User Centered Design 2009

Exercise 2

4 X-task

In the lectures we talked about Personas. Personas are a useful tool to personalize designs, raise awareness of humane-aspects in the development team, create informative descriptions of use profiles, allow asking 'Would Jim like this?' and thus help to effectively communicate user needs. A good persona is a rich narrative describing an imaginary archetypical user of the intended system along with her goals, context of use and other details important to usability.

For a application or interactive product of your choice create a persona. Bring in enough details and create the narrative. Identify goals of the personas. Give your personas a name and find a photo (use e.g. creative commons licenced images), make use of quotes. Based on the example given in lectures, create an informative graphical sheet for the persona. Avoid joke, be professional.

Create a pdf with your persona. Insert your name and email address.

Send an email with your solution by midnight before the demos to your demo teacher and take part in the demos.

5 Normal task

Read the following article and answer to the questions below:

Löwgren, J. & Stolterman, E. Methods & Tools: Design Methodology and Design Practice. Interactions, Vol. 6, Issue 1, 1999, pp. 13–20. http://doi.acm.org/10.1145/291224.291233

a. How do the writers of the article see the role of methods in design?
b. Three different methods are presented in the article. Describe the basic idea of each method with a few sentences.
c. What are the strengths of each method, i.e., how can they help the design process?

6 Normal task

The visiting lecturer presented some methods about facilitating design suggestions based on mental models, habits, or perceptions of users. Create a set of photographs (10 pieces) that are not shoes with which you would conduct an innovation workshop to facilitate designing new shoes for outdoor walking. Explain your selection and how would you conduct the research.