiz + Q&A Session with Alexander Wiethoff~~

28.11.2019 Laws of IxD/UX **Quiz + Q&A Session with Alexander Wiethoff**

05.12.2019 Evaluation and Testing

12.12.2019 UX/Interaction Beyond the Desktop

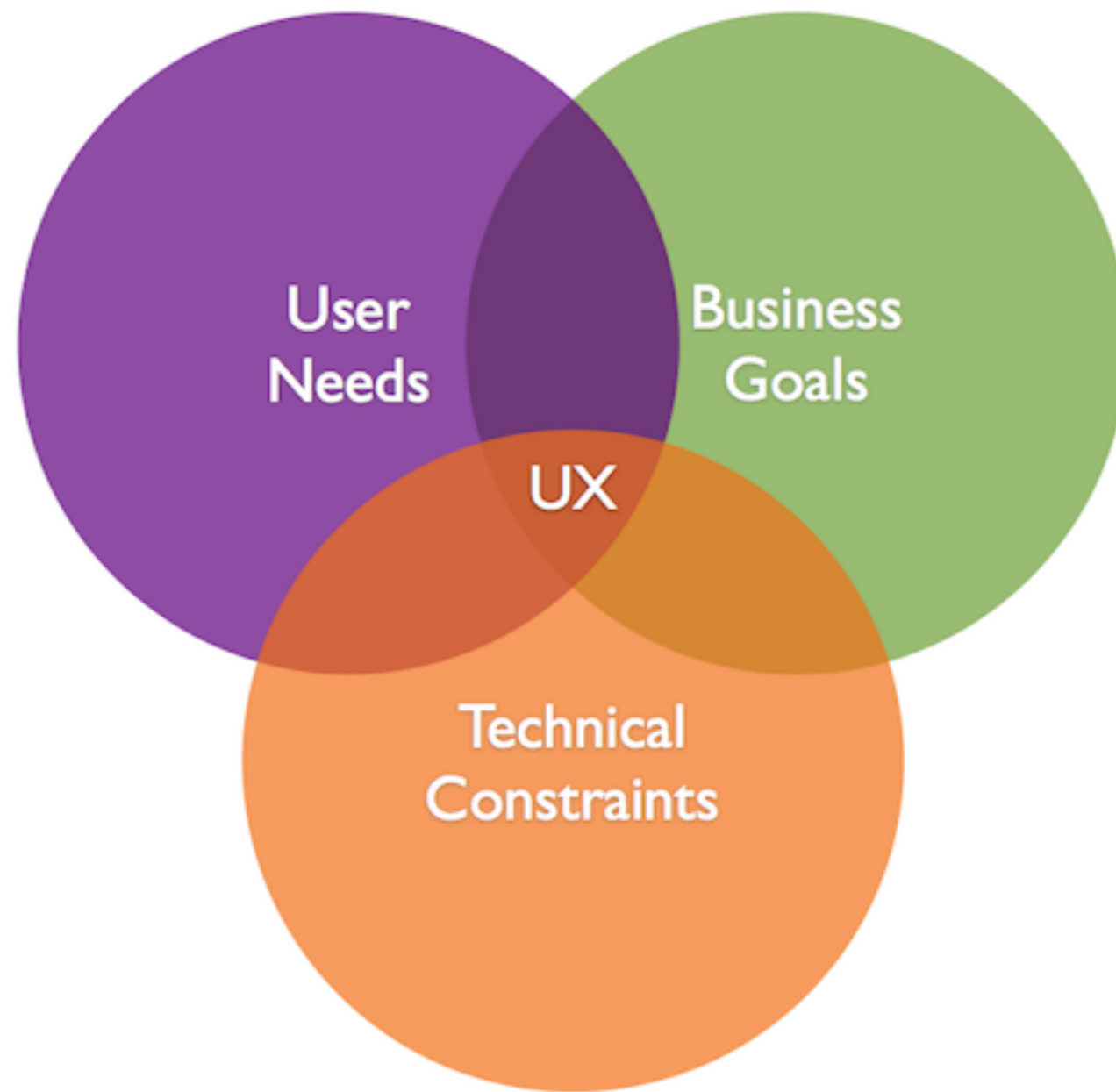
16.01.2020 Design and Simplicity

Quiz + Q&A Session with Alexander Wiethoff

23.01.2020 Service Design

30.01.2020 Exam Recap Session

Quiz + Q&A Session with Alexander Wiethoff



EUROPÄISCHE NORM

EUROPEAN STANDARD

NORME EUROPÉENNE

EN ISO 9241-10

1995-02-09

ICS 331.101.1.-651.2.,681.31.022

Deskriptoren: Ergonomie, Büromaschinen, Datenverarbeitungseinrichtung, Textverarbeitung, Dateneneinrichtung, Bildschirmgeräte, Leistungsbewertung, Grundlagen, Softwaregestaltung

Deutsche Fassung

**Ergonomische Anforderungen für Bürotätigkeiten mit Bildschirmgeräten
Teil 10: Grundsätze der Dialoggestaltung
(ISO 9241-10 : 1995)**

Ergonomic requirements for office work
with visual display terminals (VDTs) -
Part 10: Dialogue principles (ISO 9241-
10 : 1995)

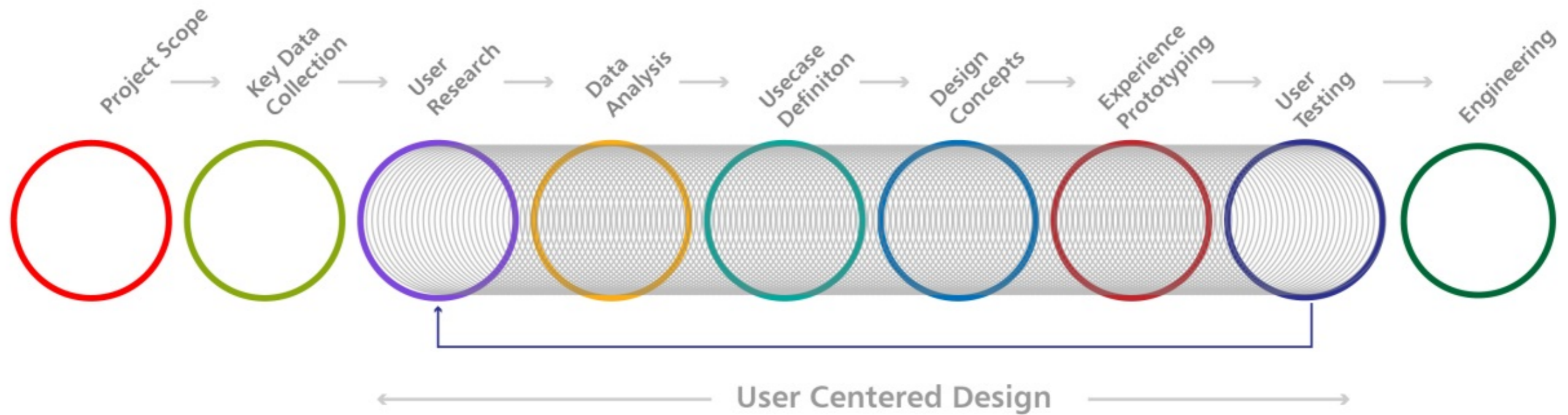
Exigences ergonomiques pour travail de
bureau avec terminaux à écrans de
visualisation (TEV) - Partie 10: Principes
de dialogue (ISO 9241-10 : 1995)

ISO 9241

Unterschiede zwischen Usability und User Experience

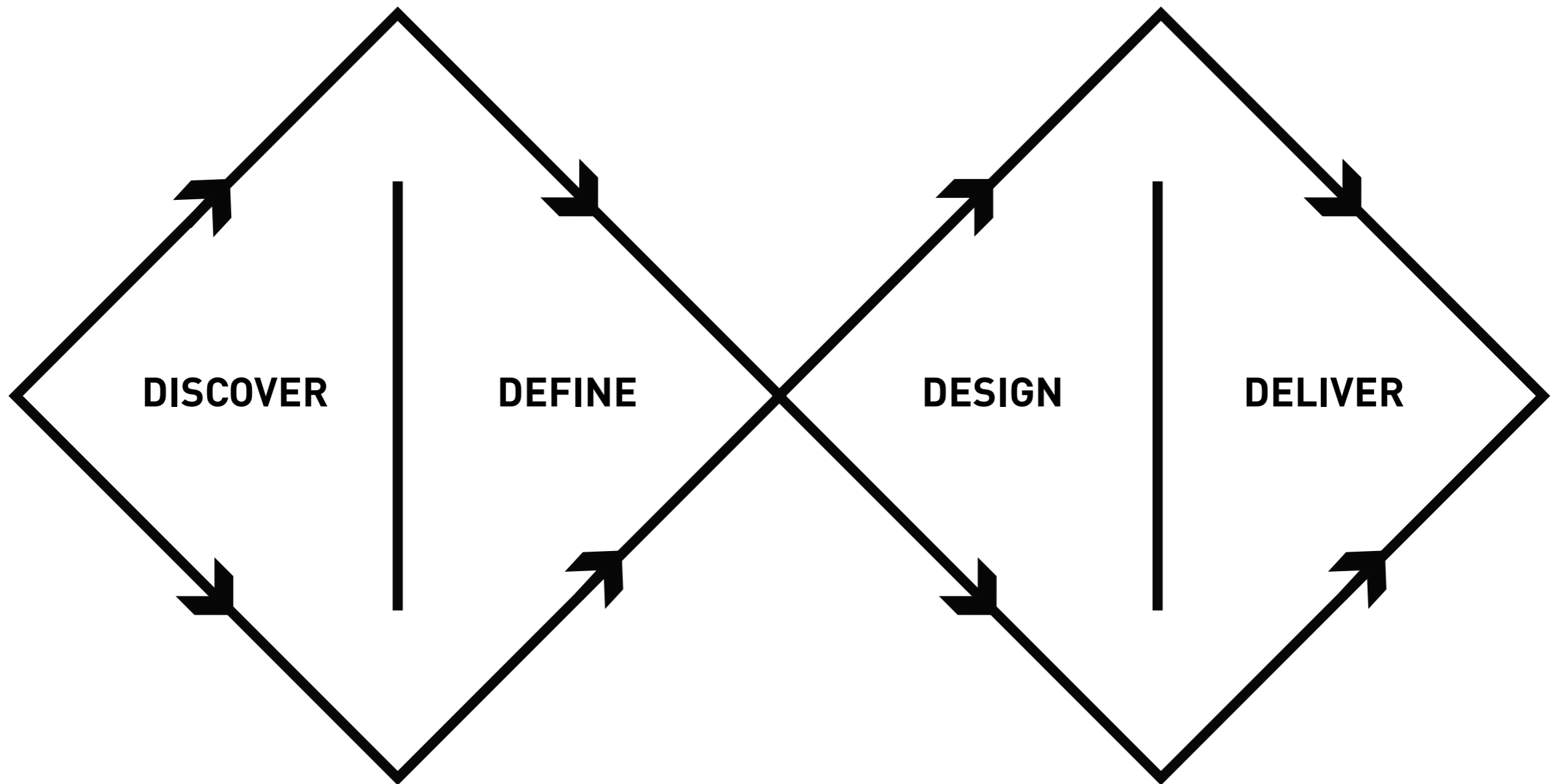
- Die DIN EN ISO 9241-210 versucht die beiden Begriffe Usability und User Experience voneinander abzugrenzen.
- User Experience umfasst demzufolge alle Effekte, die ein Produkt bereits vor der Nutzung (antizipierte Nutzung), während, als auch nach der Nutzung (Identifikation mit dem Produkt oder Distanzierung) auf den Nutzer hat.
- Usability wiederum fokussiert auf die eigentliche Nutzungssituation (Effektivität und Effizienz)

Standart UCD Design Process Model



source: [4]

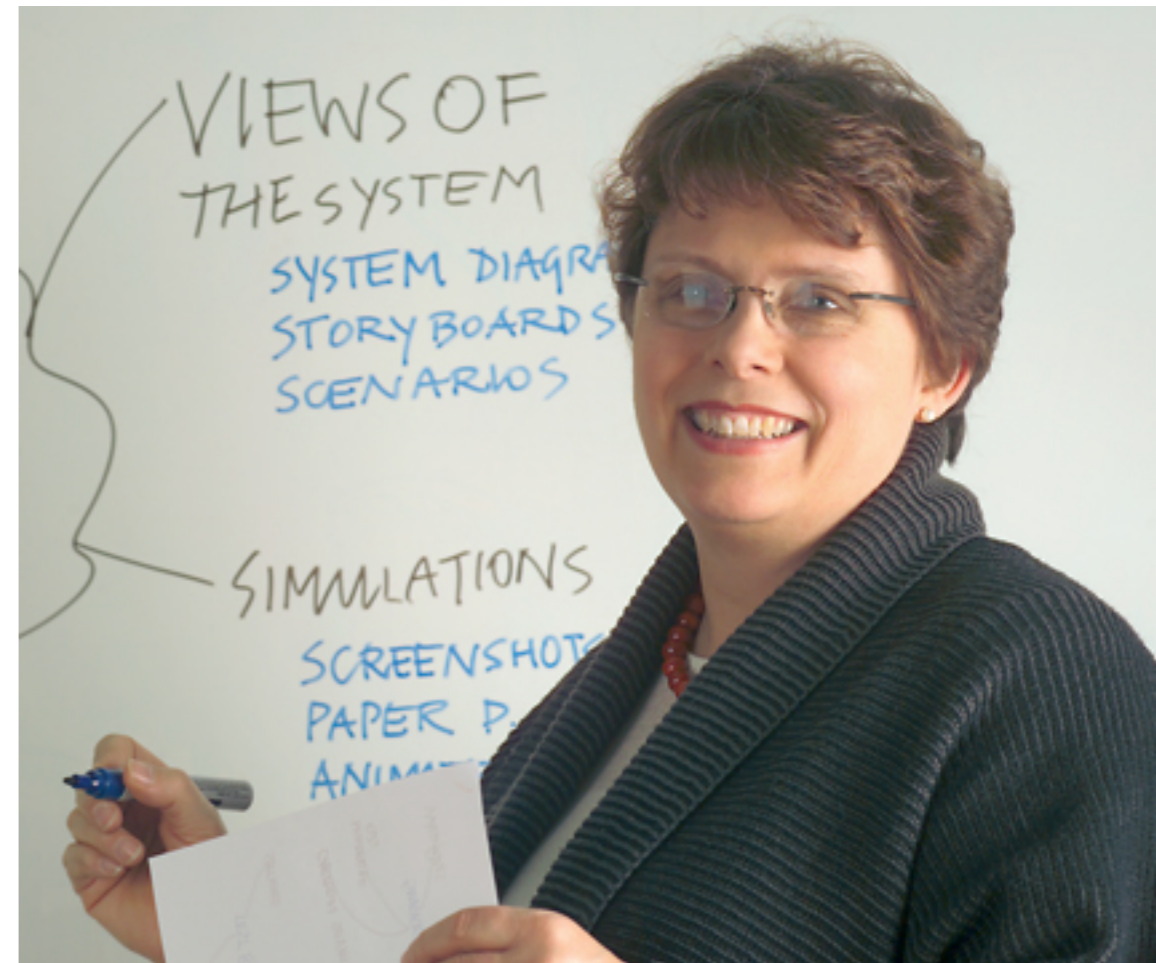
Double Diamond



source: [2]

Gillian Crampton Smith

- established the first Interaction Design MA program at the Royal College of Art (RCA)
- was the founder and academic director of the Interaction Design Institute Ivrea (IDII)



705 ALMA ST.

ALL SYSTEMS NORMAL

01:53P Wed 09/04/02



AC POWER

ACKNOWLEDGE
STEP



FIRE

Looking back... (Discussion Part)

Looking back... (Discussion Part)

-shaping our lives through digital artefacts...

Looking back...

- shaping our lives through digital artefacts...
- good UX/IxD refers to a “mental model”

Looking back...

- shaping our lives through digital artefacts...
- good UX/IxD refers to a “mental model”
- good UX/IxD provides a “map” of where you are in a system, how you can move around and how you get back to the point where you started

Looking back...

- shaping our lives through digital artefacts...
- good UX/IxD refers to a “mental model”
- good UX/IxD provides a “map” of where you are in a system, how you can move around and how you get back to the point where you started
- languages of interaction design

Looking back...

- shaping our lives through digital artefacts...
- good UX/IxD refers to a “mental model”
- good UX/IxD provides a “map” of where you are in a system, how you can move around and how you get back to the point where you started
- languages of interaction design
- elements of interaction design

Looking back...

- shaping our lives through digital artefacts...
- good UX/IxD refers to a “mental model”
- good UX/IxD provides a “map” of where you are in a system, how you can move around and how you get back to the point where you started
- languages of interaction design
- elements of interaction design
- the part of the interaction designer is to design the **quality** on how the interaction is performed, how the system behaves

Designing for Limited Contexts of Use

(1) Professional Tools

(2) Game Machines for Teenagers



30 years ago

today

Designing for Various New Contexts of Use

Bears Several Challenges

(1) Professional Tools

(2) Game Machines for Teenagers

(1) Larger user groups
(e.g. Kids/Parents/
Grandparents)

(2) Various Contexts of use
(e.g. Cars/Work/School/
Home/Leisure/etc.....)



30 years ago

today



Novel Design Contexts Example: Self-Driving Transportation

<https://assets.bwbx.io/images/users/iqjWHBFdfxIU/igEQbELIzuO4/v0/-1x-1.jpg>



Novel Design Contexts Example: Voice Operated Home Devices

<https://thewirecutter.com/reviews/google-home-voice-controlled-speaker/>