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# Interaction

(conception)

accompanying  
**your project**

# Information

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This course contributes to the

# European Project Semester

Program at our University

**Primary Course language is English.**

**All deliveries and presentations**

have to be **in English**

or at least have to have an English summery.



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# Interaction

(conception)

accompanying  
**your project**

# Content of this course

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thematic focus:

**Your  
Project!**



# Content of this course

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## Important Note:

Responsibility regarding  
**Goals, structure** and exact **shaping**  
of your project stays within your project group!

Project **Decisions** have to be made **exclusively**  
in cooperation **with your individual supervisors.**

**This course supports**  
the project development process  
**by applying methods** of

# User Centered Design

# User Centered Design

What does it mean?

Which methods  
do you associate with it?

**Discuss and collect  
2 minutes**



## Content of this course

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# User Centered Design

What does it mean?

Users **Needs and Goals**

serve as **ultimate** decision **reference**

throughout the **entire** project development **process**

The philosophy behind:

**Users know best!**

The people who will be using a product or service know what their needs, goals, and preferences are, and it is up to the designer to

**find out those things and design for them.**

## Content of this course

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# User Centered Design

The philosophy behind:

**Users know best!**

Indeed, some designers view **users as co-creators**

**How?**

**Participation** from users is sought  
**at every stage** of the development process.

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Vgl.: Dan Saffer, Designing for interaction; AIGA design press, Berkley, 2007

# User Centered Design

## How?

**Participation** from users is sought **at every stage** of the development process.

## Iterative approach

Continuous user feedback  
by conducting **usability tests**  
from early on

## Content of this course

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# User Centered Design

Continuous user feedback  
by conducting **usability tests**  
from early on

Which **test methods**  
are you familiar with?

**Discuss and collect**  
**2 minutes**



## Content of this course

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# User Centered Design

Semester topics:

**Concept, Prototype, Evaluation, Re-Design:**

Develop and apply

Personas, Hypothesis and user experience -Tests  
as part of your project development process

**Derive Re-Design-Suggestions**

based on User Studies

**Understand** technical Tools and methods  
provided at the







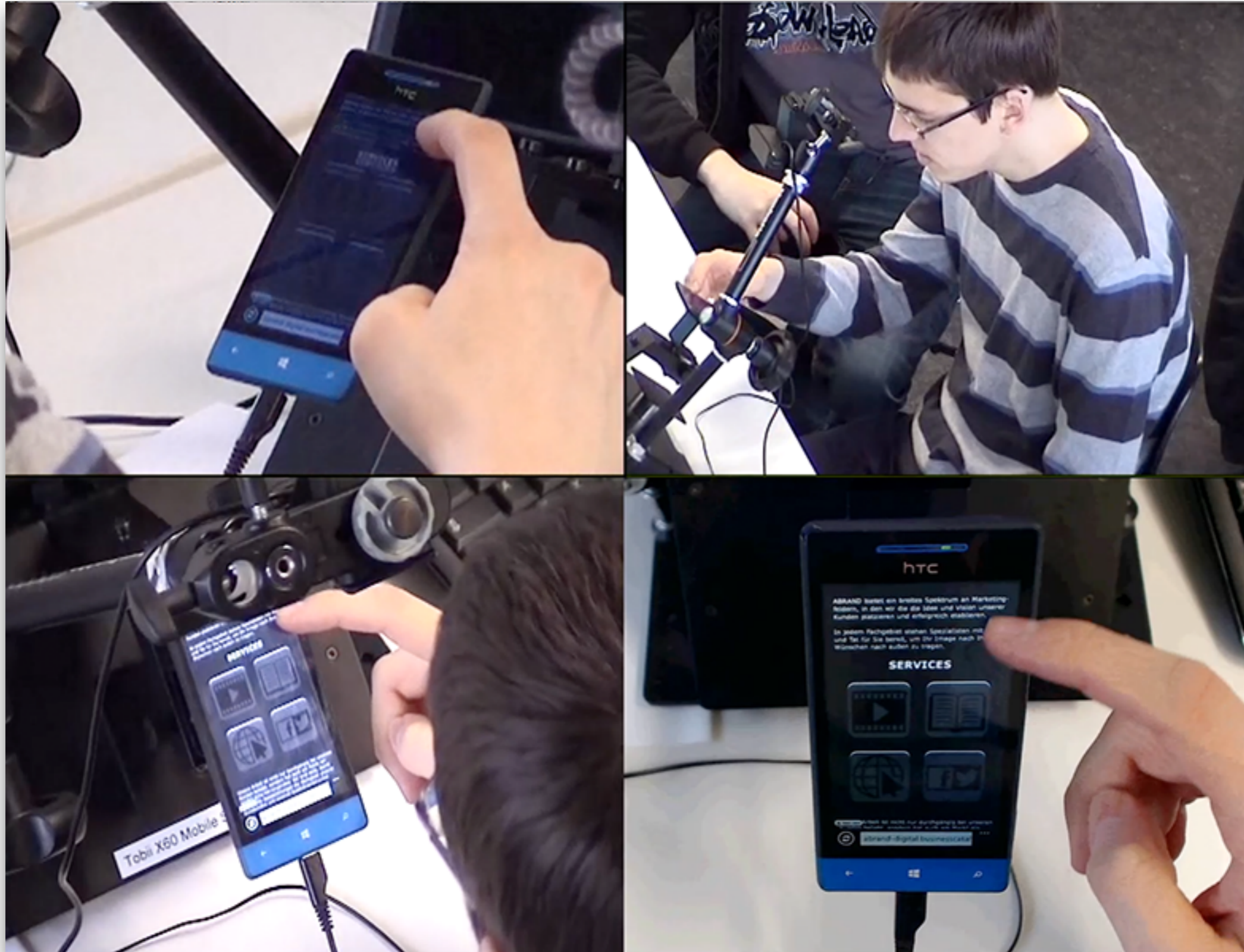
EyeTracking System Tobii X60





4 channel AV Recording

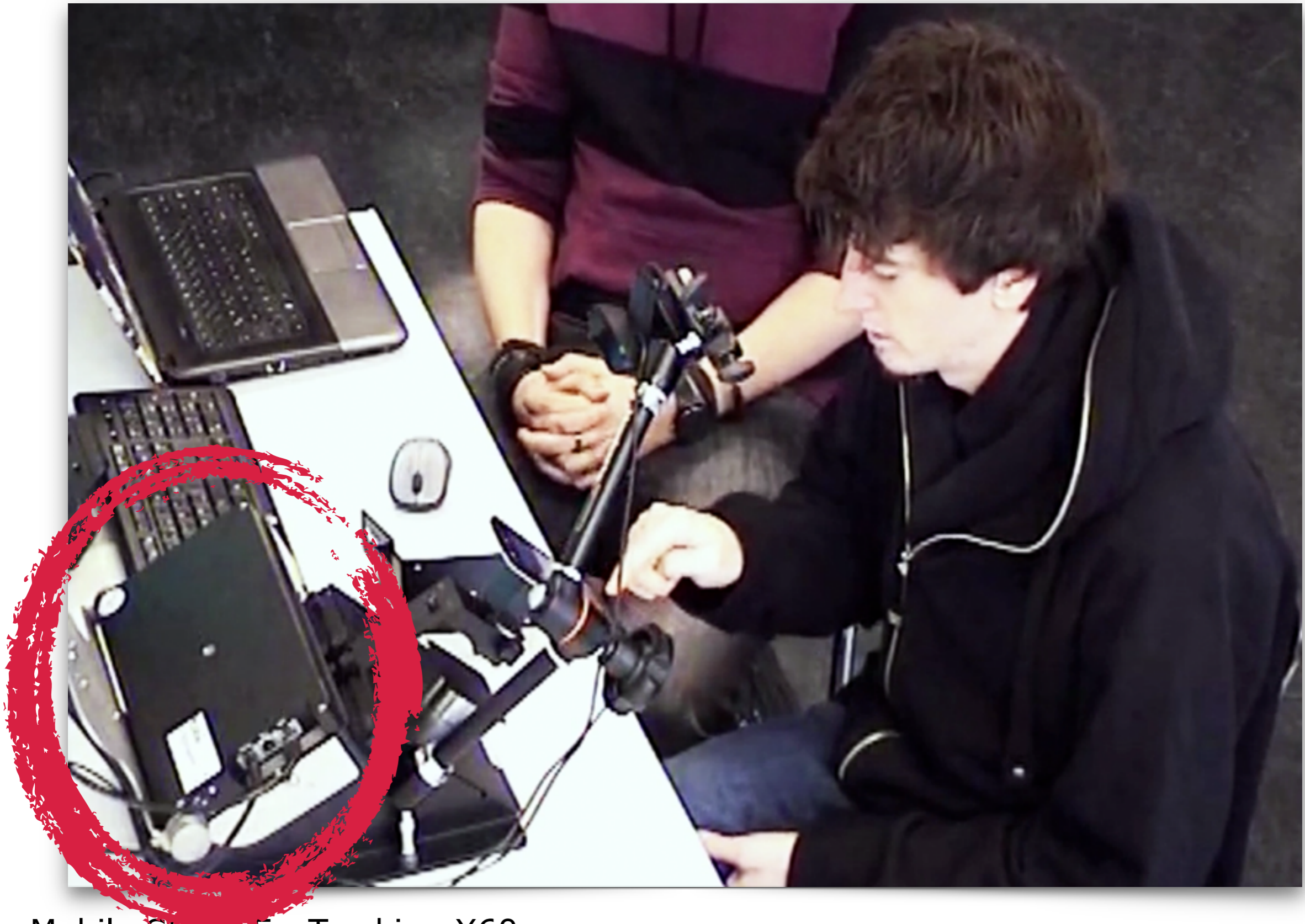




Mobile Stand EyeTracking X60

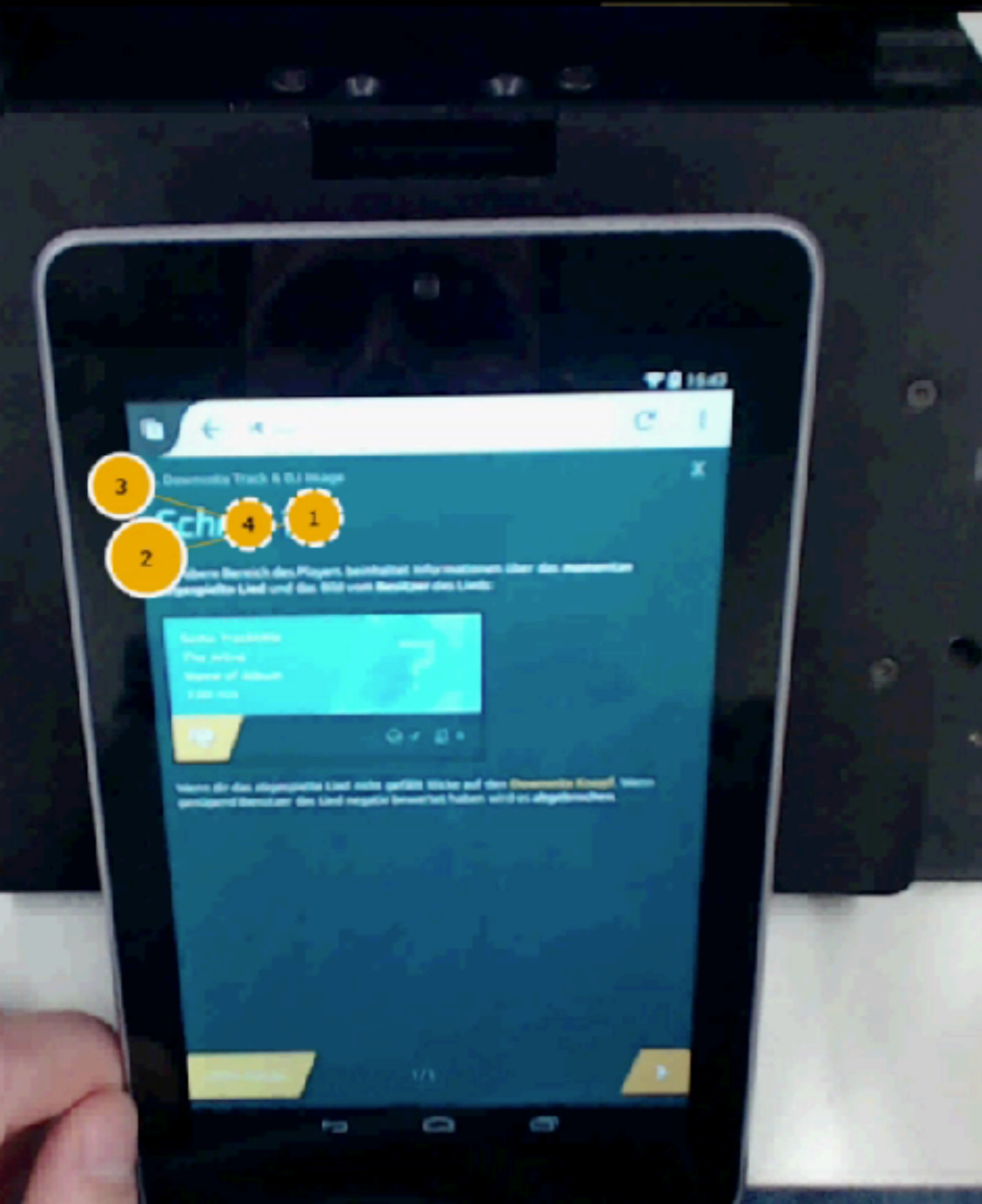
4 channel AV Recording





Mobile Stand EyeTracking X60





Mobile Stand EyeTracking X60





Mobile EyeTracking System Tobii Glasses





Mobile EyeTracking System Tobii Glasses

ADAC Test Distraction while driving





Mobile EyeTracking System Tobii Glasses

Master IMS - Test DJ Software

## Content of this course

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# User Centered Design

Semester topics:

Get to know UX-Lab Equipment

More important:

**Understand** how to apply **UX-methods**  
**which, when and how**

... **according** to development stages of the project  
and current research questions





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# **Semester-Schedule**

Project Start: Mid March

Project Presentation: Mid July

Project Duration: **4 Months**

# Semester-Schedule

# Interaction - Conception

## Task

## Duration

Create a **Vision**  
for your project

**1 Week**

8 Min. Presentation

Development of  
**Personas + Context of Use**

**3 Weeks**

Presentation + **Delivery**

**Hypothesis Writing** and  
MVP Testing 1

**6 Weeks**

Presentation + **Delivery**

Hypothesis Writing and  
**MVP Testing 2**

**3 Weeks**

Presentation + **Delivery** Testszenario

Evaluation and **Re-Design**

**1 Week**

FINAL delivery and presentation **25. Juni 2018**  
**Test results and Re-Design**

[hs-augsburg.de/homes/john](http://hs-augsburg.de/homes/john)

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**Vision**



# Vision

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## What does it mean?

Visions are different from dreams.

A vision can be best understood as an aspirational **description** explaining **what your team plans to accomplish** or achieve in the near or long term future.

**serves as a guide**

for choosing the current as well as future course of actions.

It **determines**

## Project Goals

# Vision

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## Project Goals

**Summarize** the goals of your project by answering the following:

What will be **the outcome** (Ergebnis / Auswirkung) **of your project?**

What's the **time frame?**

Which **measurements** determine success?

Determine your **Target Group.**

Who is going to use it?

# Vision

*I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth.*

**John F. Kennedy**  
May 25, 1961

[[www.nasa.gov/vision/space/features/jfk\\_speech\\_text.html](http://www.nasa.gov/vision/space/features/jfk_speech_text.html)]





# Vision

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[[www.nasa.gov/vision/space/features/jfk\\_speech\\_text.html](http://www.nasa.gov/vision/space/features/jfk_speech_text.html)]



**the outcome?**

**time frame?**

**Measurements** to determine success?

**Target Group?**

# Vision

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## Criteria

A goal can be understood as an **observable** and **measurable outcome**, or result, of one or more objectives required to be achieved within a certain **timeframe**.

It is important to have clear goals if product features are to be effectively developed.

What should goals be like?



Ref.: [www.quickscrum.com/Article/ArticleDetails/4069/1/Product-Vision-And-Goals-In-Scrum](http://www.quickscrum.com/Article/ArticleDetails/4069/1/Product-Vision-And-Goals-In-Scrum)



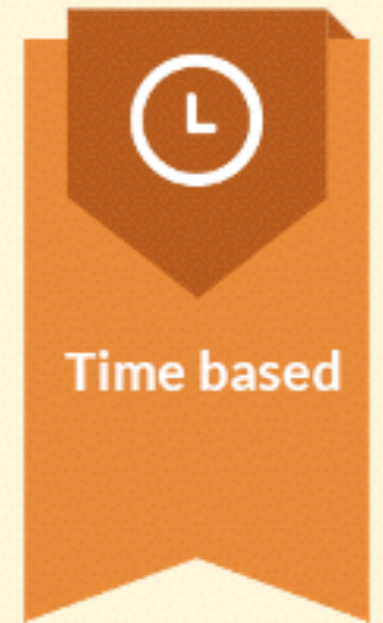
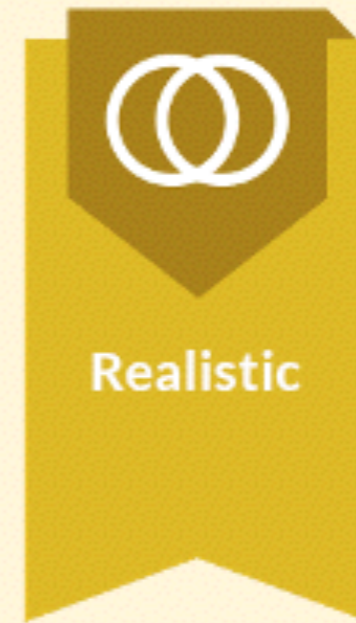
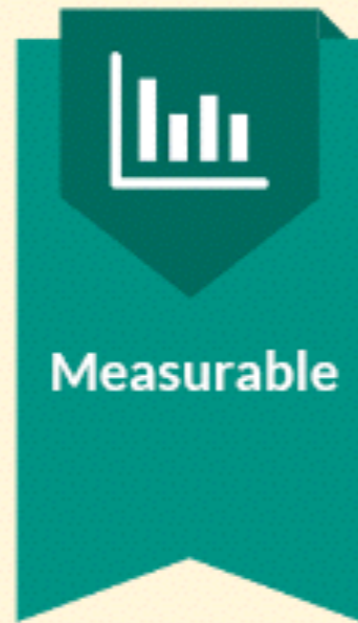
S

M

A

R

T



## **S = Sustainable** (Nachhaltig)

Is it possible to sustain the goal and follow it?

Can the goal be broken down or changed, so it can be easily developed?

Ref.: [www.quickscrum.com/Article/ArticleDetails/4069/1/Product-Vision-And-Goals-In-Scrum](http://www.quickscrum.com/Article/ArticleDetails/4069/1/Product-Vision-And-Goals-In-Scrum)



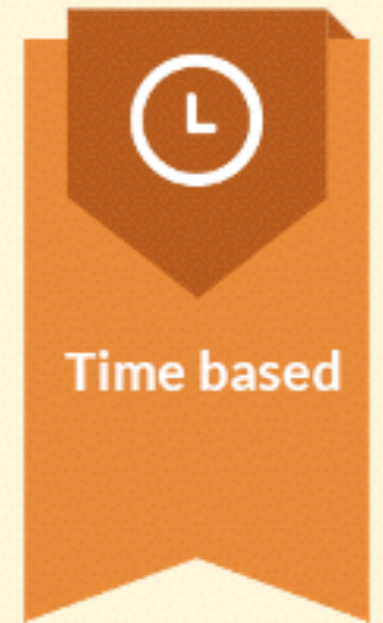
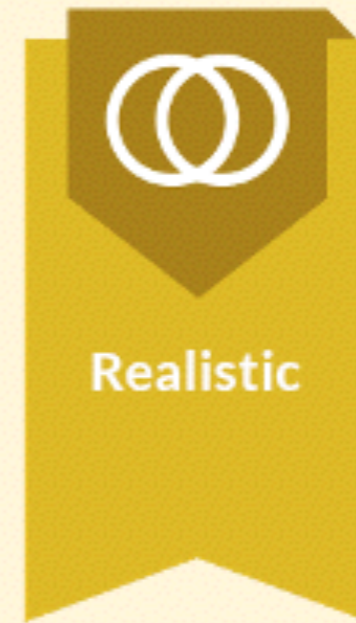
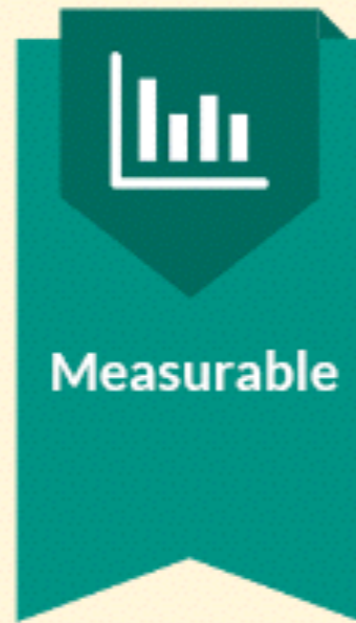
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## **M = Measurable** (Messbarkeit)

Is it possible to measure the goal, or count how much of it is developed?

Ref.: [www.quickscrum.com/Article/ArticleDetails/4069/1/Product-Vision-And-Goals-In-Scrum](http://www.quickscrum.com/Article/ArticleDetails/4069/1/Product-Vision-And-Goals-In-Scrum)



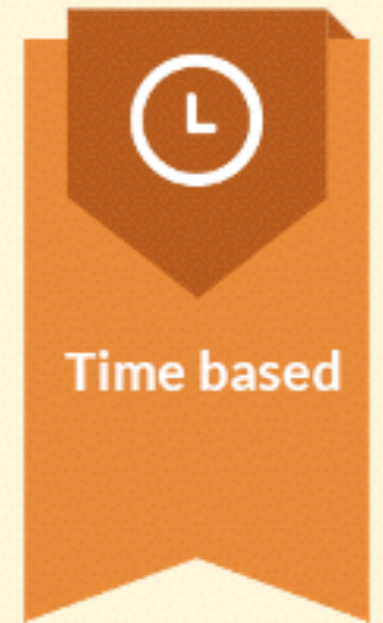
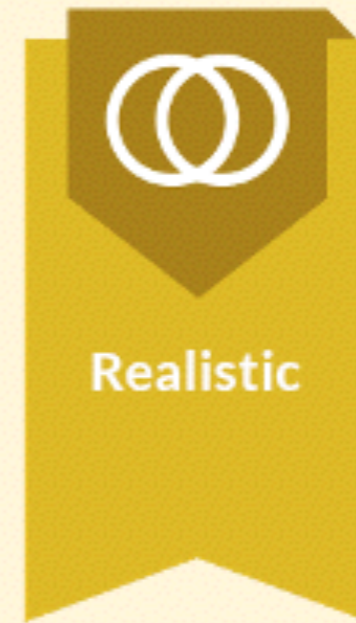
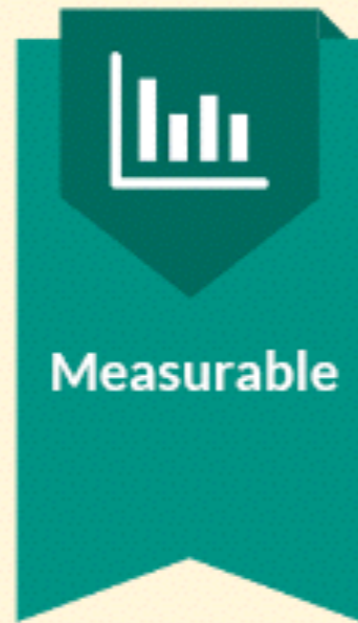
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## **A = Attainable** (Erreichbarkeit)

Is it possible to attain the goal?

Can the team develop the product features effectively without any bugs?

Ref.: [www.quickscrum.com/Article/ArticleDetails/4069/1/Product-Vision-And-Goals-In-Scrum](http://www.quickscrum.com/Article/ArticleDetails/4069/1/Product-Vision-And-Goals-In-Scrum)



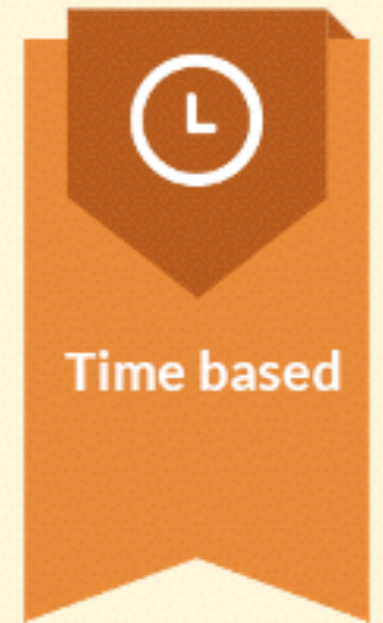
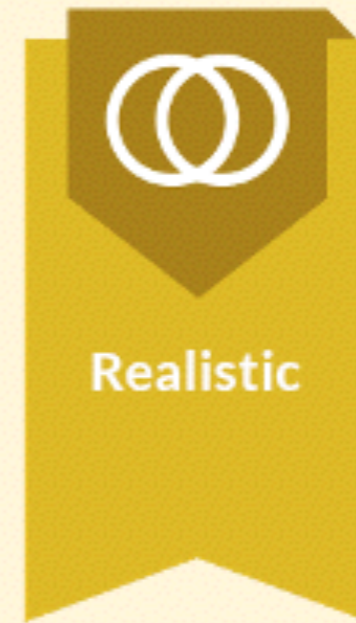
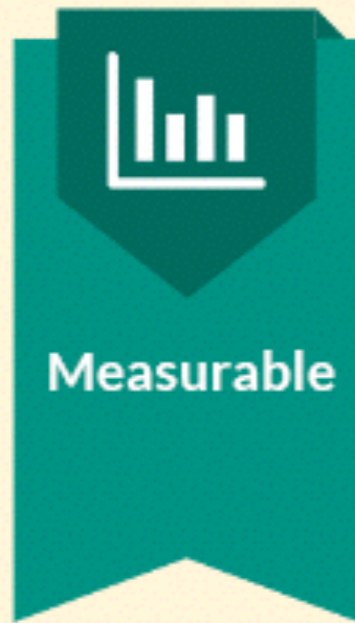
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## **R = Realistic**

Can the goal be realistically achieved? Is it humanly possible?



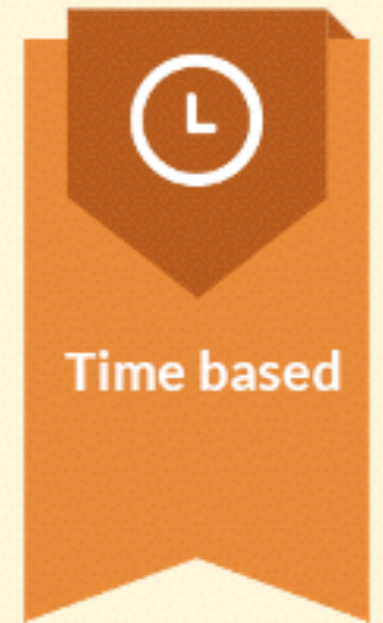
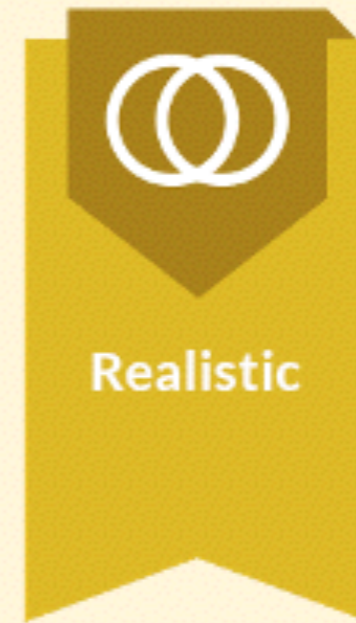
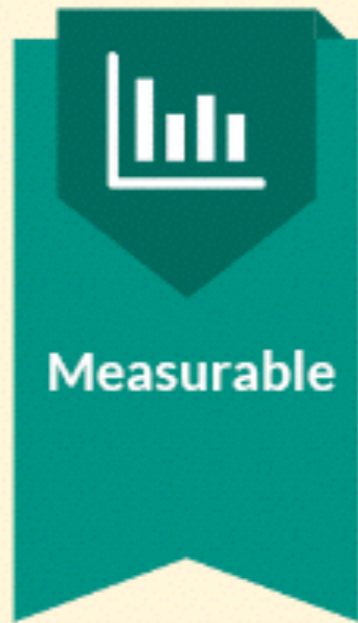
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## **T = Time based**

Can the goal be developed within the period allotted for developing it?

# Vision

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**Let's start!**

Come together **in Teams**  
**Discuss your project vision**

What will be **the outcome**  
(Ergebnis / Auswirkung)  
**of your project?**

**Discuss and collect**  
**10 minutes**



# Vision

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Discuss your project vision

Determine your **Target Group!**  
Who is going to use your  
project result?

**Discuss and collect**  
**5 minutes**



# TASK

Frame a vision for your project

Cover these topics:

What will be **the outcome** (Ergebnis / Auswirkung) **of your project?**

What's the **time frame?**

Which **measurements** determine success?

Describe your **Target Group.**



# Frame a vision for your project

---

What will be **the outcome** (Ergebnis / Auswirkung) **of your project?**

What's the **time frame?**

Which **measurements** determine success?

Describe your **Target Group.**

Keep it simple, but:

Add a **Cover Page**  
to summarize your vision



## Frame a vision for your project

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What will be **the outcome** (Ergebnis / Auswirkung) **of your project?**

What's the **time frame?**

Which **measurements** determine success?

Describe your **Target Group.**

Add a **Cover Page**  
to summarize your vision

All teams present (5-7 min)  
next week:

[hs-augsburg.de/homes/john](https://hs-augsburg.de/homes/john)