Hochschule Augsburg University of Applied Sciences

연세대학교 YONSEI UNIVERSITY

W A Y F I N D I N G
Interaction Design Wokshop in 2013
Jan.30 ~ Feb.17 / 2013

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Venue: HS Augsburg D-86161, Germany

Objectives

The objective of this interaction design workshop is to explore a new way to enhance the functional and emotional quality in the use of a system and product. In order to achieve this quality, the workshop will provide cross-cultural and interdisciplinary settings for students from two different countries, South Korea and Germany. By applying a cross-cultural collaboration as a way to engage the two different cultures, participants will explore efficient and enjoyable ways to enhance a group dynamics as well as developing a promising interactive design solution together.

Theme: Wayfinding

'Wayfinding' is the basic activity of the mankind that enables to recognize the objects to obtain what they need. Those activities have been existed in the human history by making various maps. Map contains people's view of the world. So to speak, it has the way they understand the world in their view points and also the perception of the spaces we live in. As the world is getting complex, more methods are being developed to never get lose in the artificial world. One of the famous examples is the tube map had developed in London. The artificial space made by developing computer and network is becoming a part of our daily life, and wayfinding is becoming a new subject in it. Connection between Physical and virtual space is also fundamental question of the Interaction design.

Recently more people are interesting in UX and Service design, and more people are paying attention to the wayfinding system. It is one of the basic interactions that leads the user's interest, comprehension, and access to make continuous experience. The goal of the workshop is to improve

the quality of experiences from people with multi-cultural backgrounds and access to this information through intuitive and fun interaction design.

The available workshop topics are listed below. In addition, the subjects listed below, not segregated by each other, can be properly connected and integrated each other.

Topic 01) The Wayfinding Interaction design of the historic places or attractions (i.e. stadiums, museums) in Augsburg and Seoul that can provide a more enjoyable travel experience to the visitors

Topic 02) The Wayfinding Interaction design of the selected indoor space (i.e. shopping mall) at Augsburg and Seoul that can entertain the desired visitor experience (ie shopping, dining, relaxation, etc.)

Topic 03) The wayfinding interaction design of Augsburg and Seoul's transportation (i.e. bus, subway, taxi, on foot) at Augsburg and Seoul that enables people move easily to where they want to be

To implement the Interaction Design specifically to the subject above, the mobile-based GPS / NFC-based location service should be considered as the technical platform. Also the physical touch point will be based on the physical, virtual space and information which in need of the information system, sign system, and users. And through the workshops, round-trip to Korea and Germany, it will become an interesting creative challenge to apply to the actual proposed concept to global.

Approach: Process & Methods

About 12 graduate-level students (6 Germans and 6 Koreans) in this workshop will form 3-6 teams (2-4 students will work together) and develop compelling and creative interaction design concepts and solutions for the given design contexts in a collaborative way. By integrating their culturally, socially, and individually different perspectives and experiences, this workshop will allow them to have a dynamic cross-cultural collaboration as well as a co-design experiences in a user-centered way.

The workshop consists of 4 phases, Research (observation & interview), Concept development (co – design), and Prototyping phase, and the final presentation will take place in Seoul this coming April.
In the Research phase, first of all, students will visit chosen sites to collect relevant information. Korean students will prepare data on three topics above before departure to Augsburg. It will help to immerse themselves into a given design context and to identify different perspectives between each other. This context-sensitive approach will give them a better understanding what the challenging points are.
Second, in the concept development phases, each team will generate innovative and compelling interaction design concepts based on the insights they collected and observed. Several group ideation tools and methods (e.g. mind mapping, paper prototyping etc.) will be introduced and performed to enhance more dynamic teamwork process. Based on comments and feedbacks from each other, each team will refine and modify the initial concepts to more concrete and reliable solution. The series of prototypes should be developed to test and verify the design concept to the next phase, realization.
In the final presentation, each team will present their final design solutions through a certain tangible representation to show how the solution can be applied and implemented to the real world.

Personal Preparation
- Laptop or Computer
- Designing Materials (Notes, Pencils, etc.)