



Researching the User (2) – 17.09.15

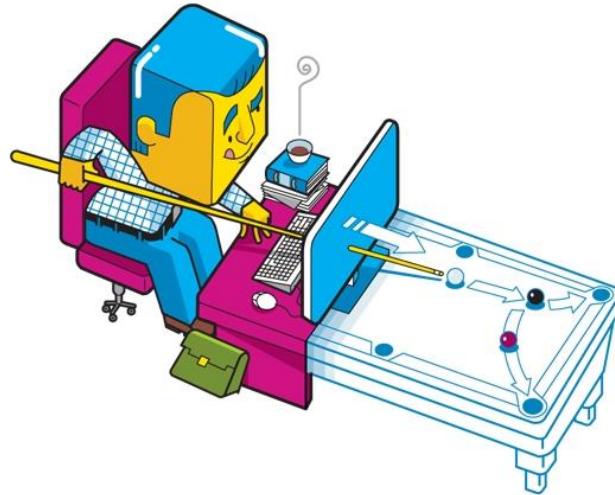


Time	Subject
8.30	Agenda and recap from last week
8.45	Introduction to user research
9.10	Break
9.20	Qualitative Interviews
10.15	Break
10.35	Website # 1
10.50	Other qualitative methods
11.20	Break
11.30	Development methods
12.00	Lunch
12.30	Website # 2
12.45	Inspiration and competitor analysis
13.35	Recap of the day + Homework and preparation
13.50	Finally Friday Free!

Today's agenda

Interface is a strange word.

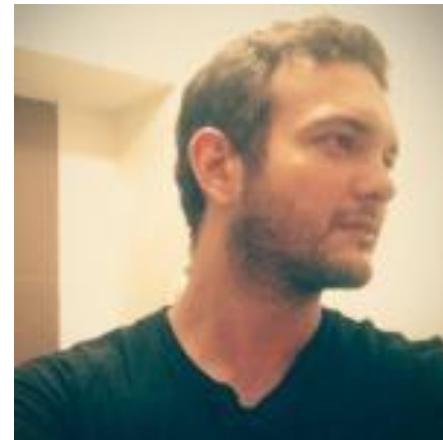
- Hard to define and point at.
- Comes in many shapes and sizes.
- Focus on users and situation to understand where to go.



What happened last time?

Web design is dead... and alive again.

- UX is the name of the game.
- Put focus on the users emotional needs.
- Design the whole brand, not just one channel.



What happened last time?

The first mouse was made of wood!?

- How we see and understand Human Computer Interaction is ever changing.
- The shift from system, to user, to emotion.



What happened last time?

This time:

Topic: Researching the user to understand what they need and why.

Read:

[Cooper] *About face* p. 21 – 59: The text has a bit on design process in *Goal Directed Design*. From page 30 it is user research. From page 44 it is interviews and ethnographic.

[Schneider] *Designing the User Interface* p. 122 – 129
Classic text on participatory design and the need to know users.

Homework and preparation

Why we look at users

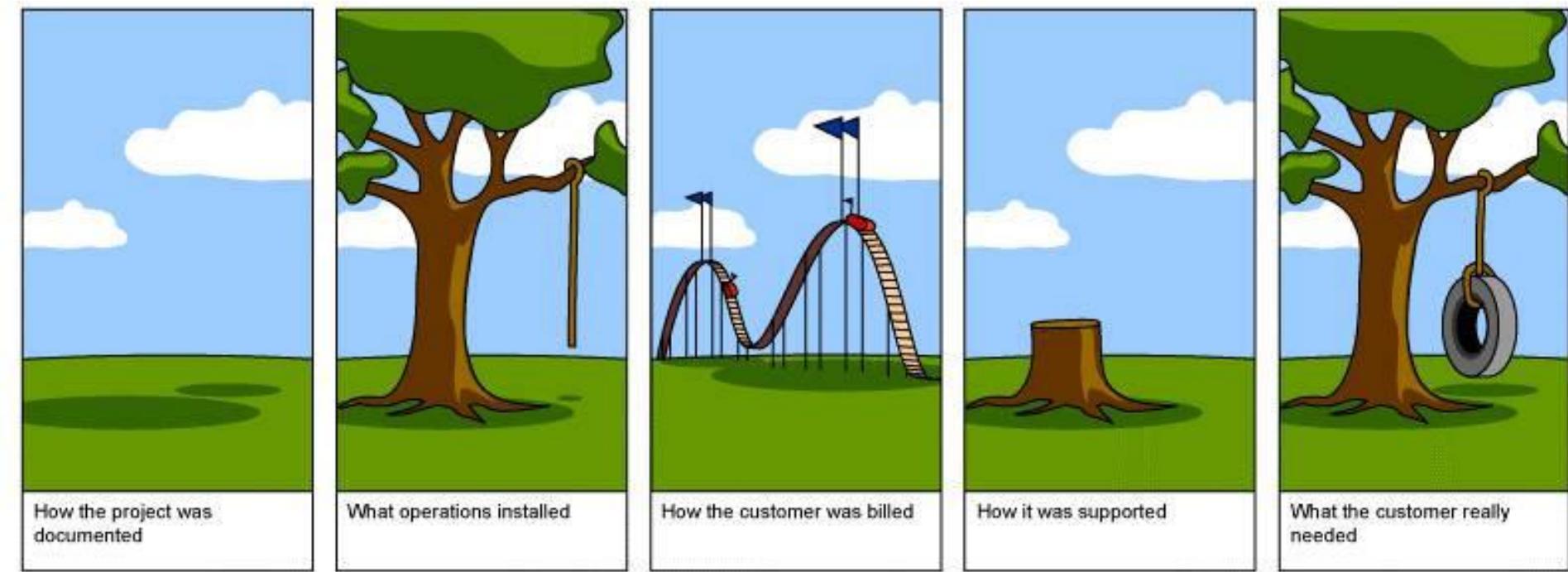
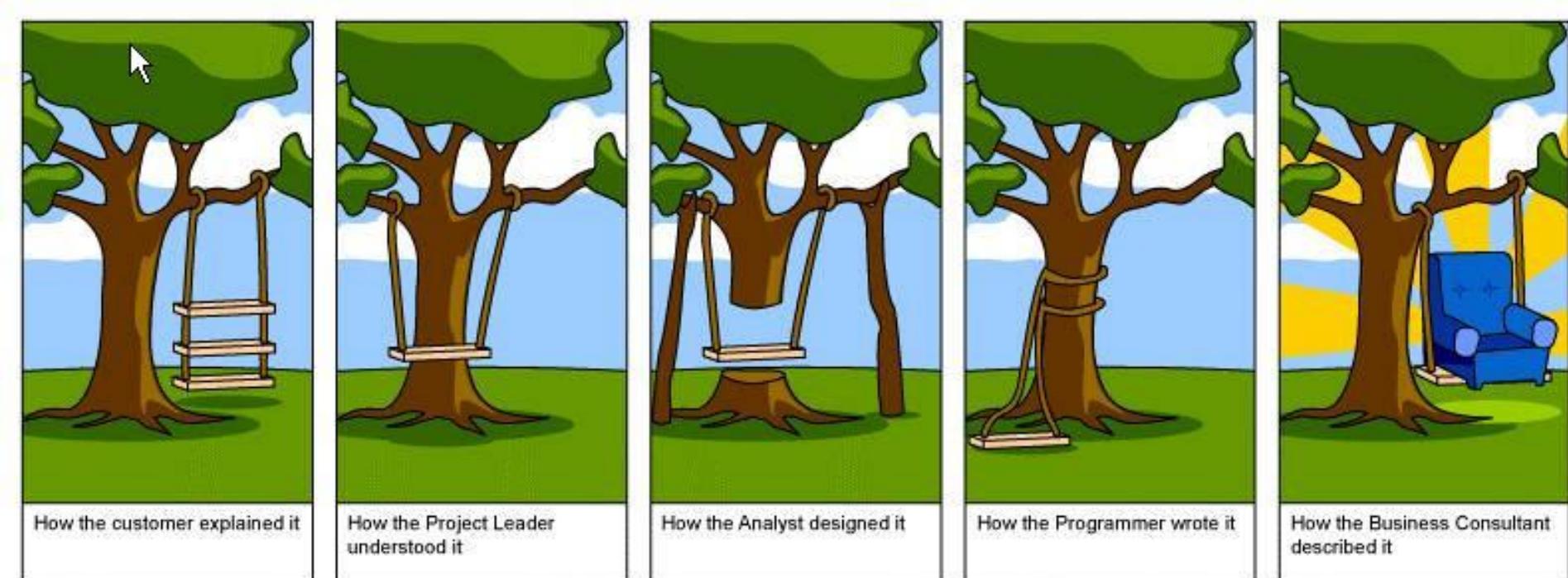
You are **designing peoples lives** – the least you can do is take an interest in them and make your design decisions from knowledge.

The requested solution might not be the right one. **You will only know** if you look at the people affected by the change.
(Com-system)

Cooper: The success of any design depends on the products ability to answers user needs. Without knowledge about users we have little chance of success.



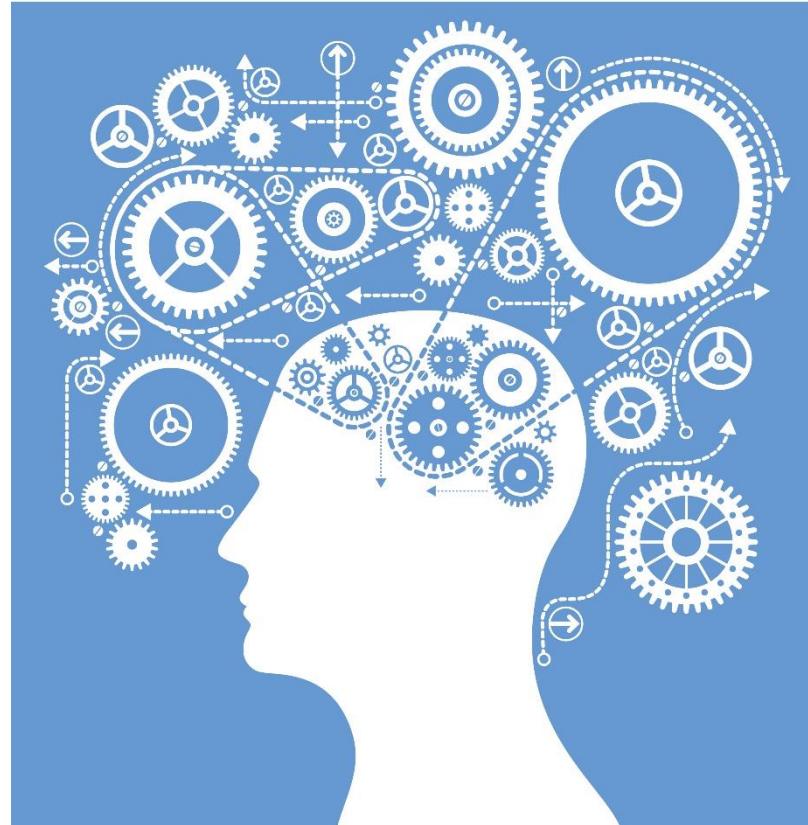
User Research



We must:

Understand each method and the data it provides. When we look at users we have to know, how we look at them, and why we look at them. (I.e. what question do you want answered?)

Know the difference between behaviour and attitude and what research methods are suited for collecting data on either.



Why we look at users research

Qualitative and Quantitative



What is the difference?

Give examples of when and how you worked with either?

What research questions did you answer? In what context?

Two types of research

Other common contrasts

Quantitative	Qualitative
Numbers	Words
Point of view of researcher	Points of view of participants
Researcher distant	Researcher close
Theory testing	Theory emergent
Static	Process
Structured	Unstructured
Generalization	Contextual understanding
Hard, reliable data	Rich, deep data
Macro	Micro
Behaviour	Meaning
Artificial settings	Natural settings

Qualitative and quantitative

Quantitative

- What users do, how they do it, when they do it and where.
- How old are users, where do they live, what do they do.
- Are users happy or unhappy with your product or service.
- Is A or B the best solution for this problem (what about C).
- It is all about **what users do** (not what they say or think they do).



Quantitative research
Much More in week 7

Qualitative

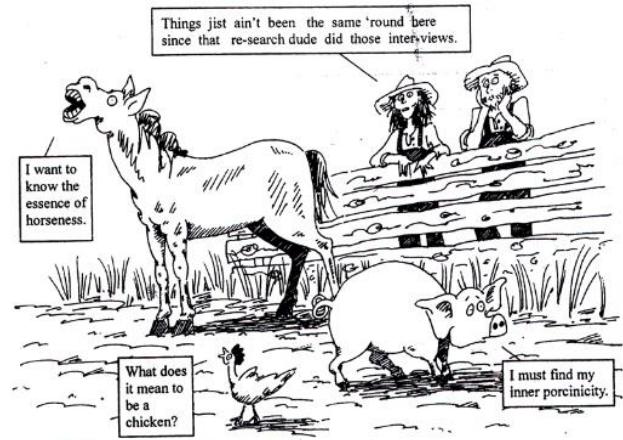
- What customers **think and feel** about your product or service.
- What **motivates customers** to choose between different products.
- If the use experience influences customers and in what way.
- What “messages” have the most impact – positive and negative.
- How price affects decision-making compared to ideology and style
- Whether there is demand for a new function or service



What can qualitative research tell you?

Qualitative

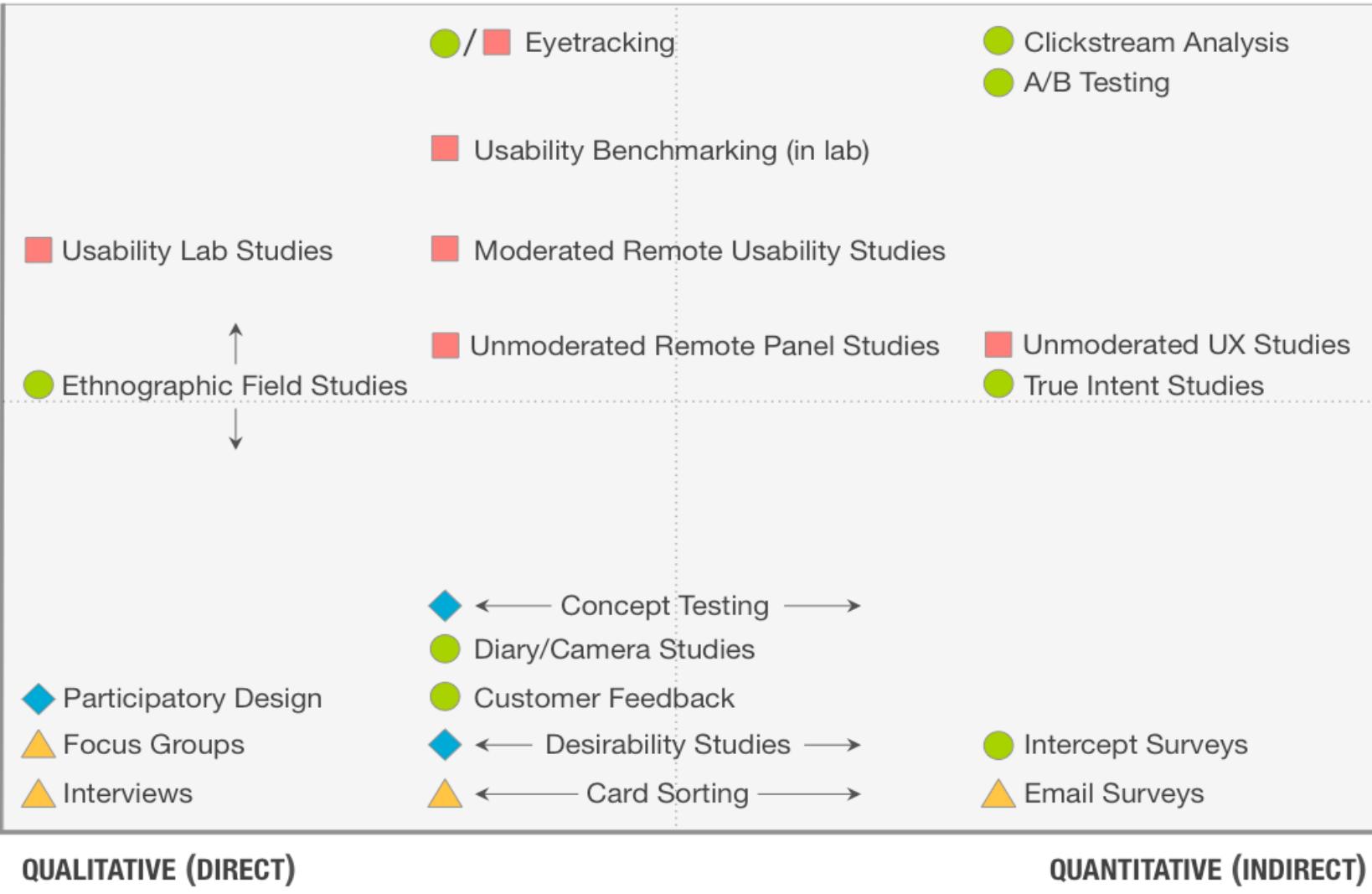
- It can be very time consuming and expensive to conduct.
- It can generate a huge amount of data difficult to interpreted.
- Data analysis can be difficult because of the amount of data and no clear strategy for analysis.
- You affect user by asking them – they change when you look at them.



Weaknesses

A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL



QUALITATIVE (DIRECT)

QUANTITATIVE (INDIRECT)

KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

● Natural use of product

▲ De-contextualized / not using product

■ Scripted (often lab-based) use of product

◆ Combination / hybrid

A LANDSCAPE OF USER RESEARCH METHODS

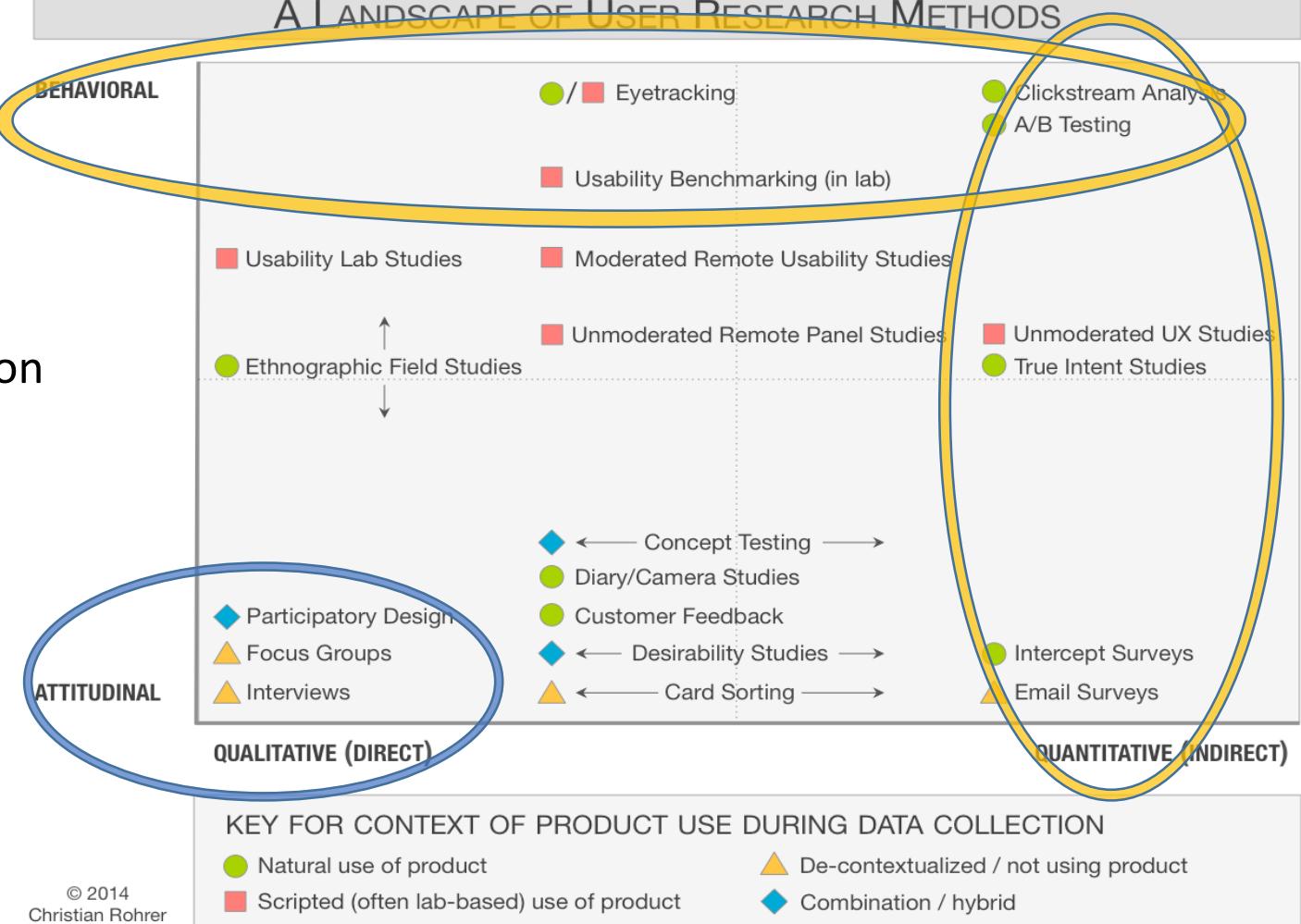
Interviews

Field Observation

Participation

Focus Groups

Benchmarking



Today and later we look at:

Break 10 min



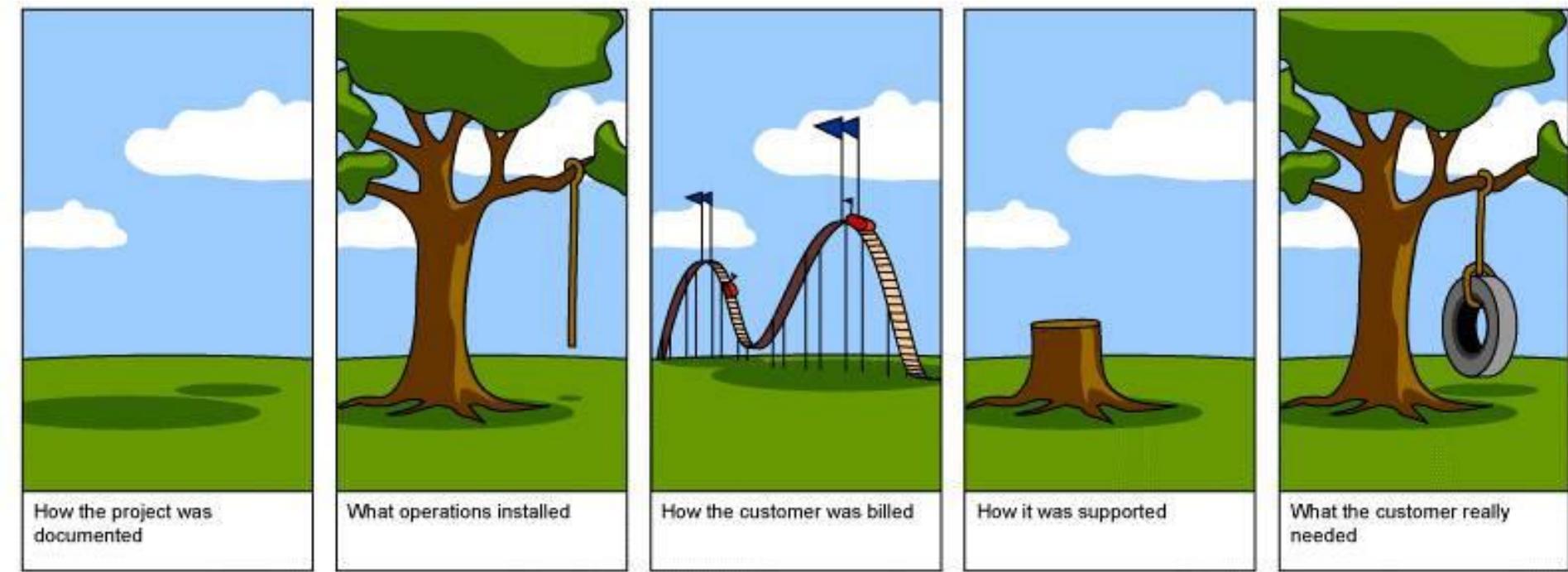
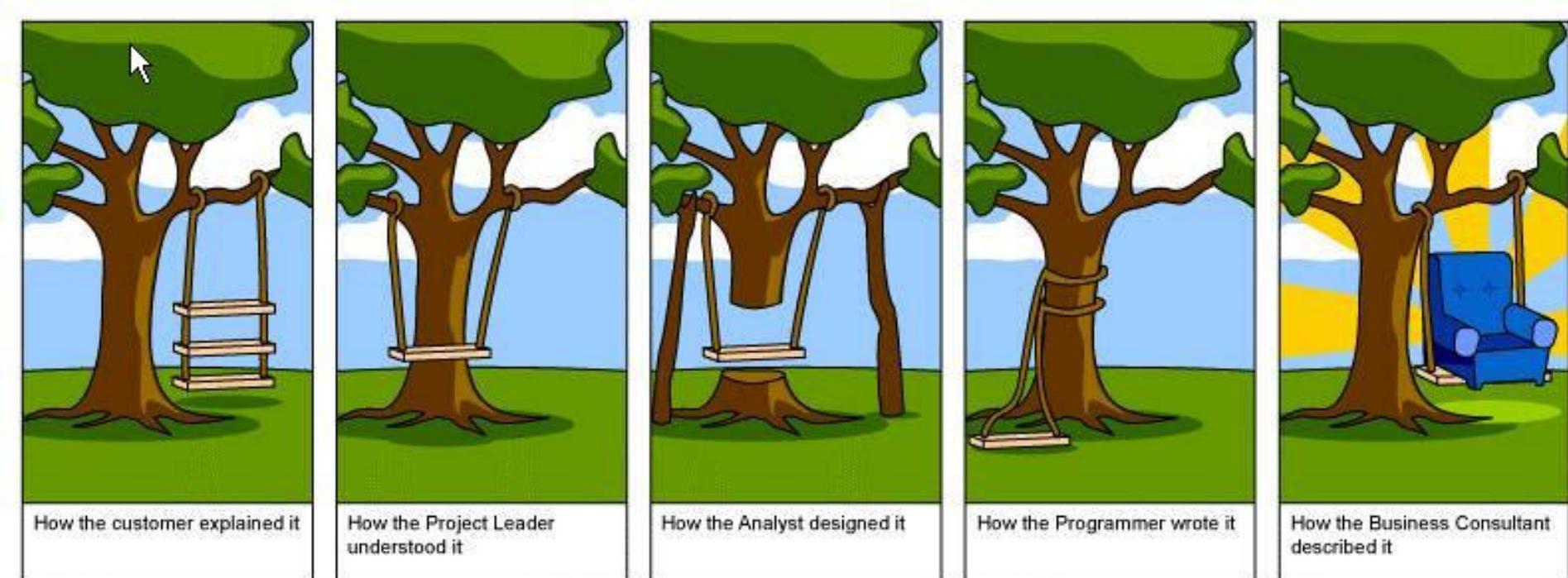
Interview

Deep data mining of living people

Any experience?

Interview

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Task: Customers Focus Project.
Killing assumptions

Arriva Interviews

Forms of Interviews

Unstructured or nondirective interview

- An unstructured conversational-style interview in which the interviewer pursues points of interest as they come up in response to questions.

Structured or directive interview

- An interview following a set sequence of questions, with few adaptions.

Strict interview

- An interview much like a verbal survey, with the added benefit of facial and body language interpretation.

Group interview

- An interview taking advantage of the synergies and relations between two or more interviewees.

More or less formal

Maintain a structuring of your interview

1. Introduction: “Why are you doing this to me”
2. Warm-up: “This is nice. I feel safe”
3. General issues: “I have an opinion on this”
4. Deep focus: “I truly believe this because...”
5. Retrospective: “Wow we talked at lot”
6. Wrap-up: “Good experience. Will help again”



How to: The interview

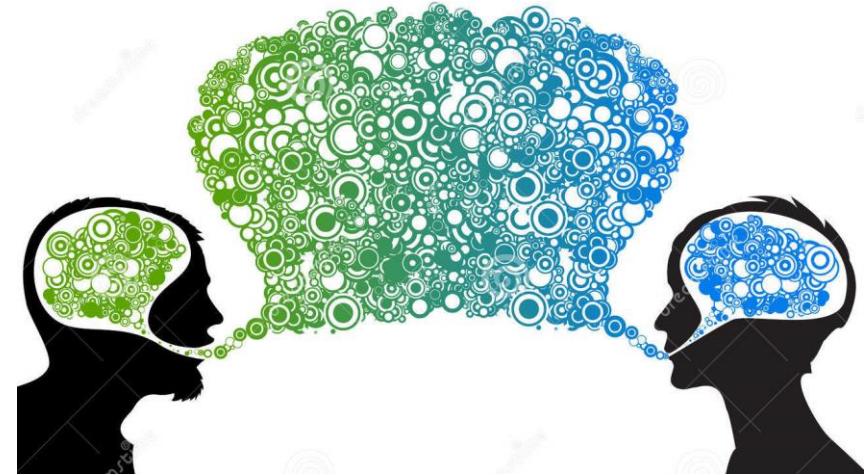
Helpful tips

Always make a guide and focus your questions on a single topic.

Concentrate on the persons immediate experiences.

“Try” to keep questions non-directed and neutral and “Try” to avoid bias or leading questions.

Avoid judgemental language and binary questions (either this or this).



It is a dialog on equal terms –
define the terms

Composing the interview guide

Helpful tips 2

Be aware of your own assumptions and don't enforce them. Don't force opinions or answers. You do this by keeping questions open-ended.

Look for the things that surprise you, and burrow in to these topics. Don't leave before you understand.

"Never" say the participant is wrong. Instead try to understand where their opinion is coming from.

Listen carefully to answers and be flexible enough to change your approach accordingly.



Tape it!

Focus on dialog
Not notes!

Running the interview

Mandatory assignment Interface design

A new technique for constructing houses has been invented. With this technique environment neutral, cheap, strong and light walls and elements for “type”-houses can be produced and sold in **Scandinavia**.

The academy has been contact by the construction firm and ask to launch this new product by creating:

A new company brand that can compete with existing competitors and sell houses.



First Mandatory assignment

Mandatory assignment Interface design

An important part of this brand is the online presence of the company, including its website where the first customer contact is likely to be made. Your assignment consists of **three iterations**:

1. Iteration (this week):

Research and gather inspiration.

2. Iteration (next week):

Interpret data and build understanding.

3. Iteration (in two weeks):

Make a proof-of-concept brand website.



First Mandatory assignment

Mandatory assignment part 1: Research report

Iteration 1. We will work on the first iteration today. The first iteration must consist of two elements. We will start them both today.

- Look at the market and gather inspiration for the new brands online presence with a competitor analysis.
- Understand the users(buyers) by doing interviews of potentials in target group.



First Mandatory assignment

Congratulations!! You got a job.

You work for the academy development department! Hurray!

Your job is to:

Provide the academy with knowledge about what motivates students to study web development. The academy needs to know this to create an online campaign securing more students next year.

The kicker:

Students are impatient. You **only get 8 question**. They must be good enough to sustain a 5 minute interview. Anything less will not provide you with trustworthy data.

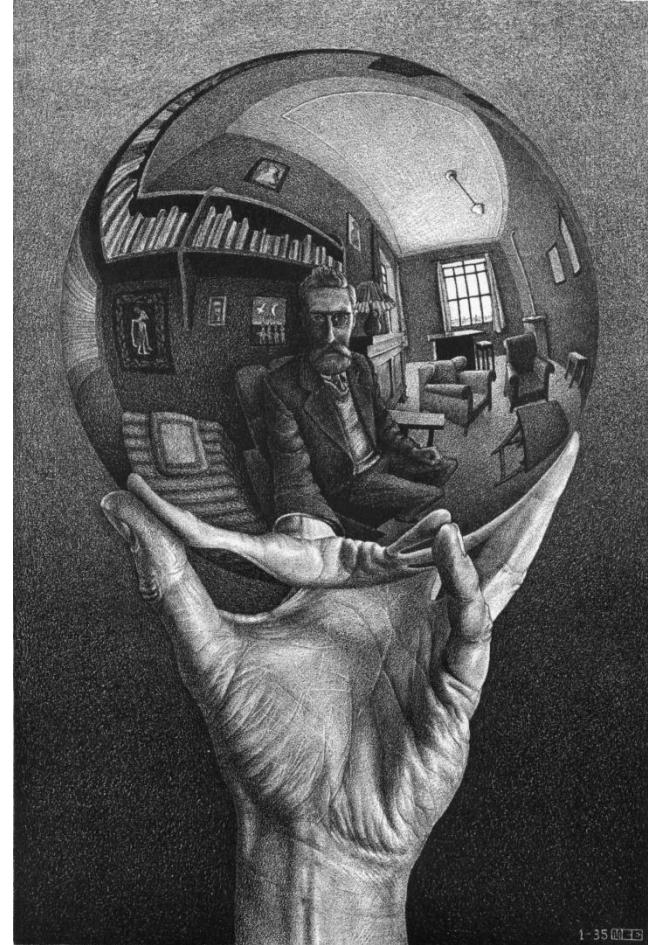
5 min. to make questions
5 min. to interview (x2)
5 min. to adjust questions
5 min. to interview (x2)

Interview game

What was it like to be an interviewer?

What was it like to be interviewed?

What did you learn about interviewing?



Reflections – in groups, 5 minutes

Do interviews and interpret them

1. You must conduct **two** interviews per group member. Your interviewees can be anyone but the closer they are to the target group the better.
2. You must describe the structure and content of your interview guide and include the guide in the mandatory assignment. Could be a good idea to write down thoughts before and after.
3. You must write a conclusion on your interview findings. What did you discover and what will it mean for the final brand and our company's online presses.

Approx. 1 page in total excluding the interview guide.

Interview for the mandatory

Break 20 min



WUNDERHUND

CREATIVE STUDIO



Web page discussion

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1. What is this sites mission and goal? And how can you tell?
 - What industry does it belong to and what does that signify?

2. Who are the sites users? How do you know?
 - Age, gender, salary, origins, hobbies, motivations?

3. On what platform and from where might this site be accessed?
 - What does this signify, and what are the users motivations for visiting?

4. Do you recognise any design patters? What do they signify?
 - Horizontal navbar at top or symmetrical composition?

5. Are they breaking any “rules” or doing anything original?
 - What is with the usability and User experience?

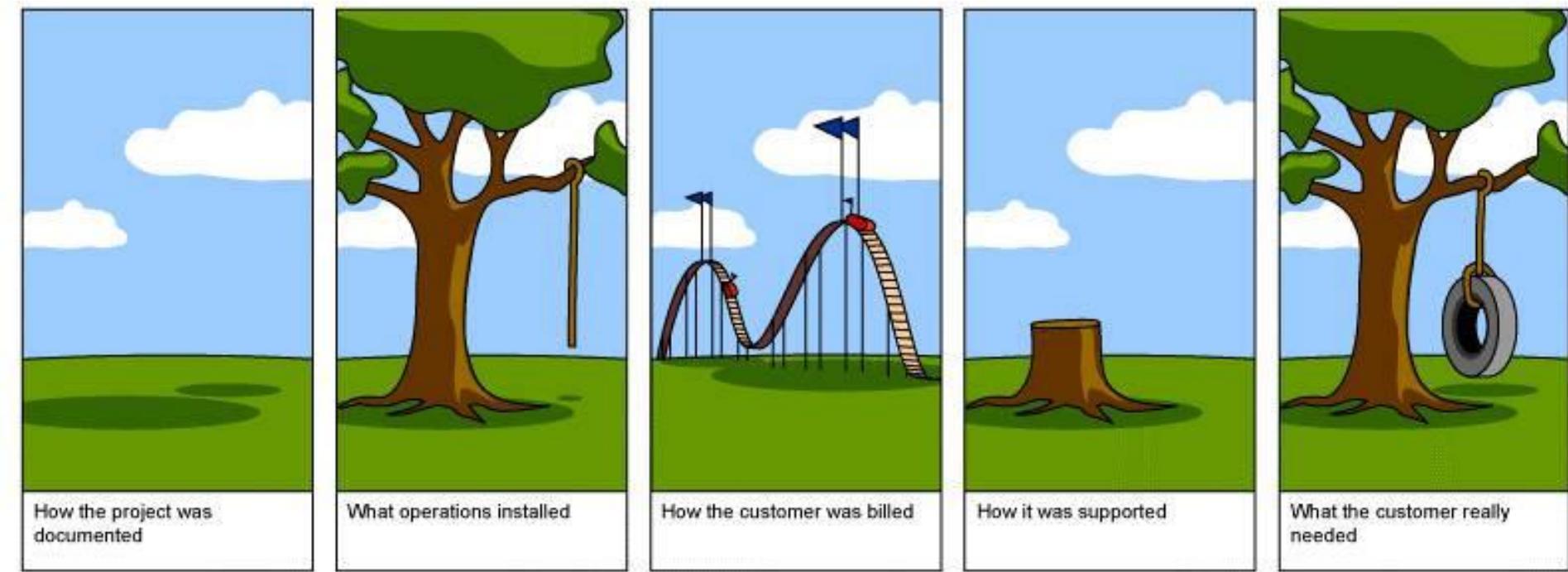
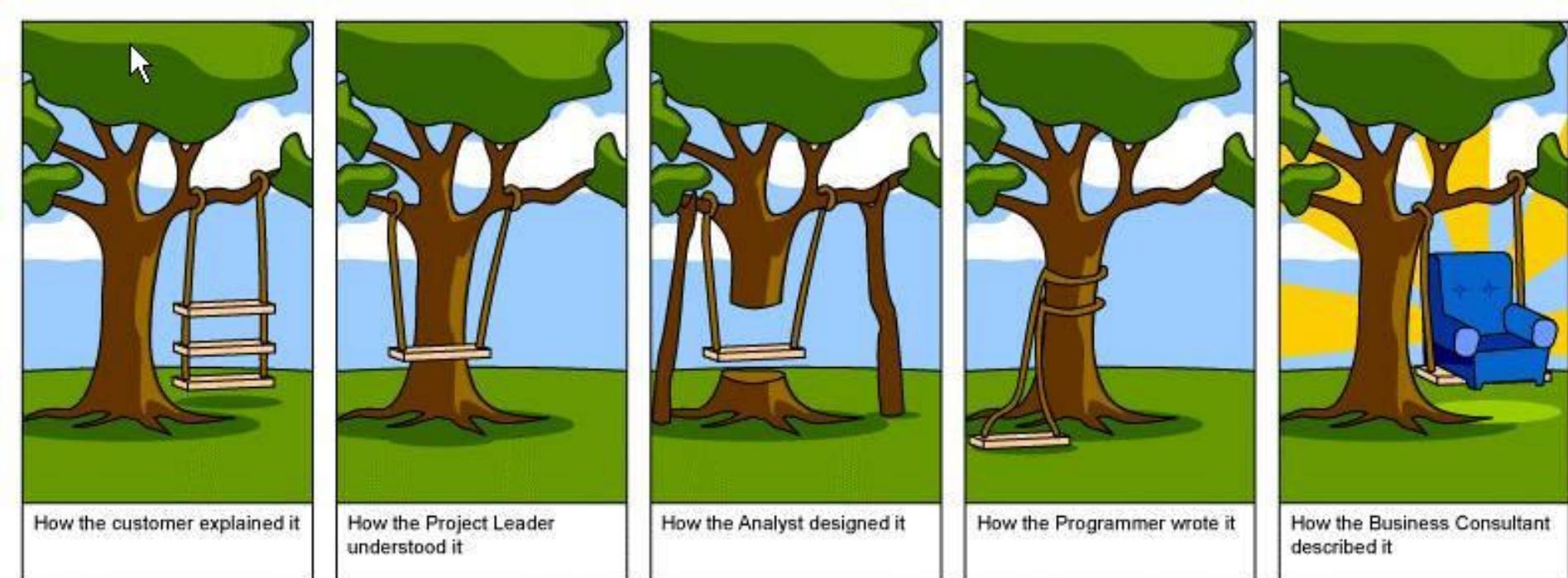
Website Communication strategy

Other types of Qualitative research

Focus group
Field observation
Participation

Qualitative user research

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Definition:

"A focus group is a form of qualitative research in which a group of people are asked about their perceptions, opinions, beliefs and attitudes towards a product, service, concept, advertisement, idea or packaging"

- (Henderson, Naomi R., 2009)



Focus group

Why Focus Group:

The combination of people with different ideas creates a great synergy effect.

Participants provoke and push each other or work together to uncover their actual attitudes towards them subject and the reasons behind them.

Important to keep it open - keep it qualitative and focus on the how and why of user attitude and feeling.



Focus group

Exploratory – focus on discovery:

During the beginning of the design process. General attitudes and understandings of the users.

Ex.: Pick a picture + class culture.

Members: Colleagues, users, developers.

Feature prioritization – focus on shape:

Focuses on what the users want the product to do for them, when and how.

Ex.: Journey Map Workshop(week 10)

Members: Colleagues, users.



Four types of focus groups

Trend exploration – focus on change:

Often used in a redesign process.

Rethinking trends in the market and user behaviours, needs and expectations.

Ex. Inspiration card workshop

Members: Users

Competitive – focus on what works:

Aims to uncover what attracts users with respects to competitors products.

Associations? Experiences? Need?

Members: Users and colleagues.



Four types of focus groups

Why not Focus Group:

Exploration can make you discover nothing – but that might be a good thing.

Creates loads of data which is difficult to interpret without experience.



Difficult to find members and motivate them to actively participate.

The role of the facilitator(s) is a science in its own right.

Bringing bias is always a concern. “Look what we made. Let us talk about, what you think about it”. (leads nowhere but to disappear!)

Focus groups drawbacks

Ethnographically inspired observation And participation

ethno graphy

writing about people

(ethno = people; graphy = writing)



The art and science of describing a group of humans, a society – its institutions, interpersonal behaviours, material productions and beliefs.

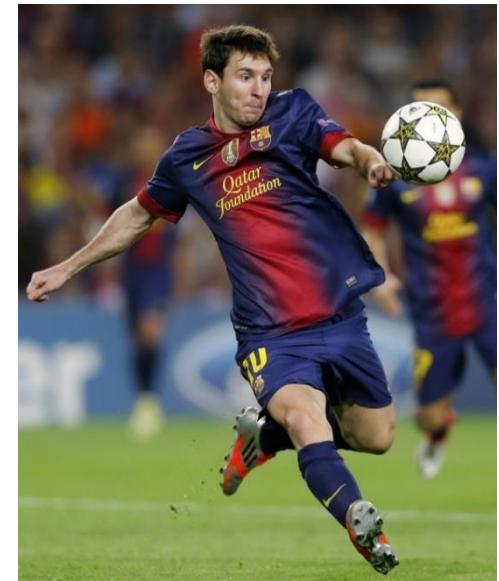
Observation and participation

Why Observation and participation:

Learn by seeing and doing to **uncover hidden and tacit knowledge** otherwise reserved for the members.

What people think they do ≠ what people actually do.

Focus on the context and feel of technology – a richer understanding of the users provides you with the basis for making design choices that leads to good design.



Observation and participation

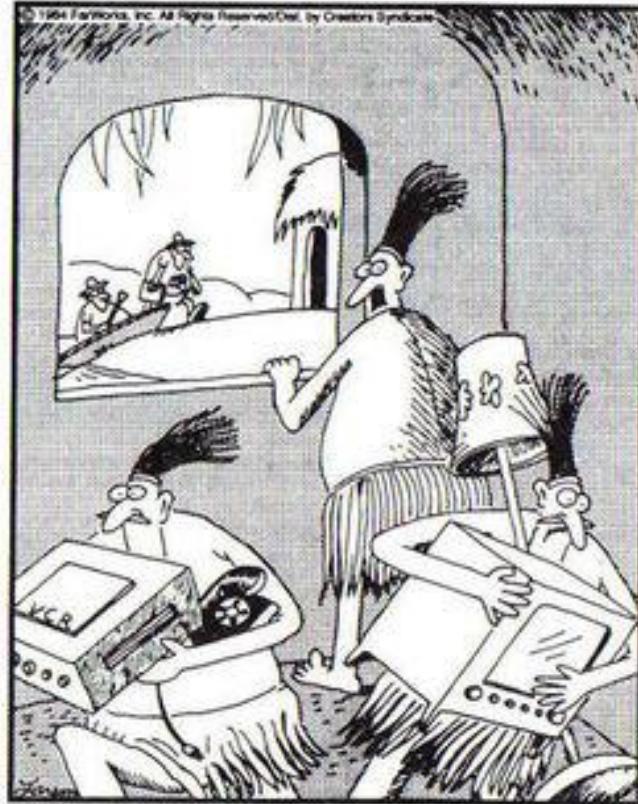
Ethnography is:

- Observation based: Saying ≠ doing
- Interpretative and Open
- **Not** about theory testing
- About theory building

Observe to learn about the target group's languages(codes), values and interactions to gain understanding of the *context* in which IT is used

The challenge is **Gatekeepers!!**

THE FAR SIDE® BY GARY LARSON



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Ethnography in HCI

The court room

Discovered a very clear correlation between basic (often considered uncivilised) rites of passage and the Danish courts.



The Jungle on Borneo

Villagers praise the government because they provide them with electricity, houses and more (Just like the commercial campaign says). In truth nothings is provided, but easy access to factories and natural reserves.



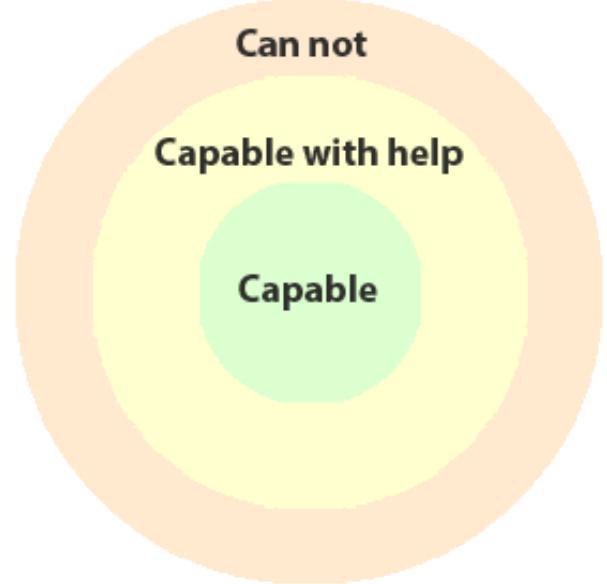
Observation and participation

Cooper: Contextual inquiry and active participation

Field observations often leads to active participation with interview elements.

Coopers notes on structuring observation:

- Shorten the period
- Small teams
- Identify goals first
- All context can be observed



Field study and participation

Ethnographical observation can build technology *for* users.

The next step is to build technology *with* them:
Co-creation or participatory design.

Through a vigorous use of focus groups, observation, participation and more the users take a central role in shaping the design with the designer acting as facilitator.



Participatory design

What is implied by the word:

User?	Gamer?
Customer?	Player?
Visitor?	Subscriber?
Payer?	Contributor?
Client?	Fan?
Contact?	Person?



**How we talk about something affects how we understand it!
Be careful when choosing your words(understanding).**

"Do you believe in the users?"

Break 10 min





SEDANS SUVS COUPES HYBRIDS F PERFORMANCE FUTURE Owners L/Certified Find A Dealer



THE OTHER SIDE OF LEXUS

LEXUS PERFORMANCE

A place where adrenaline fuels the senses. Where visceral response and vehicle responsiveness are one. Where drivers connect to the road like never before.

Choose your journey.

*Experience with desktop only or sync your device
to get the dual-screen experience.*



SCROLL
▼

lexus.com/f-performance/#/performance/overview/

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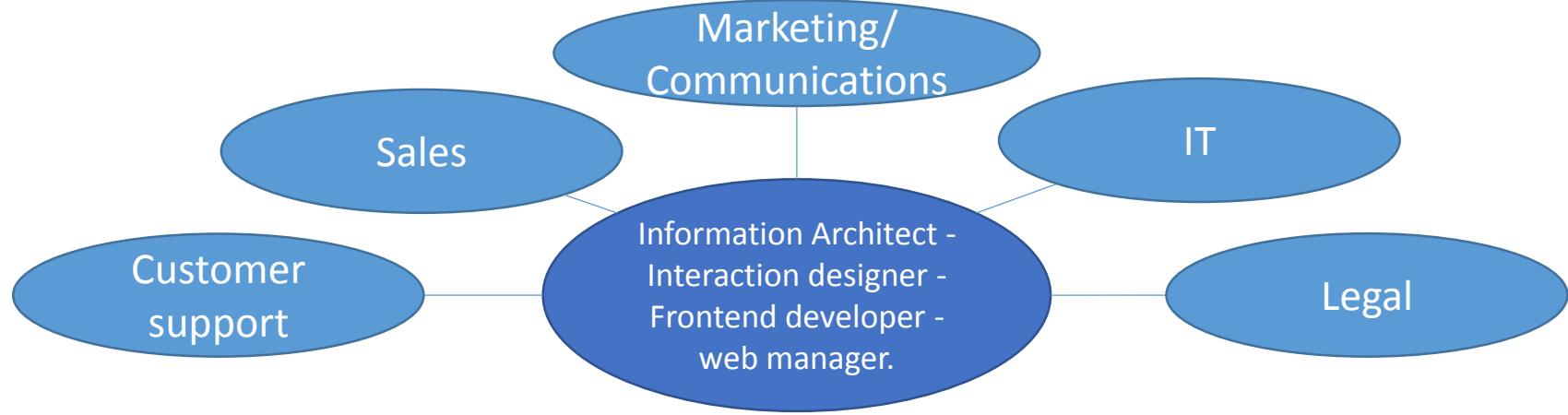
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Website Communication strategy



It is going to be a mess

What research, when and where? It depends on your questions!

Qualitative researches seek “saturation”

- “how many” isent the issue. Do you understand the phenomenon? Have you learned enough?
- Mere numbers are irrelevant. You want “verstehn” or deep understanding.

Quantitative researchers seek statistical validity

- Can you safely generalize to the population? Have you systematically excluded anyone?

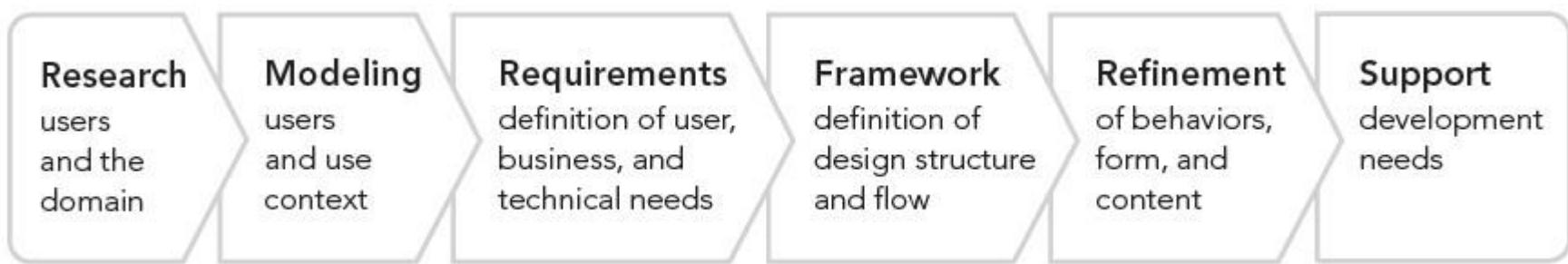
Qualitative and quantitative

Being goal oriented (in your research)

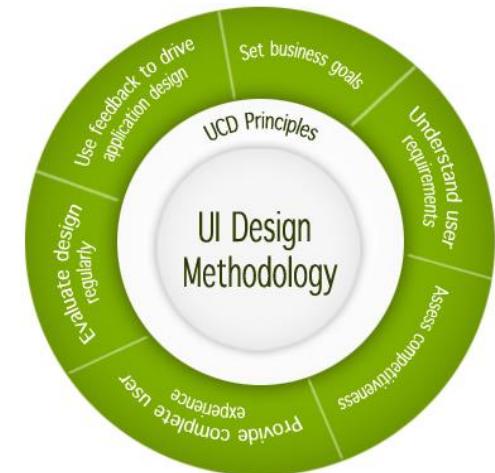
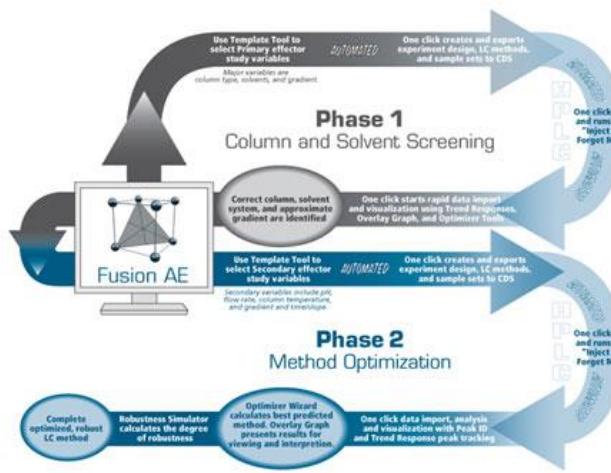
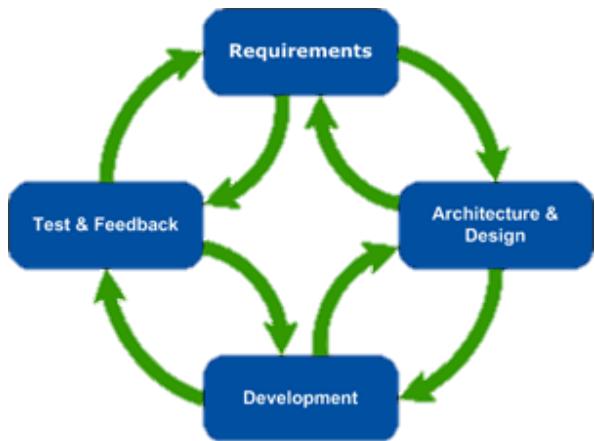
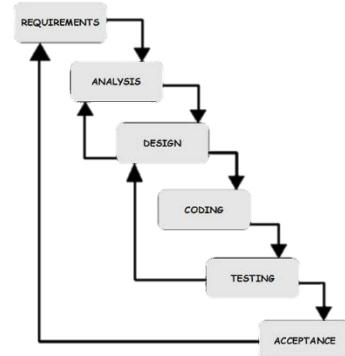
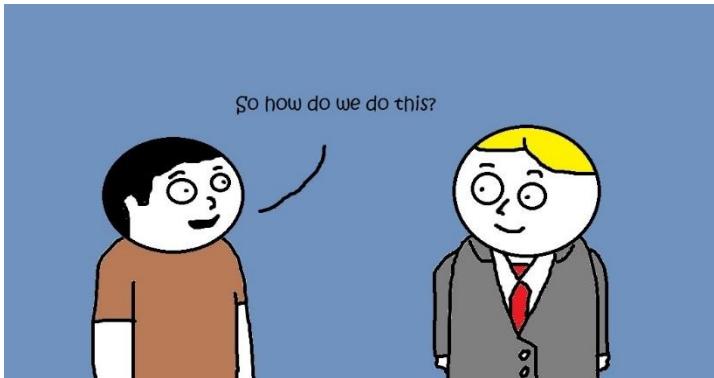
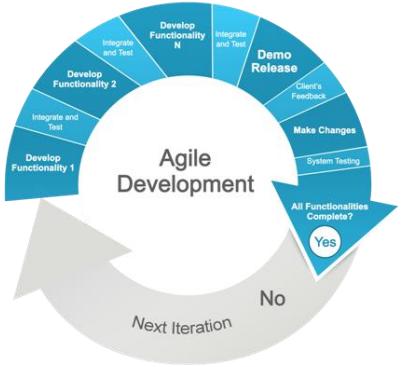
The method, or structure, of your research depends on the project:

- Brand, Marketing or Content site/app?
- Task-based site/app for single user or multiple users.

- Communicate brand values, Demonstrating values.
- Generate interest and buzz
- Enable users to actively do something.
- Mobile version, web site, social media platform, print material?



Before you start doing research



Development methods and planning

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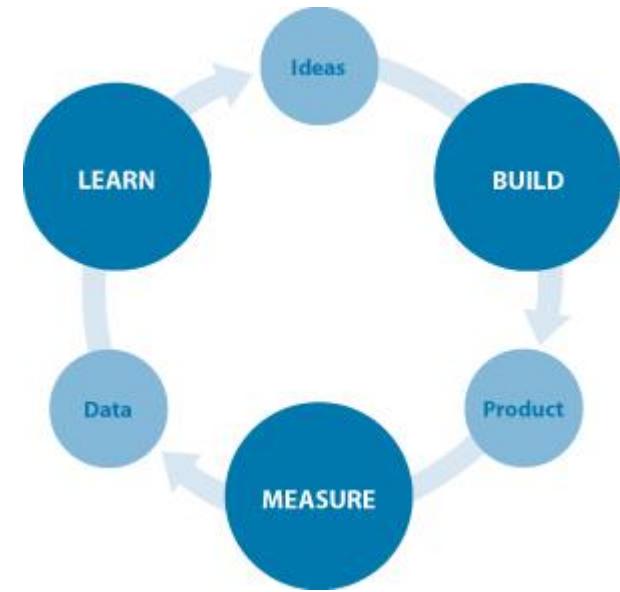
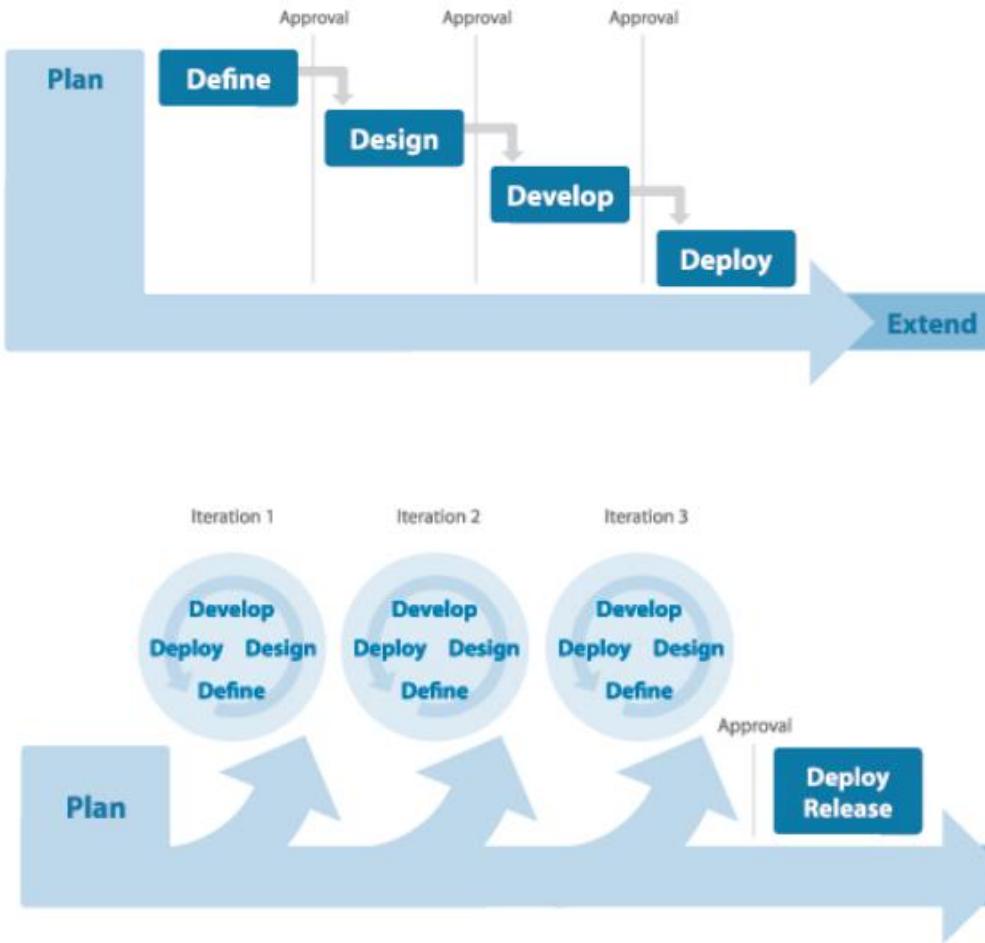
Agile Approaches – Waterfall Approach



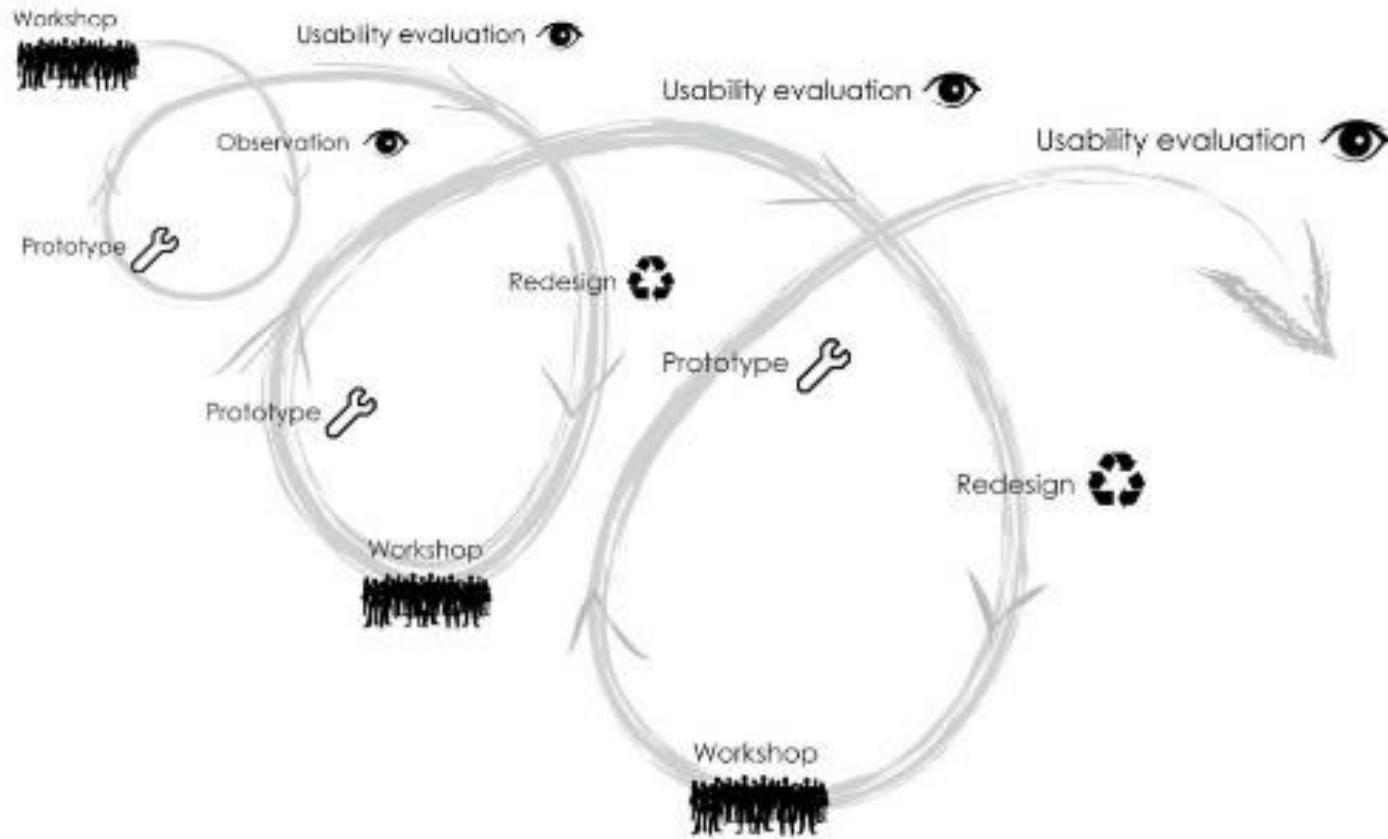
What is the difference?

What is your experience?

Waterfall or Agile



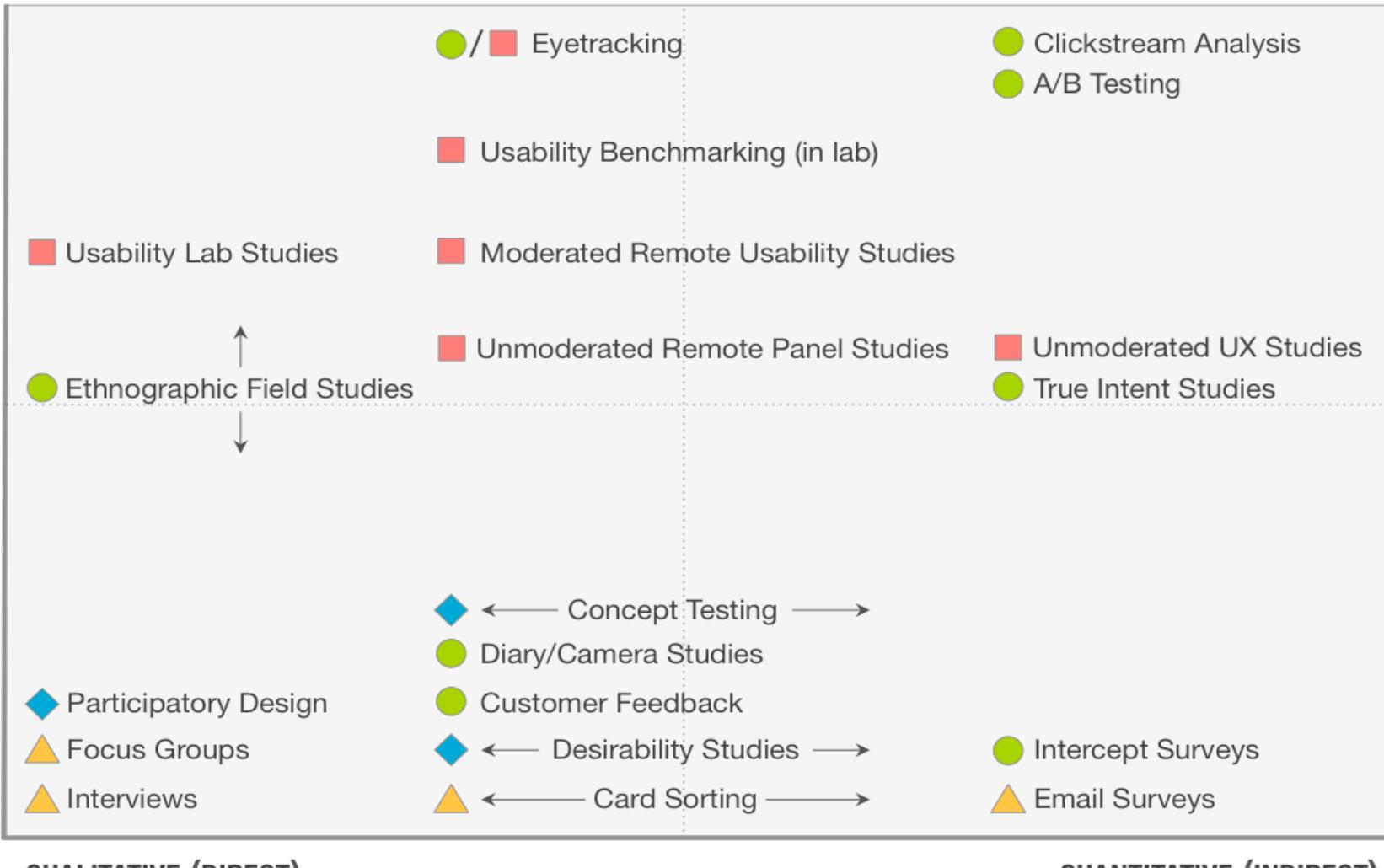
Waterfall or Agile



The iterative design proces

A LANDSCAPE OF USER RESEARCH METHODS

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ASSESSMENT WORK
 MEDIA
 GENERATION
 CV
 RESPECT SELL
 TIME
 ADVANTAGE
 MODERN
 JOB
 QUALITY
 SYSTEM
 EMPOWER
 DESIGNER
 LEADER
 LEADERSHIP
 IMPROVEMENT FEMALE
 PROJECT BUSINESS TEXT
 STAFF
 COMMUNICATION
 WORLD STAFF
 ACCOUNT
 PERFECT
 STRUCTURE
 SERVICES
 MANAGEMENT
 PROFIT CLIENTS
 GROWTH
 GENERATION
 PLAN
 VISION OK
 SALE
 HUMANISM
 TRANSFORMATION
 CHARACTER
 FOCUS
 SUPPORT
 DATA
 RESOURCES
 LIFE CONSUMER
 EXCELLENT
 ACCESS
 PLAN
 DISCUSS
 OK PROFIT
 SALE SKILLS
 SUPPORT
 DIFFERENT EMPLOYMENT COMPANY
 SALE
 DEVELOPMENT
 EVALUATION
 MANAGER
 APPLICATION
 STAFF LEADER
 LEADER FEMALE
 IDEA SET COLLECTION
 MODERN SOLUTION
 CLASSROOM
 RESEARCH
 INDUSTRY
 LEADER TEAM
 ACTIVITY
 TEACH WIN
 EXAMPLE
 GENERATION INFORMATION ECONOMICS PLAN
 PROFESSIONAL EMPLOYMENT INVESTMENT PARTNERSHIP SALE NETWORK
 BRAIN REJECT TECHNOLOGY VALUE MODERNIZATION INNOVATION SKILL OK AD MARKET
 INTERNET FACTORY TECH TRUST SKILL TECH
 SOLUTION FACT CONCEPT TEAMWORK TECH CONCEPT
 INFORMATION TEAM DECISION IDEA JOB
 EMPLOYMENT GROUP
 SALES FORECAST
 GLOBAL POWER
 GENERAL MEDIA
 TRAINING FACTORY
 DEPARTMENT
 PEOPLE COMPUTER
 BENEFIT RISK
 COMPETENCIES
 PEOPLE MARKET
 OK CONCEPT
 OPERATION
 AGENT MALE
 BENEFIT BRAND
 EXPERIENCE
 RESPONSE
 ENVIRONMENT
 POLICY WIN PRODUCT
 EFFECTIVE COMPUTER
 EDUCATION
 INTERACTION
 COMMUNITY
 LIVING
 DEVELOPMENT
 ACCEPT TALENT
 ASSESSMENT OK TALENT INNOVATION
 SOURCE COMPUTER
 BASIC TRANSACTION VIRTUAL
 STRATEGY TEAMWORK BRAND
 MONEY CV
 COMMERCE
 PUBLIC ANALYSIS
 OK INTERNET
 VALUE FUTURE
 CAREER STAFF
 EMPOWER FEMALE
 PERSONAL
 EMPLOYMENT
 CUSTOMERS
 WORK
 IMPROVEMENT
 SMART
 FACTORY
 INDUSTRIAL
 WORKFORCE
 RISK
 NEW
 GENERATION
 ACTION
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 INDUSTRY
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 GREAT
 LEARNING
 INNOVATION
 PRACTICE
 RESPECT
 CAREER
 EMPLOYER
 OWN
 DECISION
 GENERATION
 MEDIA
 OK IDEAS
 OK EMPLOYMENT
 TRUST AVAILABLE
 PARTNERSHIP
 BENCHMARK BEST
 MASTER
 MANAGE CAPITAL
 SOCIAL

COMPETITOR

ANALYSIS



Competitor analysis (benchmarking or audit)

Why Competitor Analysis (benchmarking or audit)

Make sure you have an deep insight in competitors product, communication, functions and possibly processes.

Lets you compare producers to determine the good from the bad, thereby providing you with a basis for own assessment(needs).

Make sure you don't invent things that already exist and work. (Partner up maybe?)

Best way to learn the industry, its trends and movements and spotting new opportunities.



Competitor analysis

Desk research: Literature review

Something you should always do! To busy working? You risk not having a job next month. Stay close to the top of what you are doing.

- Internal documents: What are the others doing?
 - Industry reports: Magazines, SM groups and DS.
 - Web search: Websites, blogs and academia papers.
-
- Conferences/festivals: Transmedial, Resonate, Ars Electronica, Sociale media week and Bit.
 - Network contact(this class): Those similar to you can show you the way.
 - News: General knowledge about society and trends.

Literature review

Competitor analysis benefits

Let it guide the rest of the process. It feeds your goal orientation and refines it continuously.

Gain in-depth understanding of competitors strengths and weaknesses.

- Learn from their weaknesses and then make sure you offer something that capitalizes on it.
- Learn from their strengths. Imitations is the highest form of flattery – Be Inspired!



This lets you spot opportunities giving yourself a competitive advantage = gain **their** customers.

Understanding industry

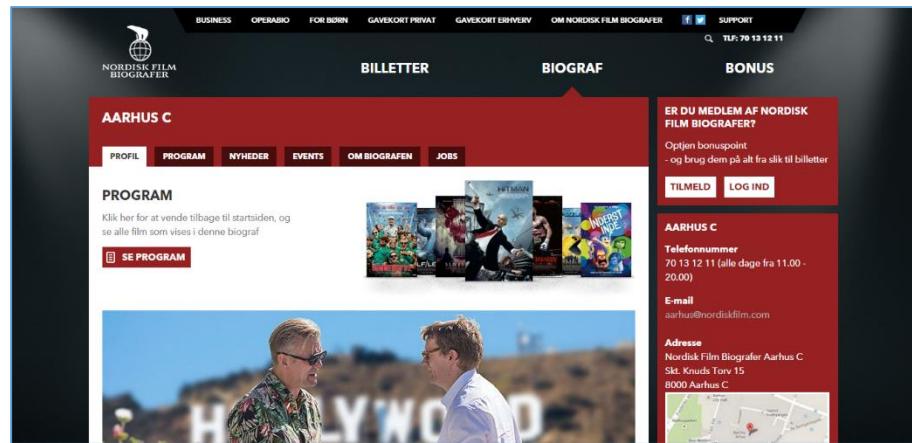
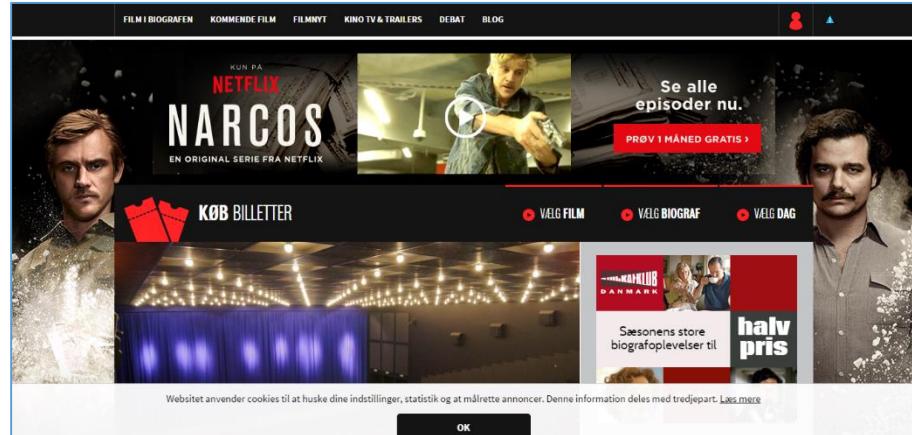
A few tips

Include your product in the analysis to see how good or bad you are.

Try to get a sense of how good your product's user experience is compared to the competitions.

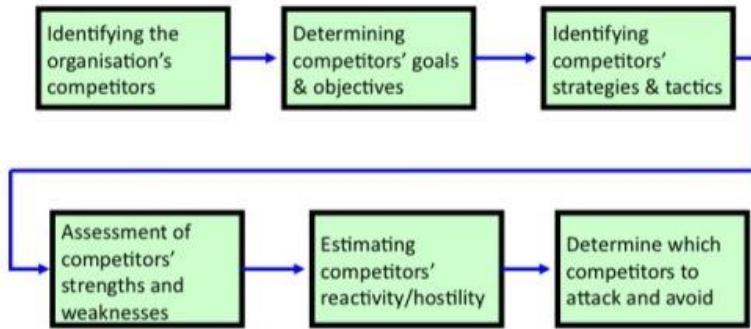
Quickly identify areas to focus on in terms of improvements and marketing/communication. Refines these areas continuously.

Use heuristics or other guides. And look outside your industry.



Comparing products

Steps in Analysing Competitors



Whatever you choose – work goal oriented. Formulate research questions beforehand and seek to answer them. Do not be surprised if you find more questions than answers.

Models

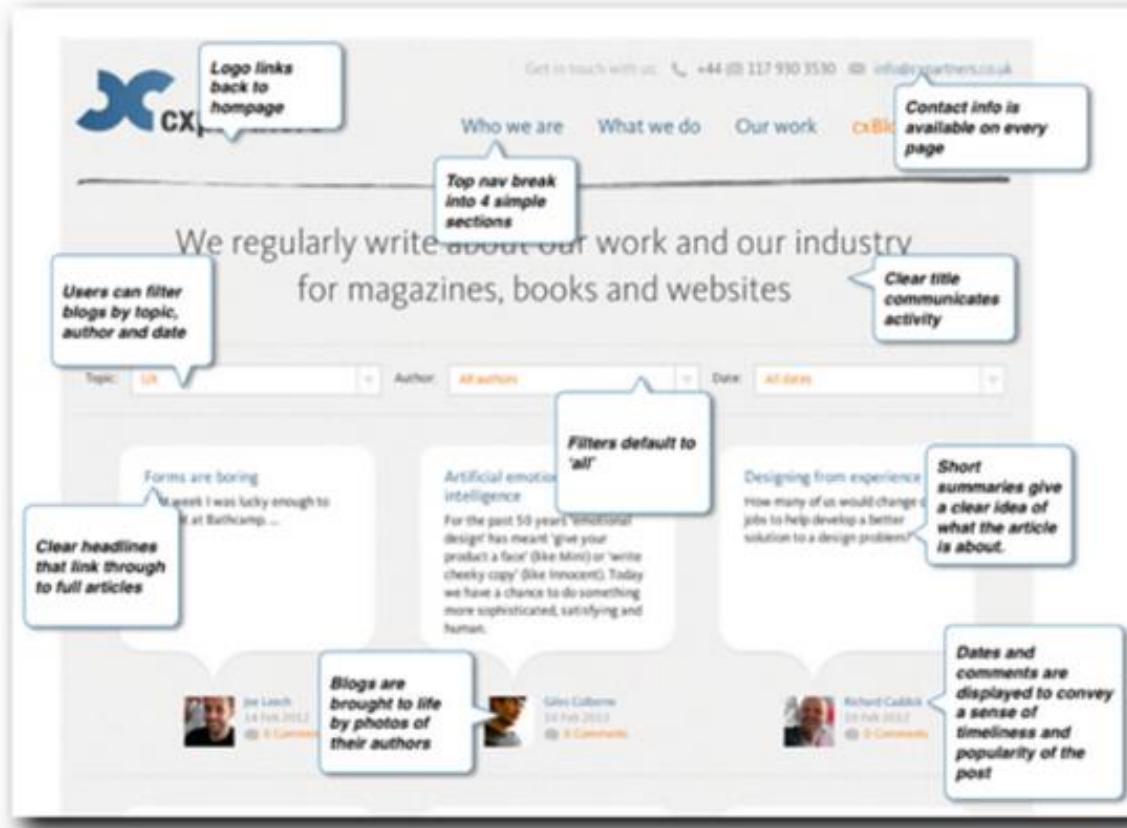


Figure 6-3: Annotated screenshots are the most visually appealing route you can take and are as such much more likely to be read by your project stakeholders

Annotated screenshot benchmarking

Language/
country selectMain
color and
font

[Home](#) | [Ticketing & check-in](#) | [Flight & airport info](#) | [Preparing your trip](#) | [Classes & comfort](#) | [Flying Blue](#)

- [Purchase a ticket](#)
- [Best offers and promotions](#)
- [Flight schedules](#)
- [Review / modify your reservations](#)
- [Check-in and boarding pass](#)
- [Rental cars and other services](#)

[Copenhagen, Kastrup \(CPH\) - Del](#)

Roundtrip One-way

[See prices on a map](#)

[Multi-destination itinerary](#)

[Quick-booking option](#)

Blurry bckd of France

Emphasize on France

FRENCH FAVOURITES!

PARIS from 709,- Book now!	MARSEILLE from 1,329,- Book now!	TOULOUSE from 1,189,- Book now!
----------------------------------------------------------------	----------------------------------------------------------------------	---------------------------------------------------------------------

Clearly-presented spacing

Benchmarking Ex

p

FØJET TIL CHROME

Awesome Screenshot: Screen capture, A...

udbydes af www.awesomescreenshot.com

★★★★★ (4541) | [Blogging](#) | 819.935 brugere

OVERSIGT ANMELDELSER SUPPORT RELATEREDE

The Awesome Screenshot plugin button menu.
Screenshot options for all your image capturing needs.

Awesome Screenshot extension

Competitor analysis

COMPETITOR ELEMENTS	British Airways	Air France	Emirates	KLM
Multi-language	Yes	Yes	Yes	Yes
Design	White background Company's color scheme Fonts: own color	White background Company's color scheme Fonts: own color	White background Company's color scheme Fonts: own, black	White background Company's color scheme Fonts: own color
Register/Login	Yes	Yes	Yes	Yes
Slogan	The world is on sale	No	Where will tomorrow take you?	A world of benefits
Logo	Yes – Top left	Yes – Top left	Yes – Top left	Yes – Top left
Social media	Bottom: Fb, g+, Tw, in	Bottom right; Small icons Fb, g+, Tw, in, Insta, YT, Pin	Bottom left; Small icons Fb, g+, Tw, in, YT	Facebook for login and questions
Newsletter	No	Yes	Yes	No
Mobile-friendly	Yes	Yes	Yes	Yes

Benchmarking Ex

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Markedanalyse1 (1) - Excel

FILER HJEM INDSET SIDELAYOUT FORMLER DATA GENNEMSE VIS

Klip Kopier Formatpensel Udklipsholder Skriftype Justering Tal Betinget formatering som tabel Celletypografi Indsæt Slet Formater Celler Sortér og filtre Redigering

A27

A18: A Thyholm Mur AS (<http://thyholm-murer.dk/>) *Vibygger på kvaliteten* 1 6 149-219m² 1,9 mil 2,7 mil (Førhåndbet.) daforskellige energi-typer Byggerne til at udnytte energi fra det offentlige. Slår på "Energihuse" og definerer 4 energi-klasser Facebook-422 https://www.facebook.com/page/Tyholm-Murer/14463425734343 Link til - 111 OBS - nulaktivitet

B19: Billeder fra byggerne præsenteret fra fælhusene. Fokus er på deres unormale bygge, ikke selve huset. <https://www.linkedin.com/p/ubthyholm-murer-xf33/3467961>

C20: Byggerne har også et firma. Professionelisme og troværdighed ved at nedsætte prisene.

A21: JJ Hansen (<http://jjhansen.dk/tv-pohuse.html>) *Vakkert hjem* 4 (Inklusive arkitektur+net) 16 Færdige (mango-mango floro) 140-189m² 1,4 mil 1,8 mil Fungerende og god byggeguide med præsentering. Giver super oversigt. præsentering Facebook-1106 https://www.facebook.com/jjhansen.dk/tv-pohuse

B24: Billeder fra byggerne i Midtjylland og Sydjylland + fyn. De har et kart mod dækningerne m.m. Har en lille samling af artikler med inspiration og ting man bør vare opmærksom på. Flatte fungerende hjemmehjælp. God blanding af færdige huse og mønsterrillinger. Google+ 15851 visninger

C25: Gratris rådgivning Tidlig præsentering, der ikke er gennemvæk YouTube - ikke i klog. Videos 11 min under gammel

A27: Proben Jørgensen Huse (<http://www.probenjorgensenhuse.dk/attraktion-pris/>) *Vil have det vigtigste ud til* 9 50 121-208m² 1,19 mil 2,16 mil Bygger kun radius af 1km fra deres kontor i Østjylland. 100% valgfrihed på materialer. Mandag-lørdag morgen. Men bruger video af medarbejdere, hvilket er super! Facebook-1125 https://www.facebook.com/page/Proben-Joergensen-Huse/714283746248880

B29: Har fine kunder foran for familie der har købt hus dom. Har også lige Bemærkede or overlad til sig selv, og når aktiviteten kontakten ved at ringe eller skrive. Google+ 4055 visninger

C30: Møg tilkøbt farværelset. Endelig deres virion er at sætte prisen lav af de 100km fra deres kontor... <https://plus.google.com/112345042086142191586/about>

Ark1 Ark2 Ark3 +

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Lunch 30 min



Mandatory assignment Interface design

A new technique for constructing houses has been invented. With this technique environment neutral, cheap, strong and light walls and elements for “type”-houses can be mass produced and sold in Scandinavia.

The academy has been contact by the construction firm and ask to launch this new product by creating:

A new company brand that can compete with existing competitors and sell houses.

**REMEMBER
HAPPINESS IS
MANDATORY**

First Mandatory assignment

Mandatory assignment Interface design

An important part of this brand is the online presence of the company, including its website. Your assignment consists of **three iterations**:

1. iteration:

Research and gather inspiration.

2. Iteration:

Interpret data and build understanding.

3. Iteration:

Make a proof-of-concept brand site.



First Mandatory assignment

Mandatory assignment part 1: Research report

Iteration 1. We will work on the first iteration today. The first iteration must consist of two elements. We will start them both today.

- Look at the market and gather inspiration for the new brands online presence with a competitor analysis.
- Understand the users(buyers) by doing interviews of potentials in target group.



First Mandatory assignment

What did you find so far?

- Design patterns? Colors and navigation?
- Special products relevant/functions to our user?
- What User Experience are they trying to create?
 - Is usability in focus or plain information?

Competitor Benchmarking
for the mandatory

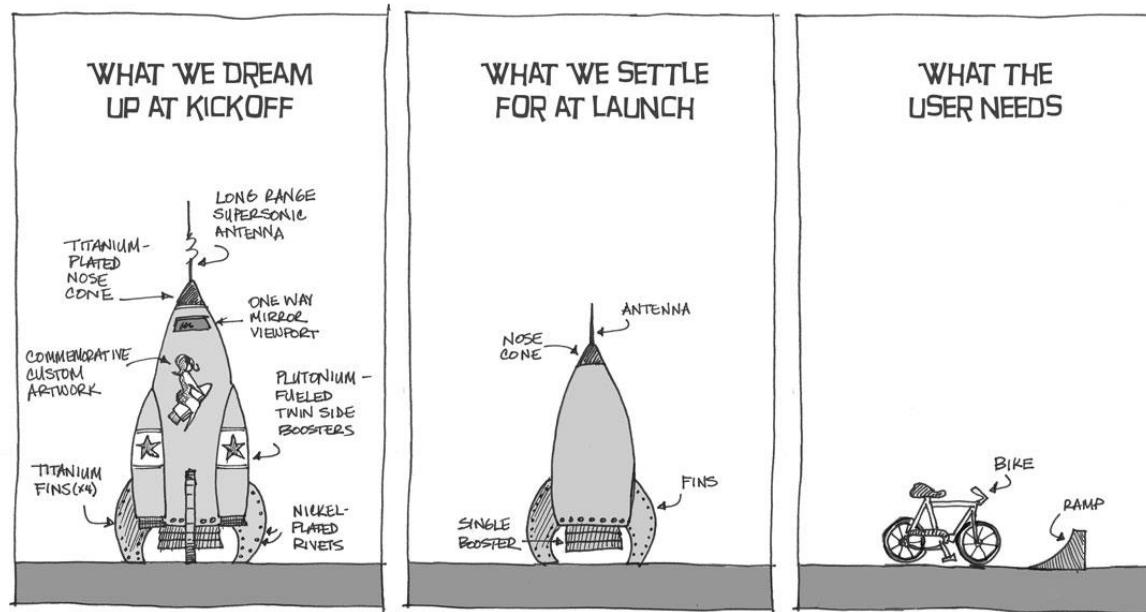
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Looking at competitors shows you **how others interpret** what your users needs.

Looking at users shows you **what users actually need** (mostly....).

THE UX DESIGNER PARADOX



Remember user research

Qualitative User Research.

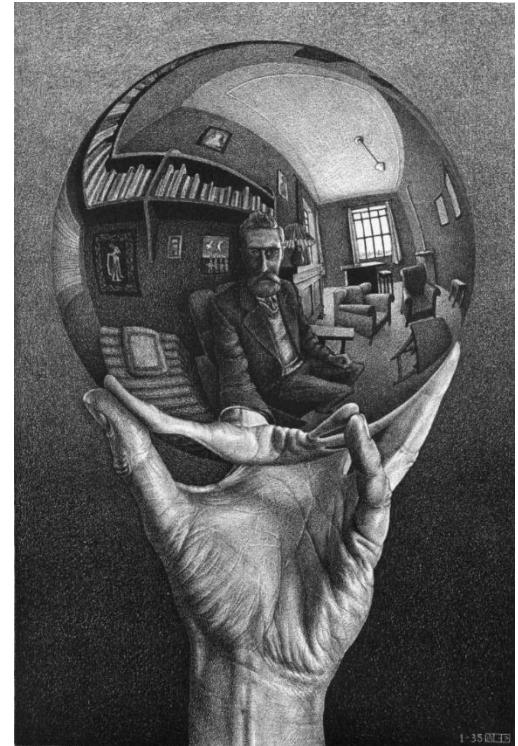
- Uncover attitudes and motivations.
- Find out **why** people behave a certain way.
- Discover hidden knowledge and make it “operational”

Interviews and more

- Unstructured vs. structured.
- Rework your questions many times.
- Focus groups, observation and participation.

Competitor analysis

- Get to know the market and gain inspiration.
- Gain in-depth understanding of competitors strengths and weaknesses.



What happened today?

Next time:

Topic: How to interpret data and use it to direct the design process.

Read:

[Cooper] p. 61 – 119. Starts out with personas and moves into emotional design (UX). Lots of ideas and steps on how to create personas. Then moves to the powerful scenarios.

[Nardi] An older text on design Personas and Scenarios [##](#)

[Rittel] Wicked Problems in a general theory of planning. [##](#)

Homework and preparation