



CS200 - Workshop 1

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SPECIFICATION

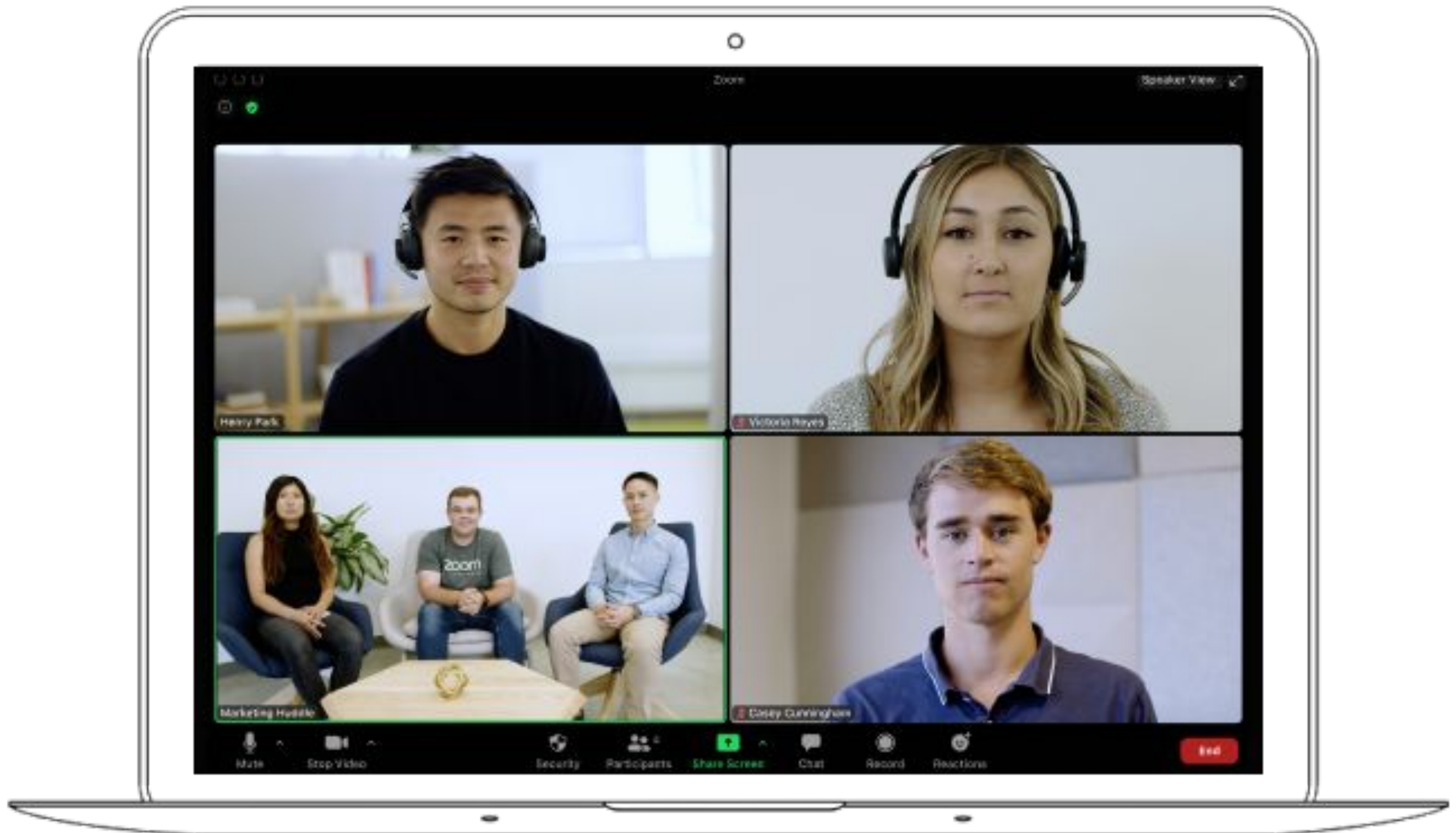
Specification

For most people worldwide, the time since late March 2020 has been a very unusual period in their lives. All of the normal everyday activities that people took for granted have been cancelled or severely restricted, and rather than in-person meetings and events, Zoom and other digital alternatives have become the norm.

The CS-200 coursework is focused on this interaction. By now you will have had plenty of experience using Zoom as part of your university learning, and perhaps in other situations, too. As a result, you will probably have plenty of ideas about how it could be improved. So, for the next three months, your group of interaction designers has been tasked to **design and evaluate a way of improving the Zoom experience**, going beyond what it currently offers.

To achieve this you will need to undertake a series of exercises, as described on the following pages. As part of the initial stage of this work, you will be reflecting individually on your own experience of connectivity and Zoom usability during the pandemic. For example: what worked; what didn't? What tools have you tried? What behaviours and interactions are possible; what is not?

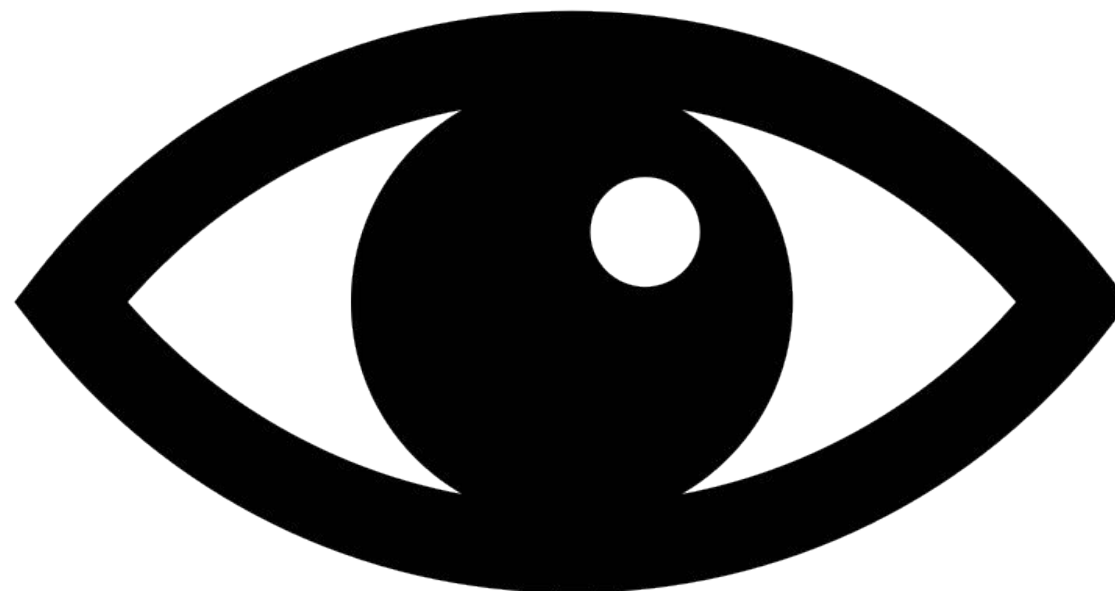
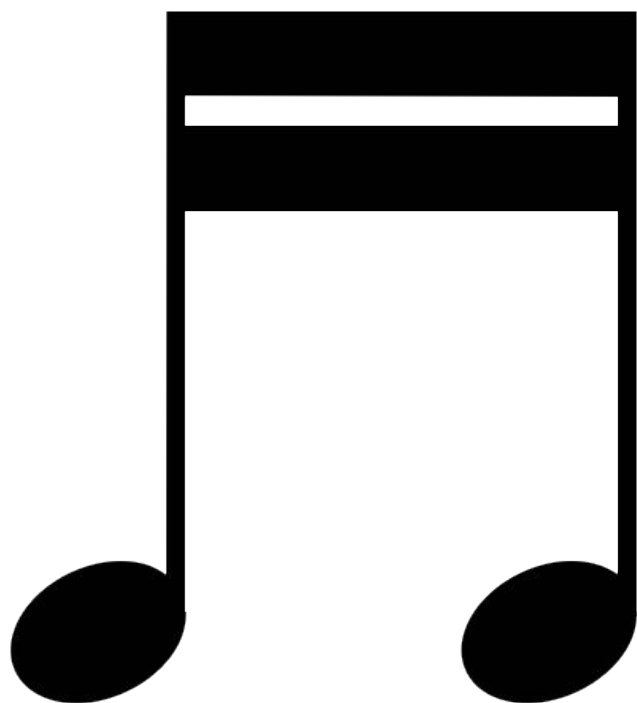
ZOOM



ZOOM

- What are the main features of zoom? Type in chat
- Positives compared to in person
- Negatives compared to in person

CURRENT MODALITIES

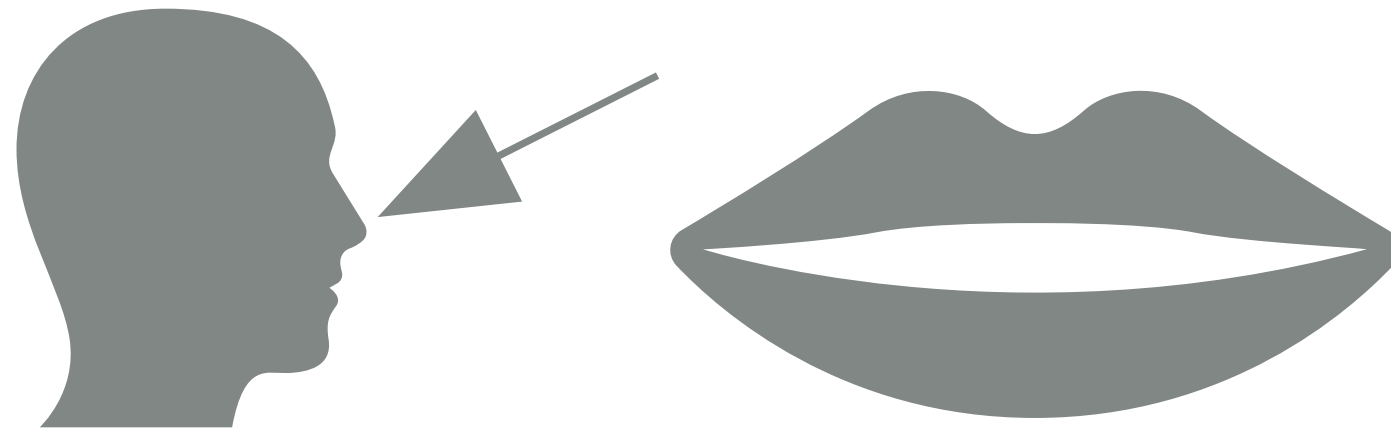


POSSIBLE MODALITIES



Not a requirement of the coursework
Could lead to some interesting improvements?

“GIMMICKY” MODALITIES



Just examples to think outside the box

Breakout?

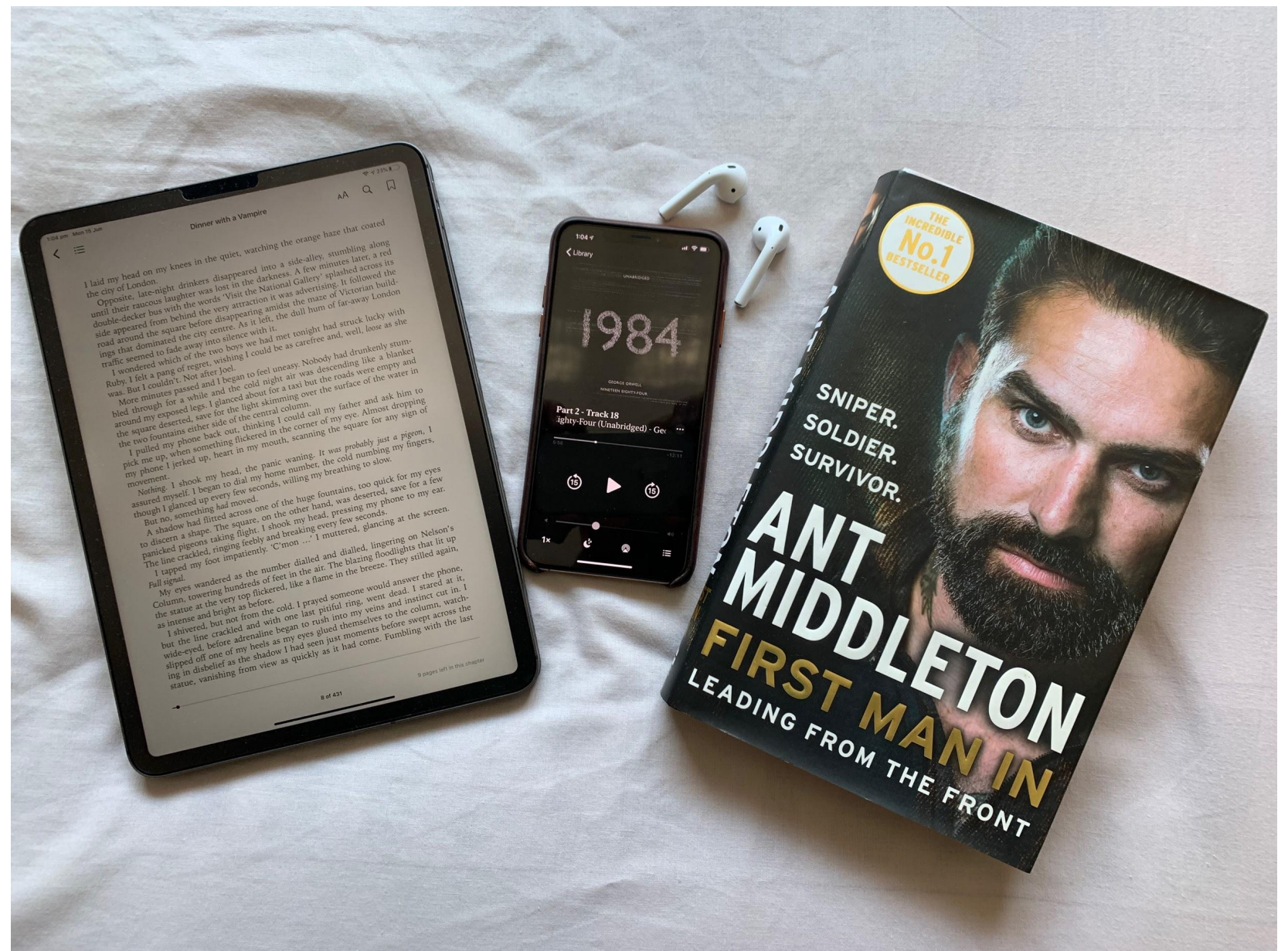
DATA GATHERING



DATA GATHERING EXAMPLE

Digital Bookmark

- AutoEthnography
- Questionnaire
- Interviews
- Study



AUTOETHNOGRAPHY

To document and Learn from your own behaviours

I prefer printed books over their digital counterparts. Why? I like the "feeling" of a physical book, the weight, the cover and the texture of each page, and I also like the smell of a new book. However, I'm not particularly eager to carry books around with me. My bag is heavy enough with my laptop, iPad, and other work stuff, so I read digitally whilst commuting.

AUTOETHNOGRAPHY

I find that I get "lost" often between reading a physical book and a digital one. My digital books have no page numbers but do have progress percentage, and I cannot match that to a page number.

I find that I force myself to read on to the end of a chapter as they are easily transferable between formats. This can be inconvenient as my commute does not always allow.

SUMMARY OF FINDINGS

- How would we summarise the information gathered?
 - **Cluster** qualitative information

Examples:

“XX of XX group members memorised an event to find reading location”

“XX of XX group members would read to the end of a chapter before putting down a book”

FORMATION OF DESIGNS

- Think about designs based on your findings in relation to the design brief
- This is why it's important to think of what information you want to gather

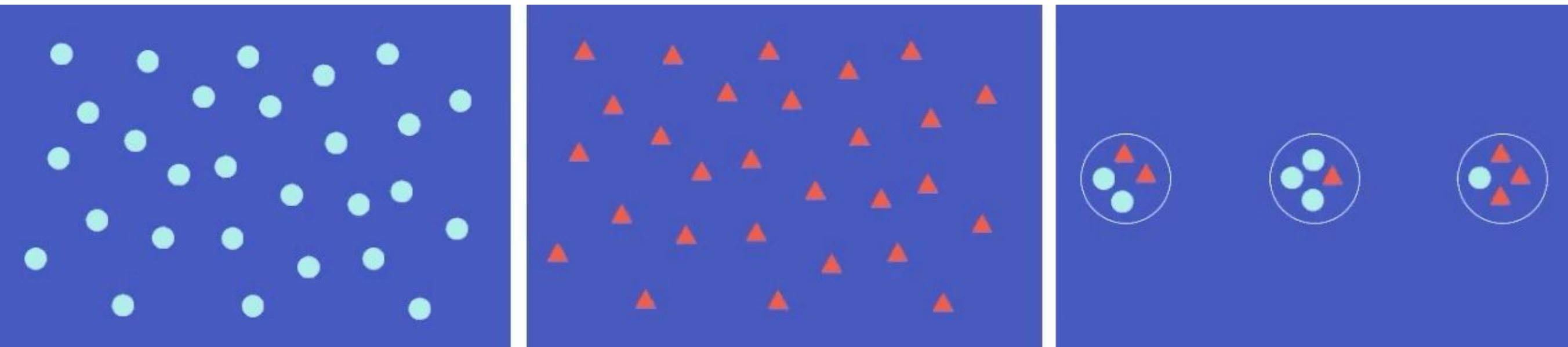
Breakout

In your groups, discuss early Zoom autoethnography results

PERSONAS

- Personas represent a major group of your end users
- Allows designers to focus on the major needs and expectations of the user groups
- Aid to uncovering universal features and functionality
- Describes real people, values, backgrounds
- X 2 required for CW

Trying to group as many groups as possible





THE STUDENT

Age: 21

Gender: Male

Occupation: Student

Behavior: He loves attending all shows of his favorite artists and sharing their music with his friends. His friends also go to shows a lot and are always focused on the latest and greatest artist. He loves sharing new and upcoming music which people may have not discovered yet.

Goals:

- Listen to the newest releases from his favorite artist as soon as it comes out.
- Attend his favorite artists shows.
- Know what music is trending so he's always current in his music selection.

Needs:

- To connect with his favorite artists.
- Keep up with artists latest releases and dates.
- Discover the best new music from what's trending or what his friends are listening to.

Pains/Frustrations:

- Missing a show, because he didn't know about it.
- Missing recommendations from friends because they are not in-app.



THE COMMUTER

Age: 29

Gender: Female

Occupation: Civil Engineer

Behavior: She's a busy mother of 1, who is focused with her career and family. She typically cycles between the radio, podcasts and playlists on her morning commute it all really just depends on her mood. Although she enjoys music, she depends on premade playlists or friends suggestions when listening as she doesn't have time to keep up with the latest but enjoys the tailored experience.

Goals:

- Stream music whenever while on the go, either on the road or underground with no service.

Needs:

- Podcasts that she can listen to when she's not in the mood for radio talk shows.
- An eclectic catalogue of music that can be tailored to her taste or mood.

Pains/Frustrations:

- Too many options with discovering the latest and greatest although she mostly enjoys what she knows.



THE CURATOR

Age: 36

Gender: Male

Occupation: Audio Engineer

Behavior: He has been a music collector since a kid and has always had an eclectic taste. He loves introducing people into undiscovered music, old or new and having the perfect playlists to enhance any experience from a late night drive to a summer BBQ he has it all ready for any occasion.

Goals:

- Find obscure music which hasn't been discovered.
- Create the best playlists for himself and others.
- Manage his library to always have the right music for the current vibe or mood.

Needs:

- Access to a large catalogue to pick through a variety of artists.
- Efficient library management capabilities, moving songs between playlists and removing any lemons.

Pains/Frustrations:

- It is hard to manage his playlists on mobile.
- Being inundated with music and artists he has no interest in listening to.

SCENARIOS

- A idealistic but realistic situation that users will find themselves in
- Allows designers to develop solutions in pinch points
- Designed to find pinch points for designs to weed out unsuitable solutions
- at least 1 CW





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Breakout

In your groups, discuss how to change music on your phone while driving using a Spotify persona

FINAL THOUGHTS

- Think about what information you want to gather that will help you think of ideas for the specification
- Report your findings and form ideas

MILESTONE 1

Milestone 1 – 60-second *Understanding the User* video (due 17th February, 11am):
Create a video that a) briefly describes your group's key findings from the autoethnography exercise; and, b) presents your most promising scenario from Phase 1, making sure you explain how your idea would improve the Zoom experience.

ANY FINAL QUESTIONS?