

Contextual Design. Design from Data (Vision , Storyboards)

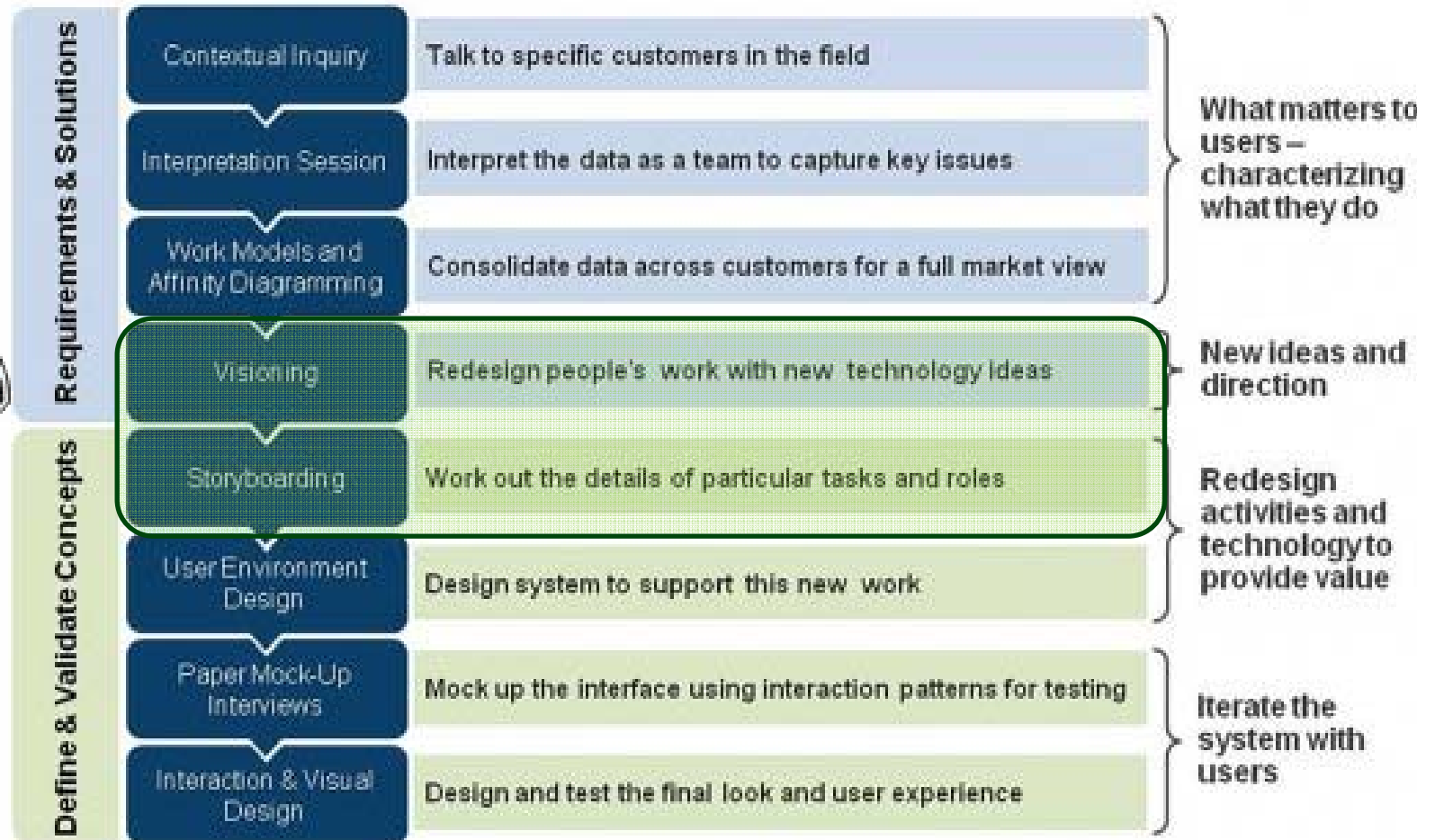
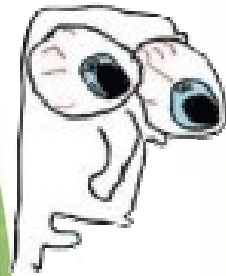
Василен Дончев

(ФН 71198, спец. ИС)

2012 год.

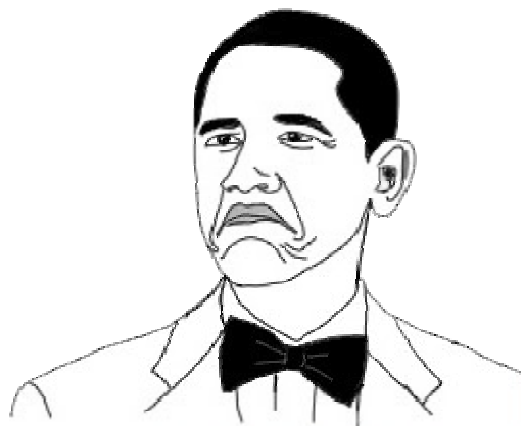
vassilen.dontchev@gmail.com

Къде сме?



Цели

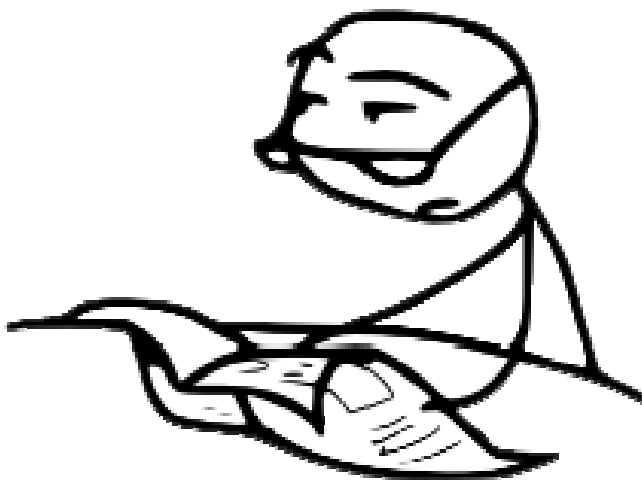
- Подпомагане на работните практики на клиента с нови концепции за продукти, услуги и технологии
- Преглед на събраните данните (модели)
- Определяне на спорни въпроси и благоприятни възможности
- Създаване на нови концепции за продукта от на база клиентски истории



NOT BAD

Фази

- Walking the data
- Visioning
- Evaluation and integration
- Concurrent action



Walking the data

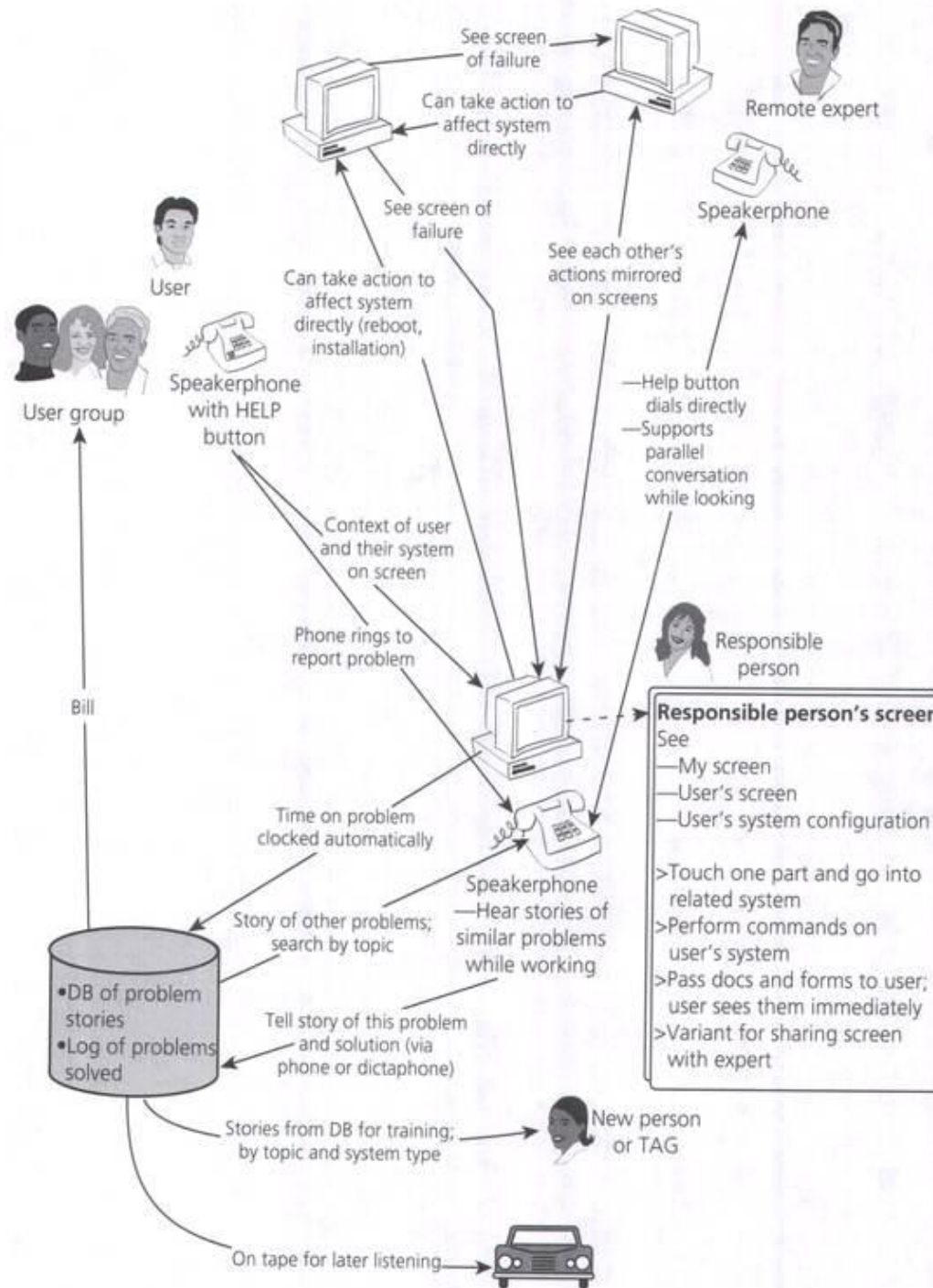
- Различни аспекти на работата и синтезирането ИМ
- „find holes in the data shown in the affinity diagram“
- „describe design ideas that pop up when walking the affinity diagram“ [3]
- Affinity diagrams & consolidated work models
- Фокусиране върху **отделни аспекти на работата**
- Ограничения и основни цели (Physical Model); цели, дейности, стратегии на структури от високо ниво (Sequence & Artifact Model)
- Списък с **най-важните аспекти** (*issue list*) от всеки модел – артефакт за Visioning
- Мозъчна атака върху **технологии и стартови точки**



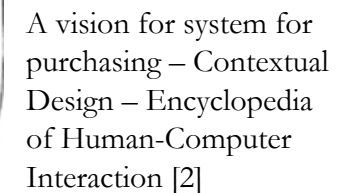
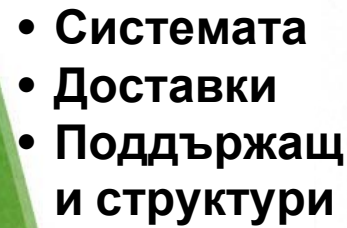
Walking the data – Using Rapid Contextual Design at Reykjavik University [3]

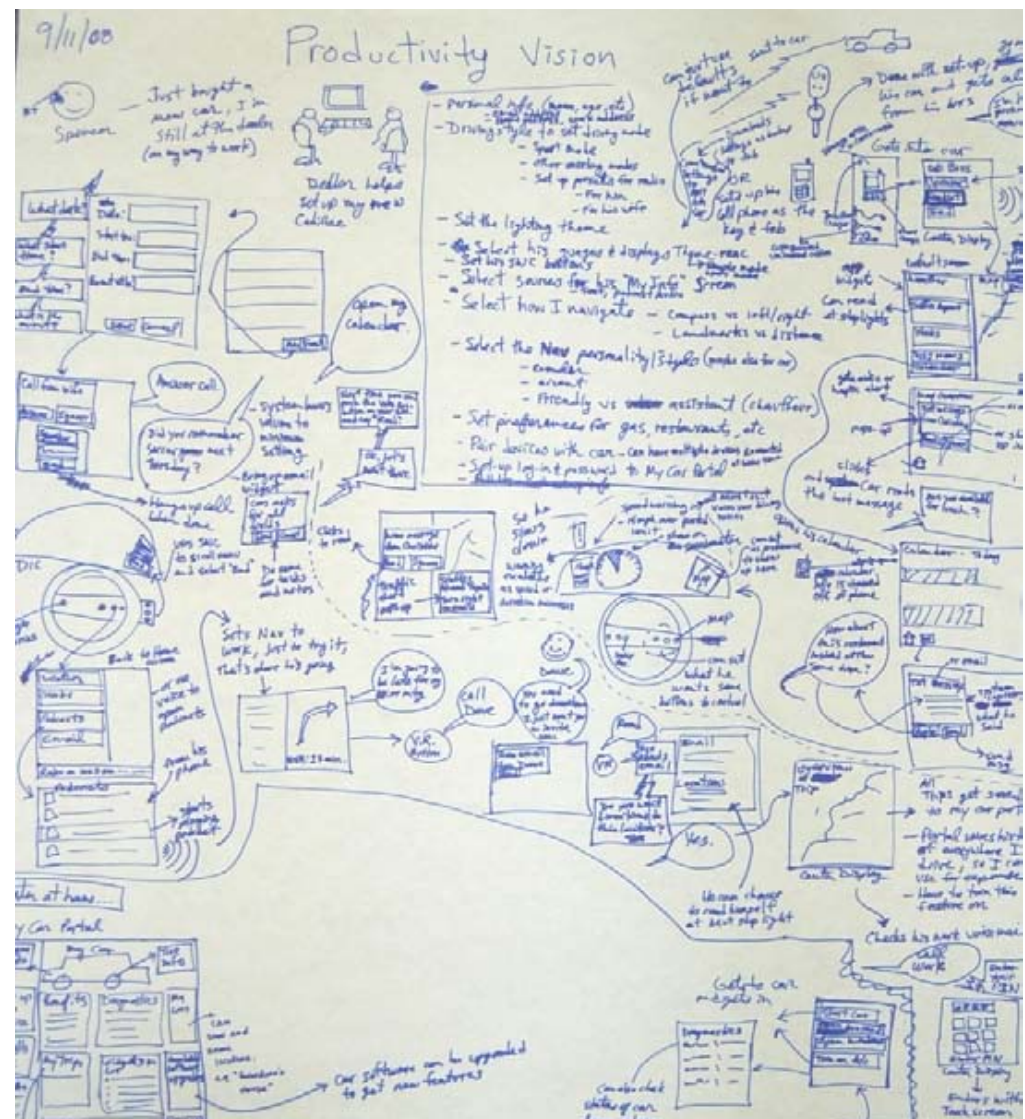
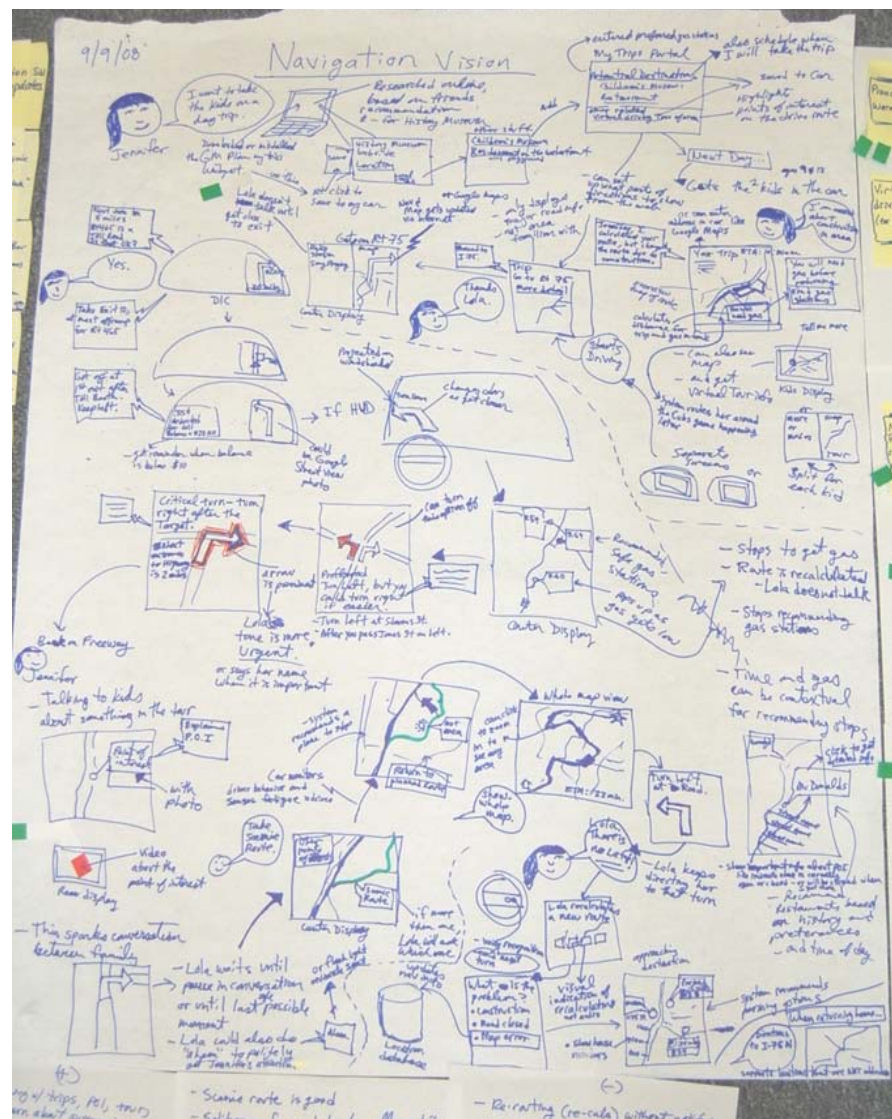
Visioning (1)

- **Визия как системата ще подпомага работата**
- **Invent design solution using technology to transform tasks, and ... designing new business processes ... or new services to support market [2]**
- **Grounded brainstorm [1]**
- **Visioning session**
 - ✓ **Pen**
 - ✓ **Facilitator**
- **Vision**
 - ✓ **Хората и ролите им**
 - ✓ **Използвани системи**
 - ✓ **Комуникация между хората и системата**
 - ✓ **Структура на системите**

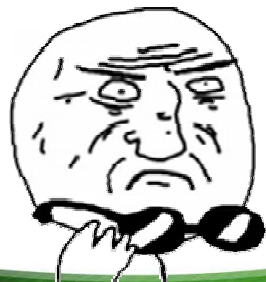


A vision for system management
 – Design From Data –
 Contextual Design: Defining
 Customer-Centered Systems [1]





MOTHER OF PEN...



A vision for navigation & productivity – Contextual Design and Innovations in Automotive HMI [5]



LATER...

Evaluation and integration

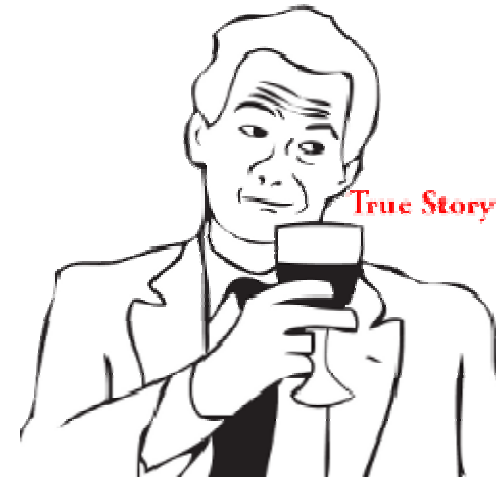
- 1 ВИЗИЯ, СИНТЕЗИРАЩА НАЙ-ДОБРОТО ОТ ВСИЧКИ
- **Всяка ВИЗИЯ – „a collection of options that can be reconfigured and redesigned into a single solution“ [1]**
- **+ И – НА ВСИЧКИ ВИЗИИ – В СПИСЪК**

Positives	Negatives
+Tracks time automatically +Provides access to similar stories +It's easy to document actions taken +Fast access to help +System manager is given what's needed to solve the problem +Database of stories addresses the training issue	—It's hard to search through verbal text —What if the user's not in their office? —What if not all phones are hooked in? —Need a realistic way of mimicking the HELP button —What if the responsible person isn't there? —Will people really tell stories of what they've done into the phone?

Positives and negatives for the system management vision –
Design From Data – Contextual
Design: Defining Customer-Centered Systems [1]

Concurrent action

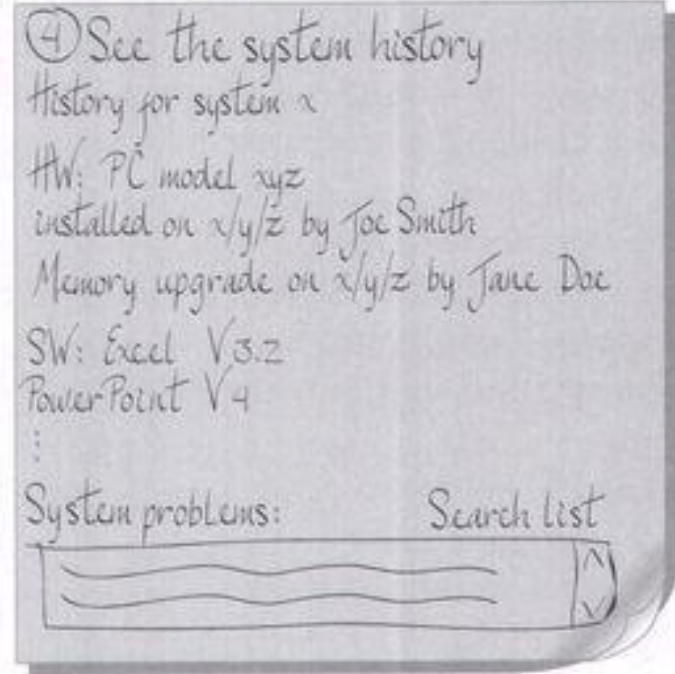
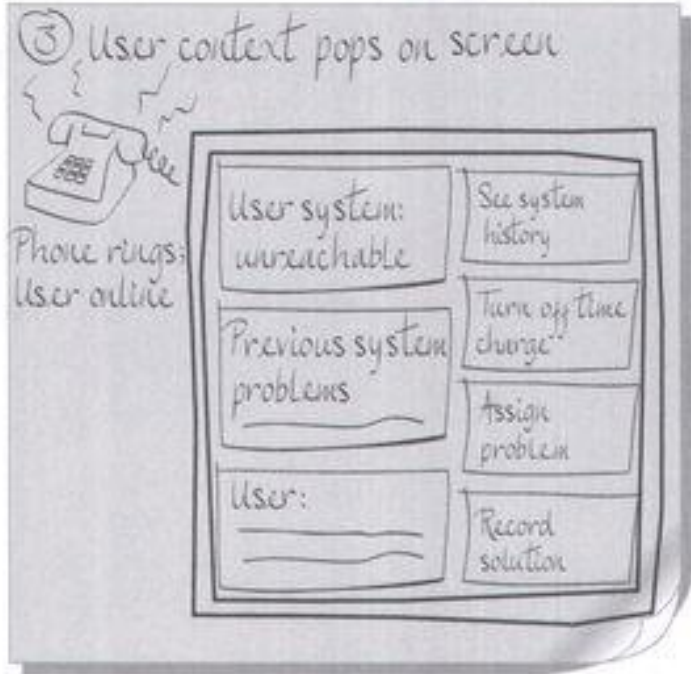
- The vision directs concurrent activity. [1]
- Компоненти на продукта – всички са свързани с визията:
 - ✓ Код
 - ✓ Документация
 - ✓ Услуги
 - ✓ Маркетингови планове
 - ✓ Планове за тестване
 - ✓ Инфраструктура
 - ✓ Процедури
 - ✓ Бизнес процеси и бизнес организация
 - ✓ Очаквания
- Работа на всички функции паралелно

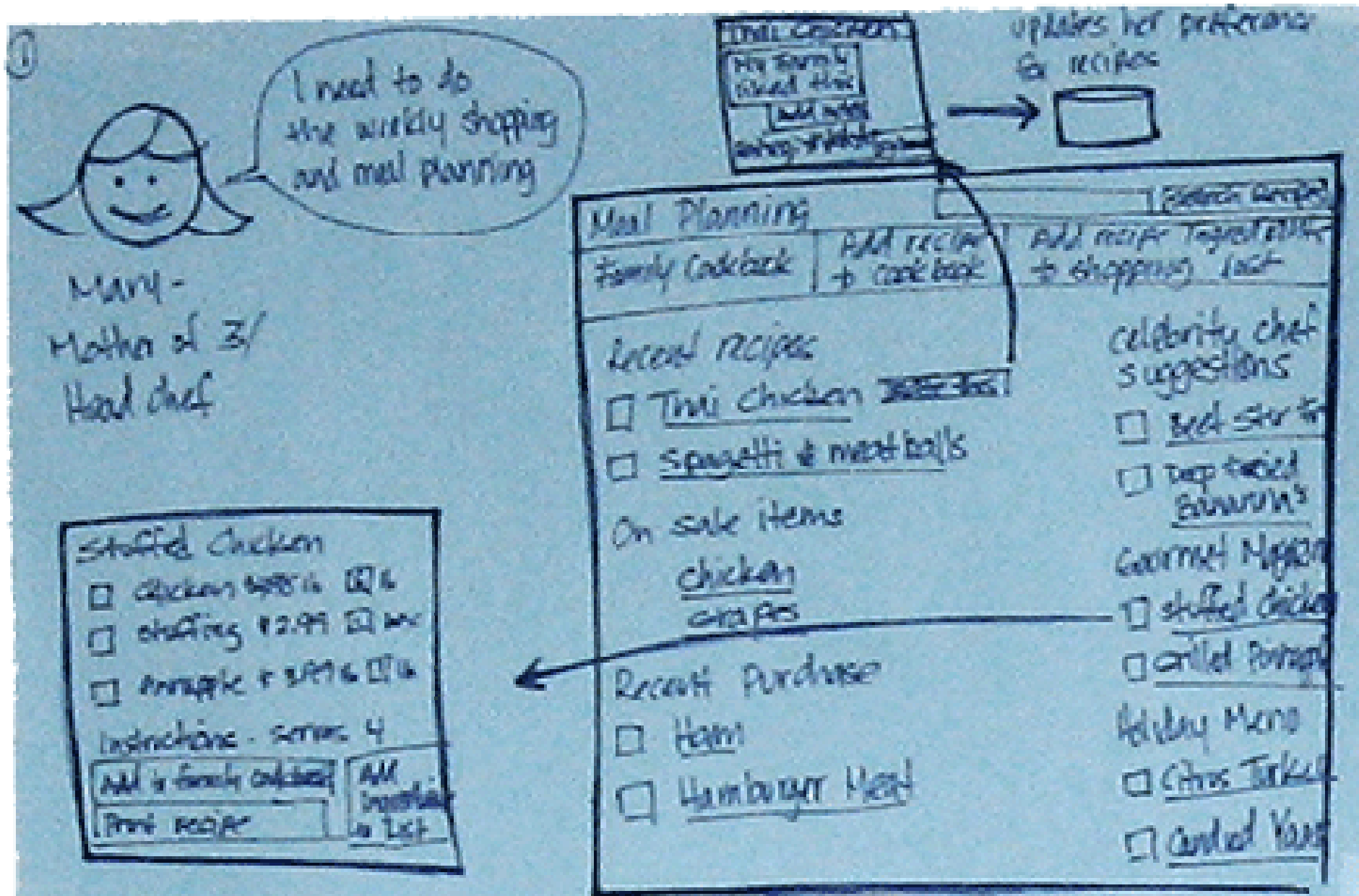


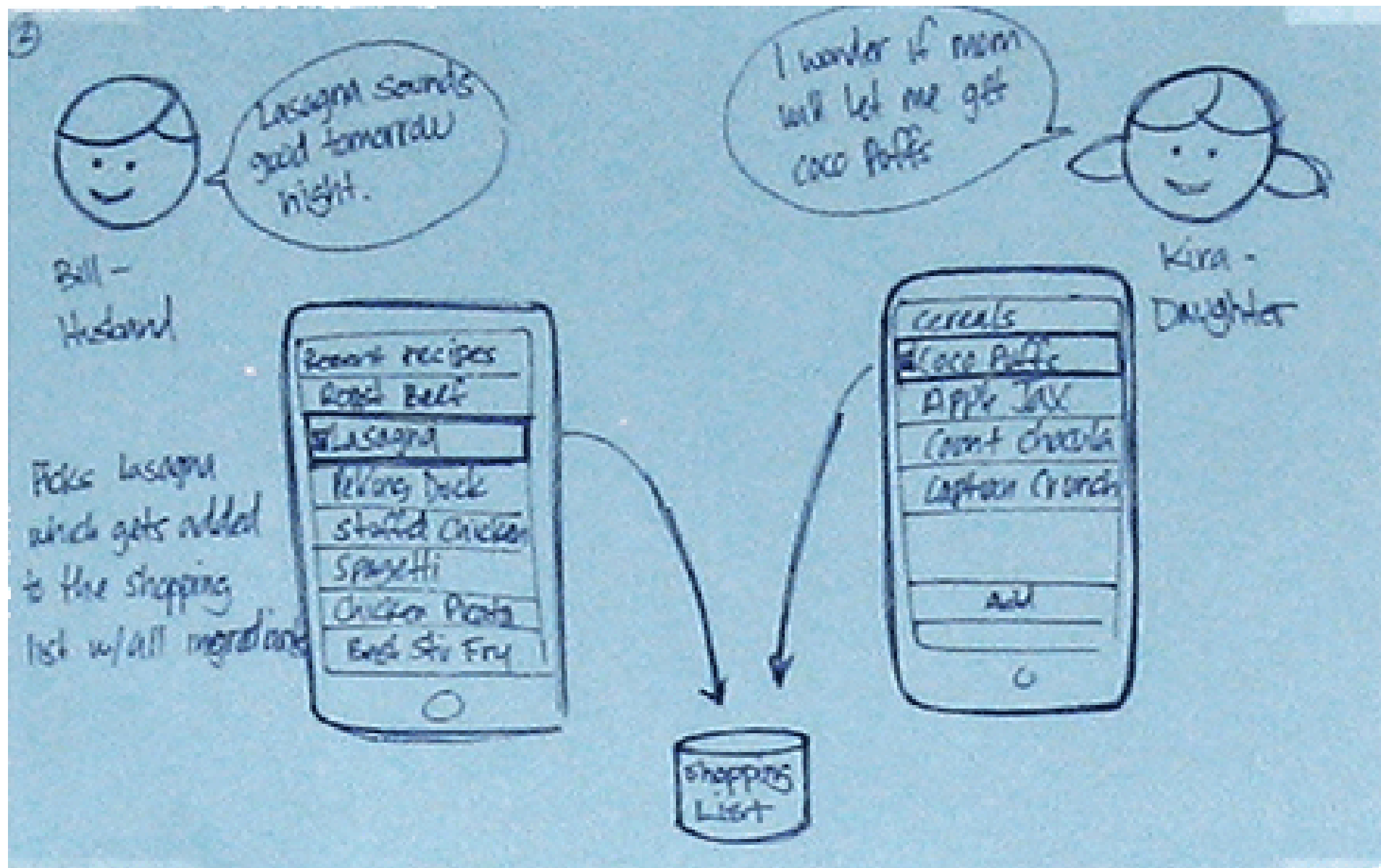
Storyboards

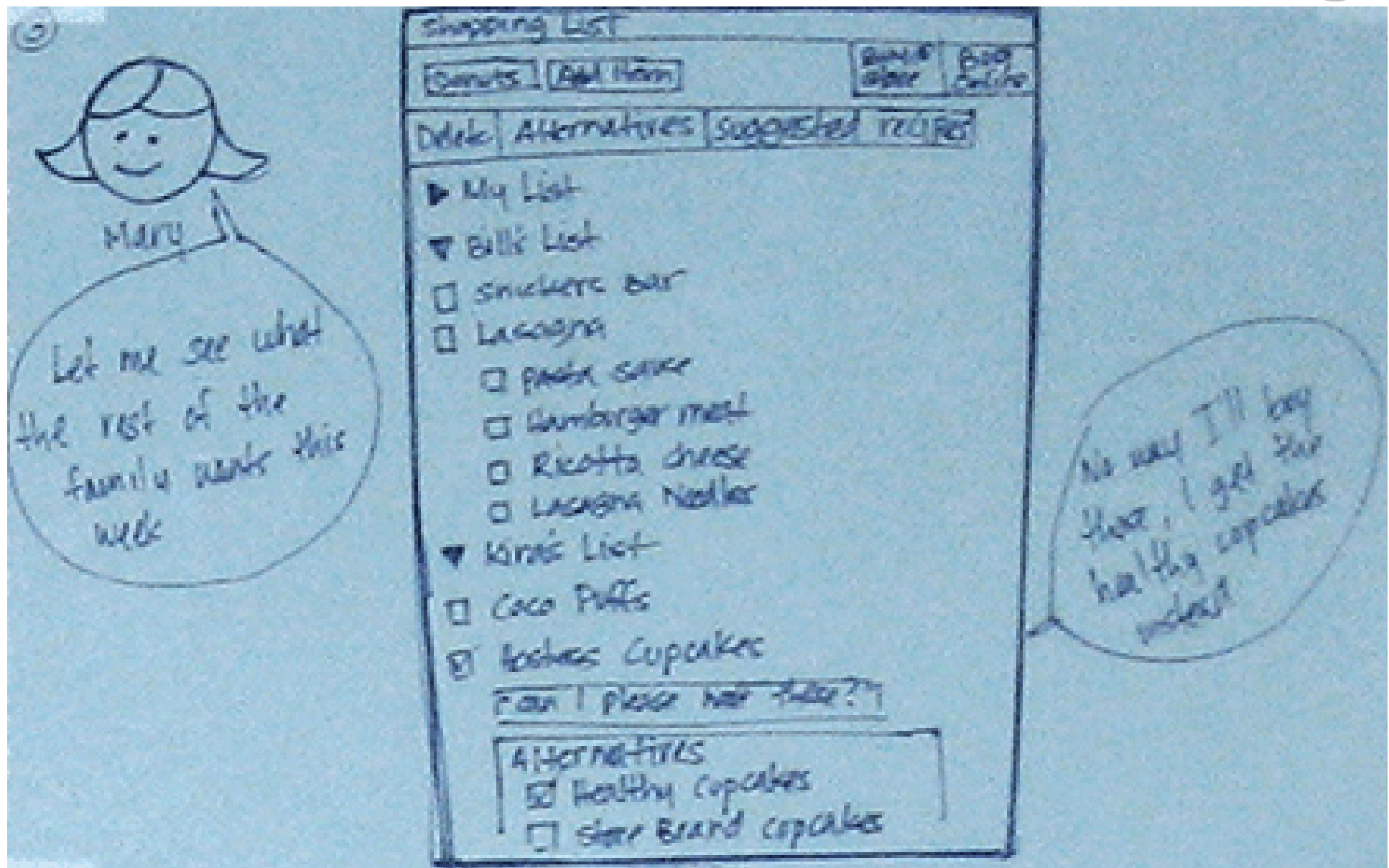
- Разкадровка, сториборд :)
- Алтернативно графично представяне на визията под формата на кадри
- Всеки кадър – единично взаимодействие или системна стъпка
- Показва хората, които си взаимодействат, и съдържанието на взаимодействието
- Представя цялостната работа съгласувано (кохерентно ☺)
- Използва consolidated sequence, other models & affinity
- Всички стъпки: manual, system, UI
- Не са UI спецификации, а идеи и насоки!

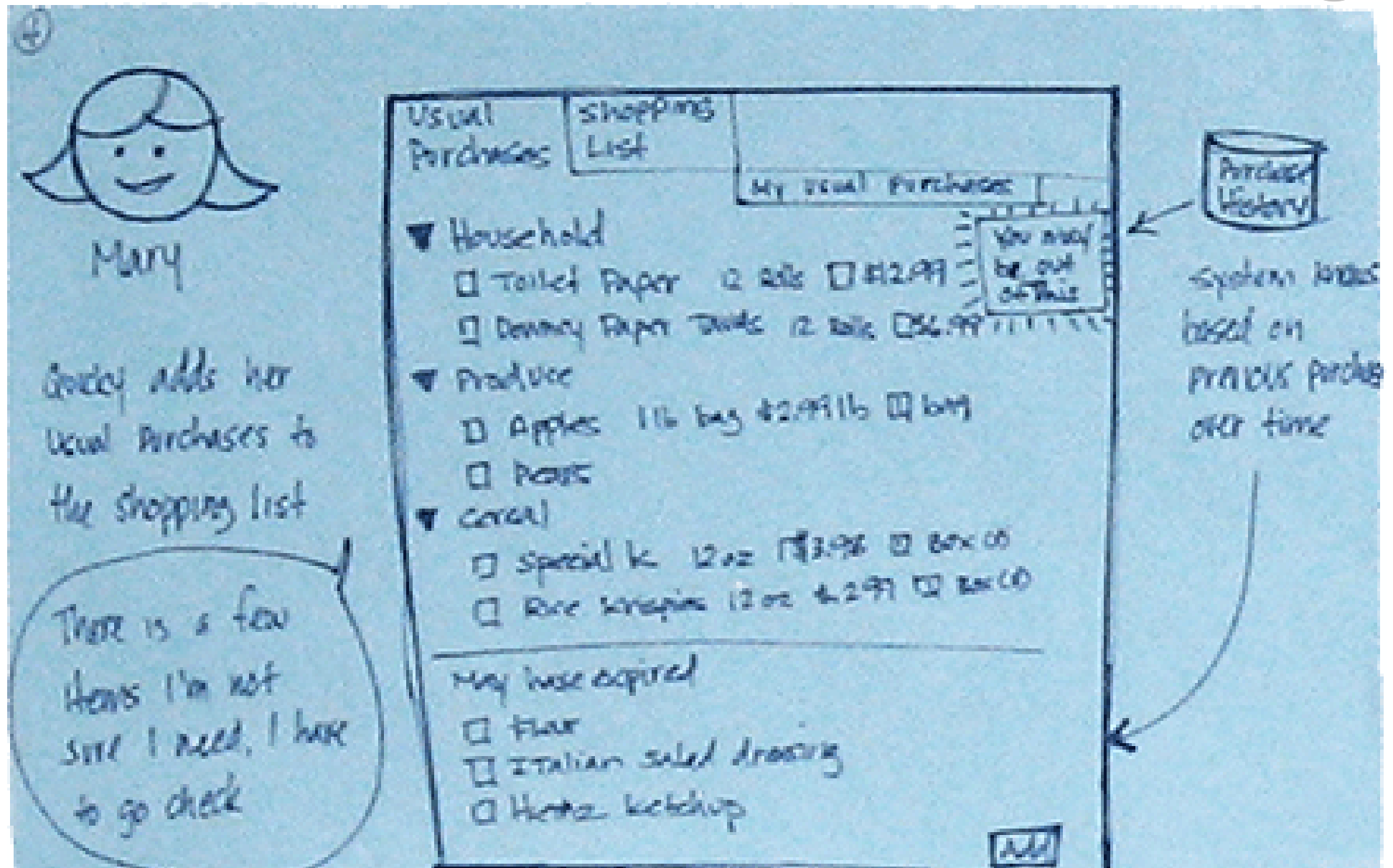
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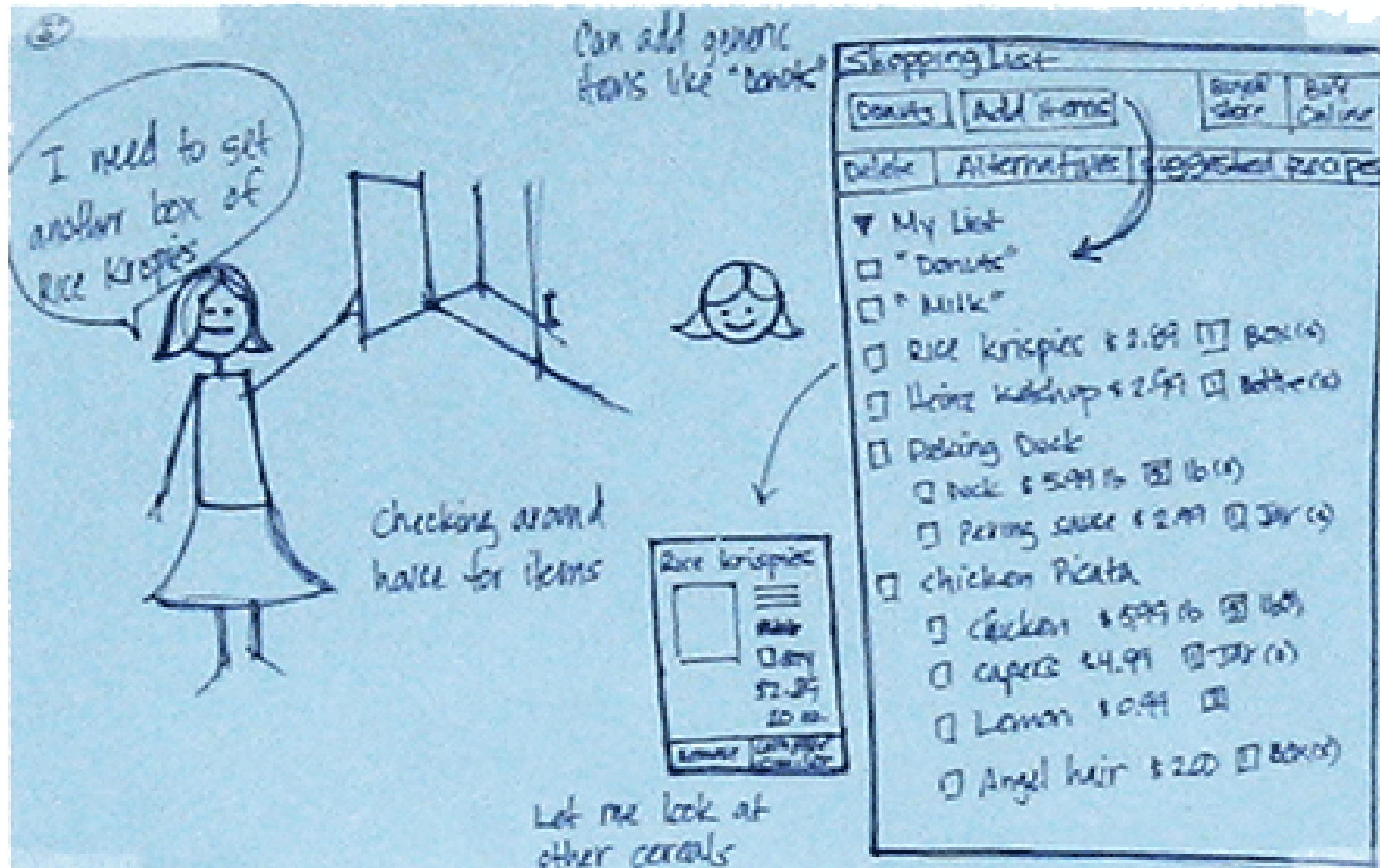


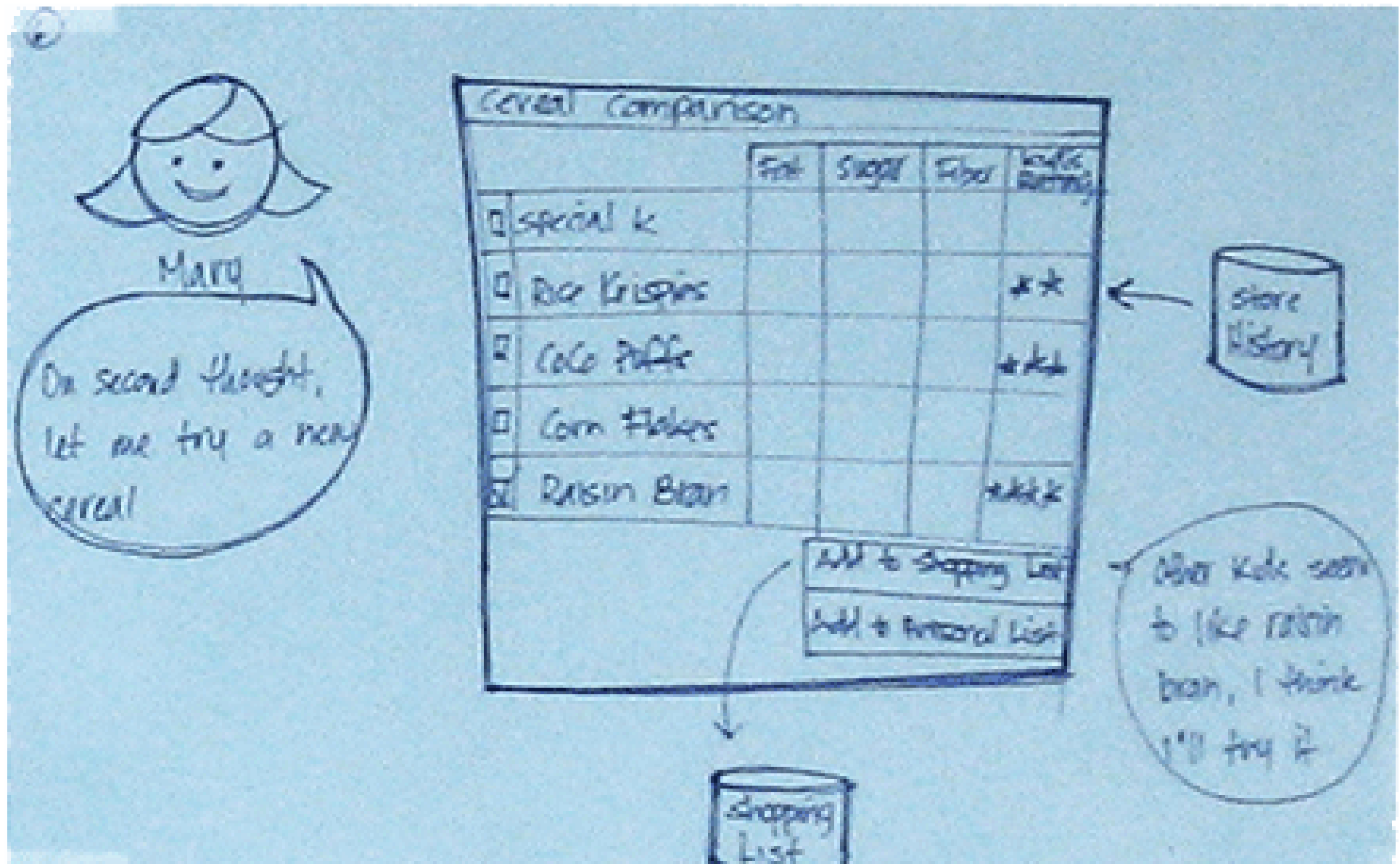


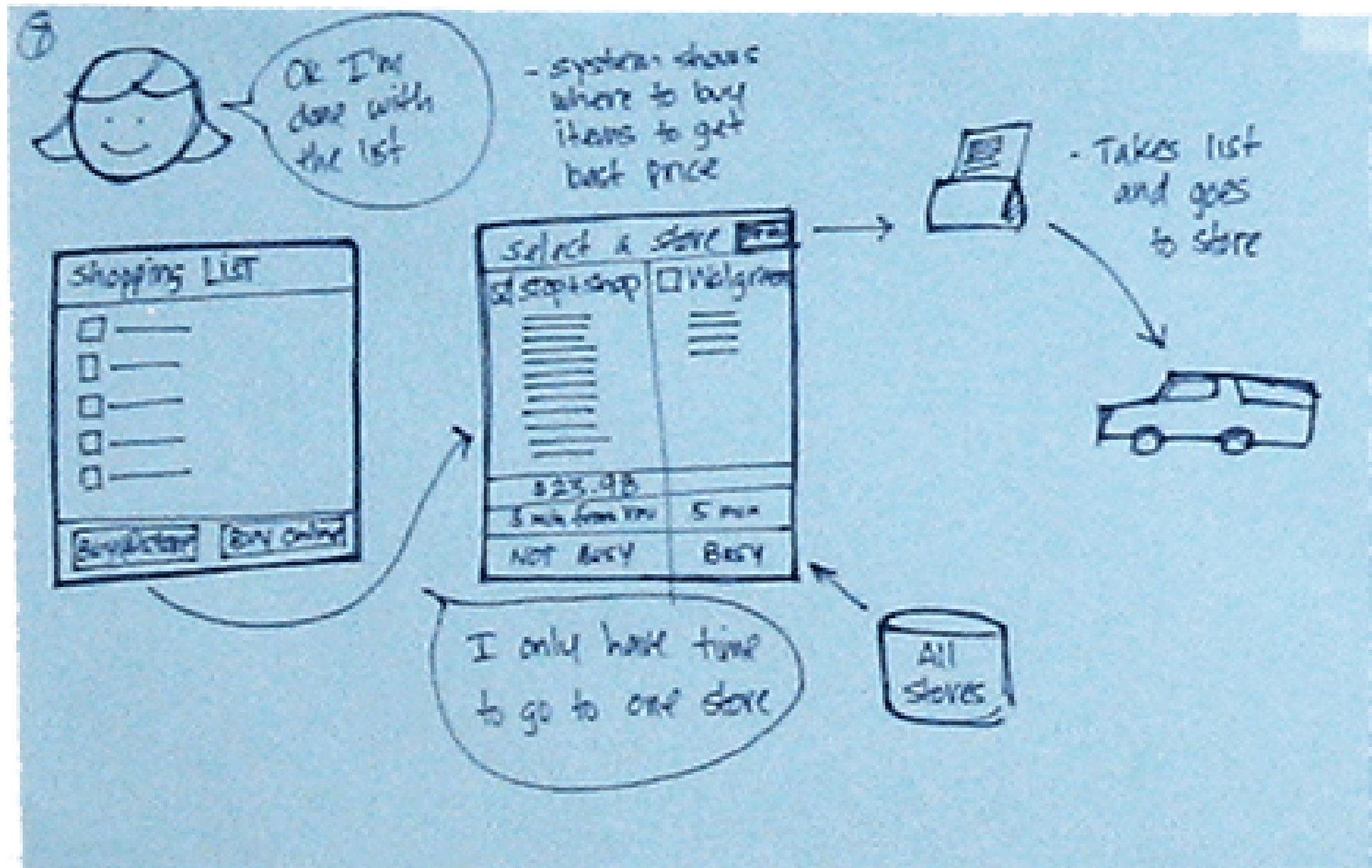


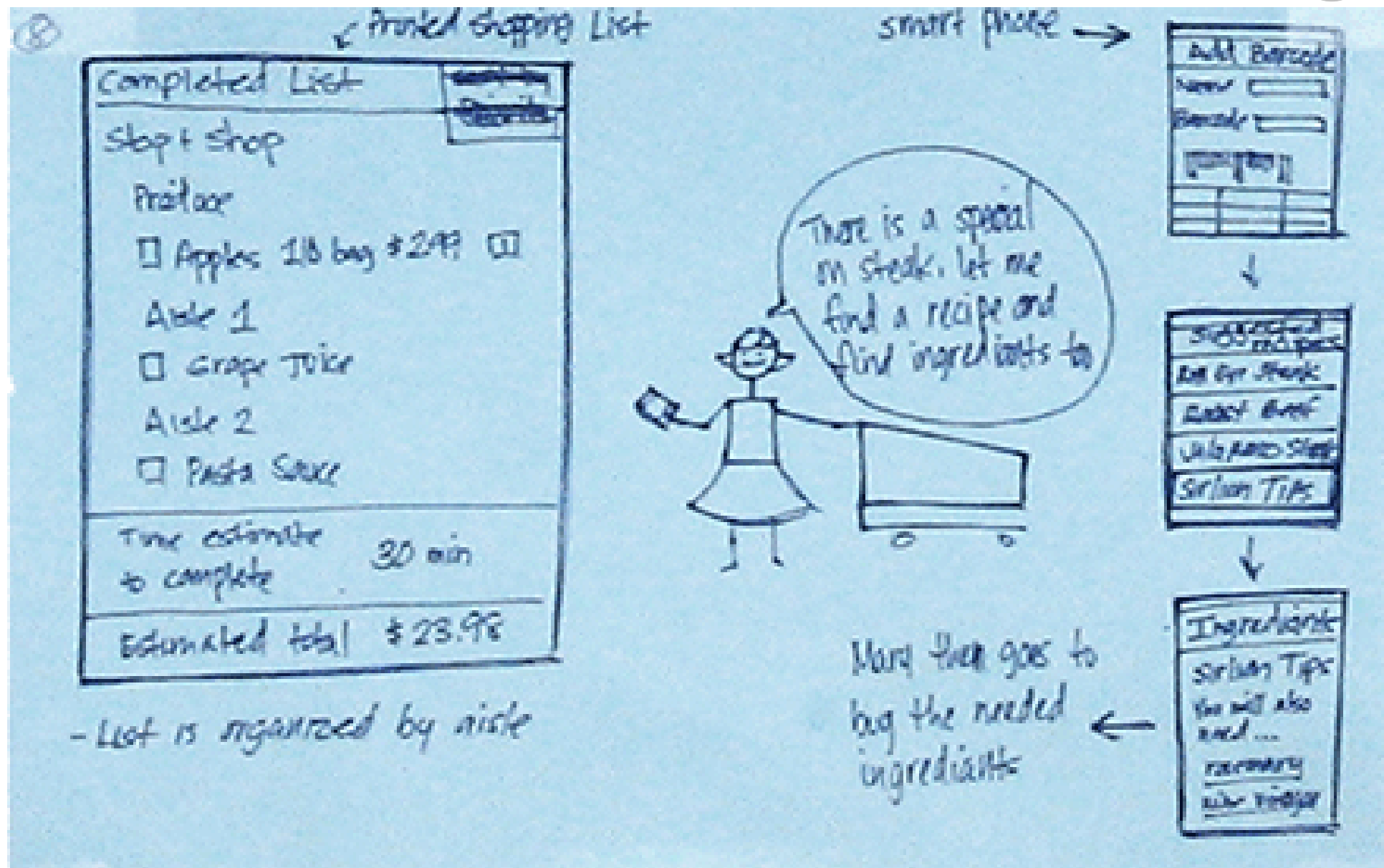


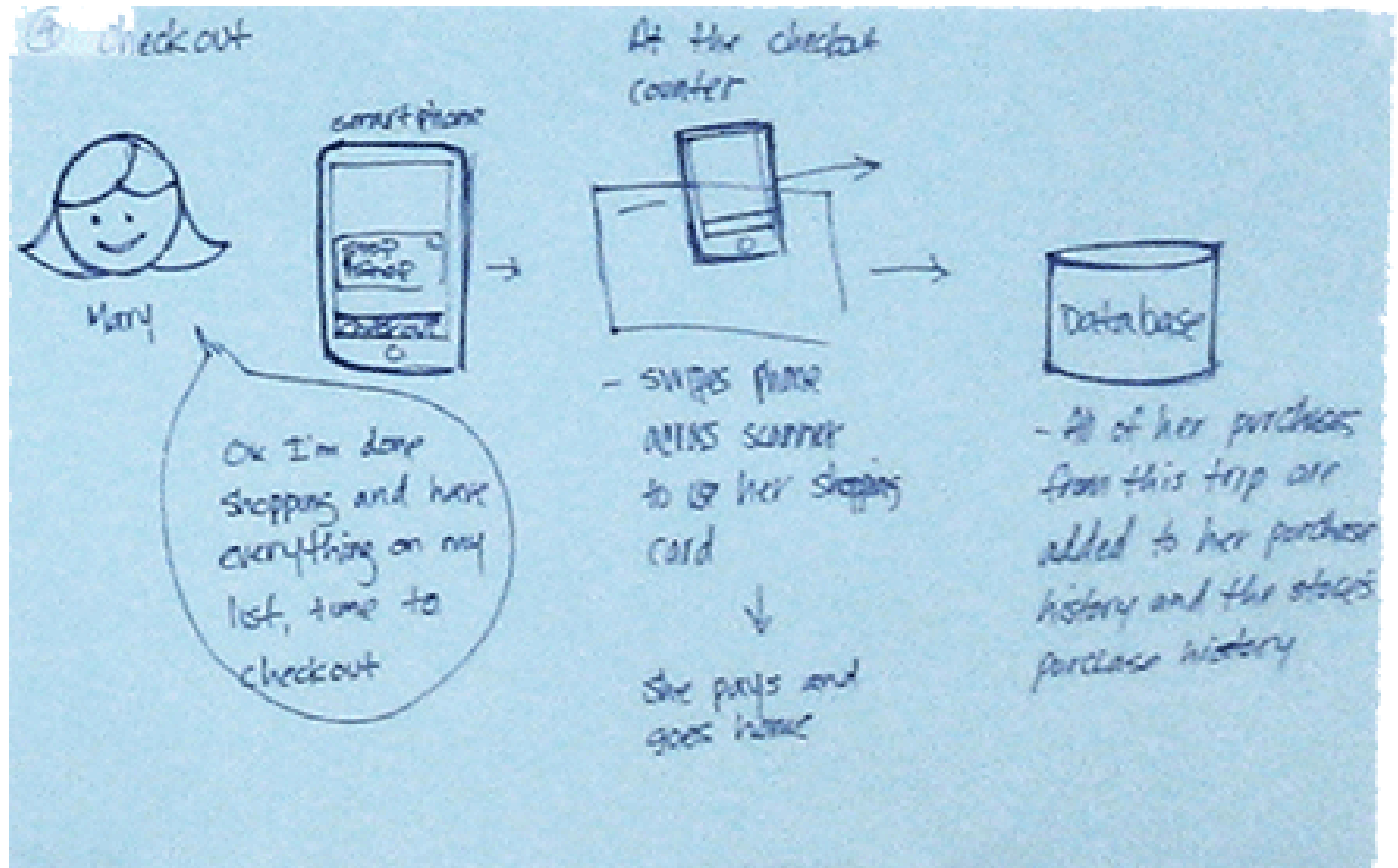






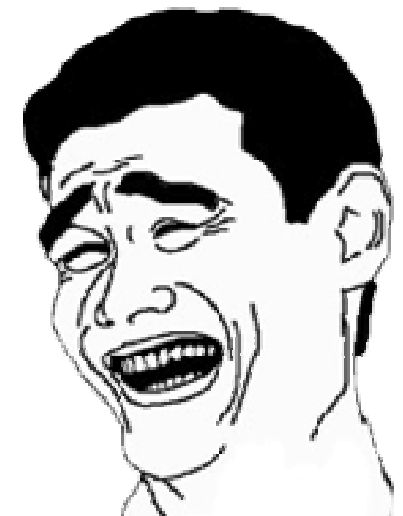








Finally!



ИЗПОЛЗВАНИ ИЗТОЧНИЦИ:

1. H. Beyer & Holtzblatt K. – Contextual Design: Defining Customer-Centered Systems – Academic Press, 1998
2. Holtzblatt, Karen and Beyer, Hugh R.. "Contextual Design." Encyclopedia of Human-Computer Interaction. Soegaard, Mads and Dam, Rikke Friis (eds.). Aarhus, Denmark: The Interaction-Design.org Foundation, 2011. Available online at http://www.interaction-design.org/encyclopedia/contextual_design.html.
3. M. Lárusdóttir – Using Rapid Contextual Design at Reykjavik University – <http://www.ru.is/kennarar/marta/rapidcdathr.pdf>
4. A. Gellaty – Contextual Design and Innovations in Automotive HMI – General Motors Company. Nanzan University
5. Wikipedia – Contextual Design
6. Dan Awesome's Rage Maker

