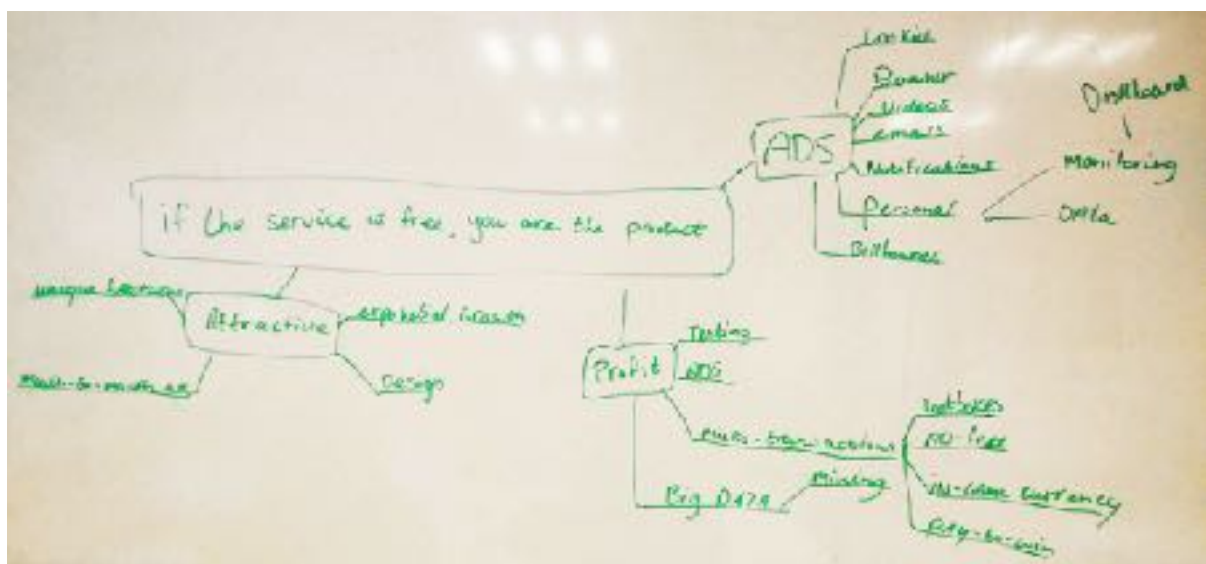




# Workshop 0 interaction design in a day

## Concept brainstorm

1. [Free software is what keeps the networked world going](#)
  - a. Adds
  - b. Online
  - c. Spam
  - d. Shared
  - e. Friends
2. Internet helps to share happiness
  - a. Sport
  - b. Life
  - c. Work
  - d. Meetings
  - e. Profit
3. [If the service is free then you are the product](#)
  - a. Ads
  - b. Data
  - c. Monitoring
  - d. Micro-transactions
  - e. Testing
4. On the Internet, attack is always easier than defence
  - a. Anonymous
  - b. Hacking
  - c. Emotions
  - d. DDOS
  - e. Virus
5. Keeping secrets is the way we preserve our privacy
  - a. Password
  - b. Hidden
  - c. Protect
  - d. Isolate
  - e. Dissociate



### Questions:

1. Why do users choose free services over paid services?
2. Why do developers develop free apps?
3. What makes free services attractive?
4. How do companies make profit out of free services?
5. How do companies who make free services reach their target audience?
6. What happens to collected data from free services?
7. Are micro-transactions more profitable than paid services?
8. Which advertising method works the best for free services?

### Defining the problem

#### **Topic: How do companies make profit out of free services?**

Design a free service to enable users to enjoy the service with less annoying advertisements.

### Describe the user

1. What is your target demographic?  
Age 12-25, Any gender .
2. Where do they live?  
Western countries.
3. What industry do they work in?  
Students.
4. How much do they earn?  
Minimum wage.
5. What are their hobbies?  
Gaming.
6. How do they get their information?  
Internet, friends, social media.
7. How do they communicate?  
Social media, mouth to mouth.
8. How do they think?  
Look for free and fun stuff.
9. Who is important to them?  
Friends, high rank players.
10. How can you best reach your target audience?  
Social media, mouth to mouth.
11. What challenges do they face?  
Annoying ads. Pay to win.
12. Can your concept help them with these challenges?  
Yes, we're solving their problems by redesigning advertisements to make them more fun and less annoying.
13. What pushes them to invest in the concept?  
Cosmetic design to make it attractive. Innovative app design.
14. Who had these users before you?  
Free to play mobile game developers. (Ketchapp)
15. What are their biggest objections to participate in your concept, service or product?  
Swimming in a sea with alot of fish

### **Paper prototype**

- 1. Are the ads on the sideline annoying to the user?**
- 2. Are the extra points not to much**
- 3. Are the ads in half and end time annoying to the user?**
- 4. Does the user see the advertising on the side line?**
- 5. Wich advertising does the user like better, the choices for points or the movies add half time.**

# Workshop 1: Persona's

## Dodge Ram persona

Name: Jason Stevens

Age: 45

Profession: Car salesman

City: Rotterdam

Price range: 10.000 - 60.000euros

Married without kids

Married to: Jane

Favorite tv shows: F1, RTL7, Dakar

Hobby: Fixing his car

House: above average



## Know thy users

Persona: television show host

Environment: using Spotify in the car

Name: Joost Janssen

Age: 33

Profession: Television host

Salary: 20.000euros/month

Car: BMW X1

Hobbies: playing guitar, driving around with his friends

House: Villa out of town

City: Amsterdam

Favourite tv show: the one he hosts



Redefining Spotify:

It's dangerous to drive and try to listen to music so if you make the app easier and faster to use it will be less dangerous to use while driving. For this we need to make a few changes.

- Less steps to get to your goal.
- Put all main options on the front screen.
- Remove menus inside menus.
- Keep on playing songs after your playlist/song has ended.
- Recommend similar playlists(length, genre).

Handpresso pump persona:

Name: Jacques Verbeek

Age: 22

Profession: Social studies student

Profession: helping elderly

Wage: 300euros/month

Hobbies: drinking coffee at Starbucks, collecting old stuff, smoking from a pipe, painting.

City: Eindhoven

Married: no

Car: no

House: apartment



# Workshop 2: Scenario's

## Explore concepts

**Scenario:** A description of possible actions in the future.

**User-scenario:** A small story about the user going through the scenario.

**Use cases:** A description about the user, their goals and the way something they interact with reacts.

**Storyboard:** illustrations that represent shots that ultimately represent a story.

## Write scenarios

Case: rent a car.

Everyday scenario:

John wants to travel. He goes to rent a car for a week. He chooses a car he likes. After a week he returns the car.

Everyday user-scenario:

John wants to travel through the Benelux but he doesn't have a car. He looks up a car on the website. He goes to rent a car at a company in his home town Eindhoven. He selects a date and finds a car he likes. He fills in the forms on the website and orders the car. He has a budget of around 500 euros/week. At the car rental website he chose a car for 400 euros/week and he rents it for a week. When the week is over he returns the car to the company.

Everyday use-case:

John wants to travel to the through the Benelux to meet new friends and visit his family. He needs to find a car that can travel long distances without wasting too much gas. He goes to [europcar.com](http://europcar.com) and he looks for a car. He fills in the city he wants to rent the car in, fills in a price range and chooses a distance he wants to travel. He looks through the cars and chooses one he likes. He fills in his information and pays for the car using iDeal. He then goes to the rental company to pick up the car. After his trip he returns the car and gets his deposit back. He was happy with the process.

Everyday storyboard:



Worst case scenario:

The user is late. The user can't contact the rental place. The user damages the car and the battery dies. He has to get towed back to the company.

Worst case user-scenario:

Steve needs a car to get to the airport. He has a budget of 200euros/day since he only needs it for one day. He's late for his flight so he quickly needs a car. The rental place doesn't pick up his calls. He goes to the rental place after 30 minutes because he can't contact them. The rental place only has cars over his budget but he decides to get one anyway. While parking his car he hits another car and scratches it. His insurance doesn't cover the damage so Steve needs to pay it himself. When he tries to return the car the battery dies so he has to get towed back to the company.

Worst case use-case:

Steve is in a hurry to the airport and needs to quickly get a car. He goes to a rental website and tries to find a car. He has to fill in a lot of unneeded forms slowing him down. After he finally finds a car he has to fill in more forms with his personal information. He gets irritated and the site stopped working while processing his order. When he gets to the rental place the car wasn't ready yet because the order didn't come through. He gets his car after a 30 minute wait and After a week he returned the car.

Worst case storyboard:

#### Ideal scenario:

The user wants to rent a car. He smoothly goes through the website to order the car. He gets a discount at the checkout. After a week he returns the car.

#### Ideal user-scenario:

Eric goes to the rental shop to get a car for a road trip. Luckily he lives near a rental place so he can easily walk there. Once he gets to the shop he sees there's a 50% discount today only. Because Eric looks like a trustworthy guy he doesn't have to pay the deposit fee. Because it's Eric's birthday today he gets free gas for the entire week. When he returns the car the employee forgot about him not paying the deposit so Eric got his deposit money back.

#### Ideal use-case:

Eric wants to rent a car for a road trip. He goes to a website to order a car. He only has to fill in a few fields and quickly finds the car he needs. After selecting the car he only has to fill in his phone number and he can pay at the place. He goes to the rental place, shows his driver's license and pays for the car. It was a very good experience. After a week he returns the car to the company and gets his deposit back.

#### Ideal storyboard:

#### Horror scenario:

User wants to order a car online. The website he wants to use goes down. The website doesn't respond anymore for and the user has to wait for 2 hours.

#### Horror user-scenario:

Henk wants to order a car. He looks for a car online but the website feels slow. While browsing the website the website stops responding. Henk refreshes the page and it shows that the site is down. After 2 hours he manages to order the car. He is running late now so he has to hurry up. Henk was driving faster than usual which caused him to run into another car. Both cars are destroyed and Henk has to pay for both of them.

#### Horror use-case:

Jose needs a car for a meeting. It's a very important meeting so he needs a car fast. He goes onto the website and tries to search for a car. He fills in a field for distance, brand, waste, price pricerange and a ton more. The website says he didn't correctly fill in one of the forms and the website clears all the forms so he has to start again. After finally filtering for cars he finds one and tries to pay. The website only accepts one type of payment.

Horror storyboard:

Gold plated scenario:

Gold plated user-scenario:

Gold plated use-case

Gold plated storyboard:

# Workshop 3: Prototypes

## Research prototyping

- what is a prototype?

A prototype is an early version of a project that can be a barely working version made out of paper, or an version using the actual product you want to make. Prototypes are used to try out a product before it's even made.

- Why do we prototype? what is the purpose?

This way you can easily find out what's good or bad about the concept before putting in work. In the a business environment this will save money and time.

- what kind of prototypes do we have?

There's a few different types of prototypes. You can make a barely working or an almost working version of the product. You can also use the actual materials you want to use in the project or just use something like paper or online tools.

A few often used types of prototypes are:

- Paper prototype
- Simulate it in a video
- Interactive online tool

- can we identify different levels of prototyping?

There's three different levels of prototyping:

- Low fidelity
- Mid fidelity
- High fidelity

Each one of these versions gets more intricate and worked out. The low fidelity version will just have the basics and might miss some functions. Mid fidelity will have all the functions and a bit more detail. High fidelity is a fully working and detailed.

## Paper prototype

subject: SpaceTeam

We created a paper prototype on a table in our classroom. Here's the first version:

<https://youtu.be/h8ef1M6SmIU>

And here is the 2nd version with some improvements:

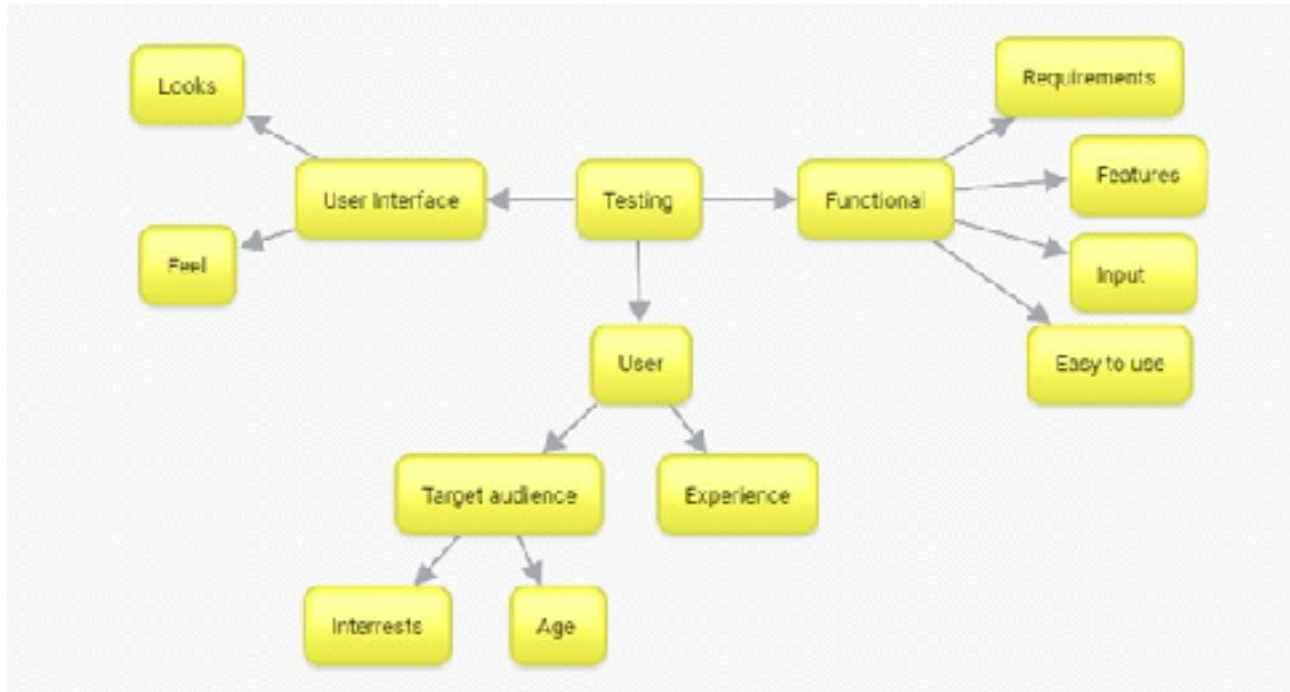
<https://youtu.be/hm5npxn7Elc>

After play testing version one we saw that we needed to change a few things. We removed the password setting since it's a local game only. We also added a difficulty setting which is linked to a timer we added. There's a new feature which makes the players move to the other end of the table to hold a button together within a small amount of time. We also put some creative touches on the way the questions are shown, such as upside down or only showing it to one person. We will also add more spots for a potential higher player count. Right now the max players is 3, we could change this to 6 since it's more fun and we got enough space on the table.

# Workshop 4: Testing

Object: Supersoaker

## 1. Mindmap (user) testing



## 2. What aspects are there to test?

- Usability
- Looks
- Feel

## 3. 10 questions to ask the user

1. Do you like the way it looks?
2. Do you like the way it feels?
3. Would you use this product?
4. Would you pay for this product?
5. Would you pay over 25 euros for this product?
6. Do you think it works well enough?
7. Would you recommend it to others?
8. Is the product easy to use?
9. Do you think the product will easily break?
10. Is the water tank big enough?

## 4. Open questions for mature users

1. When would you use this product?
2. Why would you choose a supersoaker over other gun-like toys?
3. Where are you going to use this product?
4. Who would you give this product to?
5. Who would you use this product with?

6. Why would you use this product?
7. If you had the choice between a super soaker and a paintball gun, which one would you choose?
8. At what price would you buy this product?
9. What do you think of the looks of the product?
10. What do you think of the way the product feels?

**5. Open questions for infants**

1. How would you color the product?
2. What shape would you make the product?
3. What would you change about the product?
4. What do you think about the refill system?
5. What do you think about the size of the product?
6. What do you think about the strenght you need to use the pump?
7. What do you think about the weight of the product?
8. How would you make the aiming system?
9. When would you use this product?
10. Who would you use this product with?

**6. Open questions for infants' parents**

1. Why would you buy this product?
2. What do you think about the safety of the product?
3. What would your price this product at?
4. How would you change the products feel?
5. Who do you think your child wil use this product with?
6. What would you change about the height/weight of the product?
7. Would you buy this product as a gift or for your own kid?
8. Why would your child use this product?
9. Why would you recommend this product to other parents?

**7. Softdrink**

- a. What would change about the product?
- b. Something about the way the product looks and tastes.
- c. I know how what this particular person doesn't like about the product.
- d. Simple pattern on around the cup and put the name of the drink in the middle in a big bold font.

**8. Questions for user**

1. Do you like the taste?
2. Do you like the look?
3. Do you think the price is fair?
4. Would you order this product?
5. Would you recommend this product?

**9. Questions**

1. What would you pay for this drink?
2. Which sizes would you like to be able to order?
3. Where would you order this?

4. Who would you drink this with?
5. When would you order this?
6. Do you think the drink is healthy?
7. Would you recommend this drink?
8. Would you drink this on a daily basis?
9. What does this drink remind you of?
10. Does drinking this make you feel good?

**10. Testing**

**<maken na uitwerking concept>**