

#### Last week

MUO-E3036 Interaction Design (IxD)
14 February 2022
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MyCourses > Interaction design > Split S > Lecture slides > Week6-Day1.pdf

#### Contents of today's teaching

Discussion on reading material

Guest lecture: Video-based methods (Salu Ylirisku)

Final report + presentation

Reading material for Friday

Tutor meeting booking for this week (this afternoon)

#### Contents for all the remaining weeks

Choose what the Design B will be Plan the evaluation planning Start recruitment of participants for the evaluation Finish the creation of both designs for the evaluations Present the designs and evaluation plan Pilot test Do concrete preparations for the evaluations (e.g., staging, mockups) Week 5 Conduct the evaluations Start the analysis of data from the evaluations Lecture only on Monday morning (afternoon + Friday are free) Finish the analysis of data + find which design was better Week 6 Fine-tune the final design Prepare final report

## Remember to reimburse your costs

#### Instructions:

https://mycourses.aalto.fi/mod/folder/view.php?id=856897

Additional info in the General announcements:

https://mycourses.aalto.fi/mod/forum/discuss.php?d=285350

## Discussion on reading material

#### Reading materials for this week



# ticing all the issues and opportunities of the market into one place

and also to teach the consolidation thought process (Fig. 6.1).

The Affinity Diagram

for organizing data to drive innovation.

Any type of ethnographic or qualitative data is hard to organize. It's complex and unstructured. The easiest methods of organizing the data, some sort of classification, tends to work against innovation—If you organize data into a classification you already know, how do you get new insight? The Affinity Diagram is an inductive process that bubbles structure up out of the details of the user data. It create a single view of the market out of hundreds of individual data notes. Buildies it acts as another immersion activity as the whole team comes together to organize

the data. This chapter describes what an Affinity is and how to build one that will drive design insight. It also introduces communication design as an essential skill

scope of the problem: it reveals in one place all the issues, worries, and key elements of the users' lives

Abstract

#### Lucero et al (Interact2015):

Using Affinity Diagrams to Evaluate Interactive Prototypes

https://link-springercom.libproxy.aalto.fi/chapter/10.10 07/978-3-319-22668-2\_19

#### Holtzblatt (2016):

Chapter 6: The affinity diagram

<a href="https://primo.aalto.fi/permalink/358A">https://primo.aalto.fi/permalink/358A</a>

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#### Question

Both reading materials (Holtzblatt and Lucero) emphasize that affinity diagrams are used to analyse data in a data-driven, bottom-up fashion without predefined categories.

In this course, however, the evaluation methods have been chosen in a top-down manner, based on your UX goals.

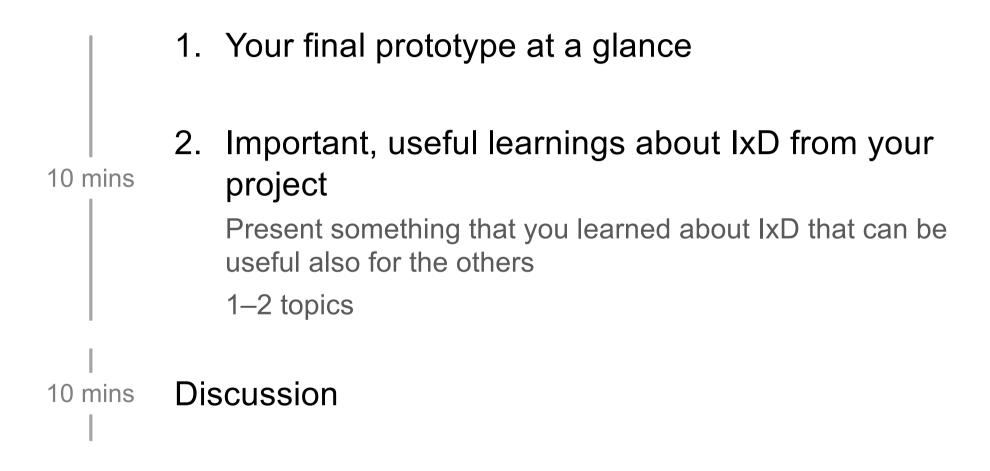
=> Do you think that there is therefore a contradiction? In your project's affinity diagram analysis so far, has it been difficult for you to analyse the data since it has been so closely based on predefined UX categories? How has this impacted your analysis process?

## Guest lecture: Salu Ylirisku

Video-based methods

## Friday's final presentation instructions

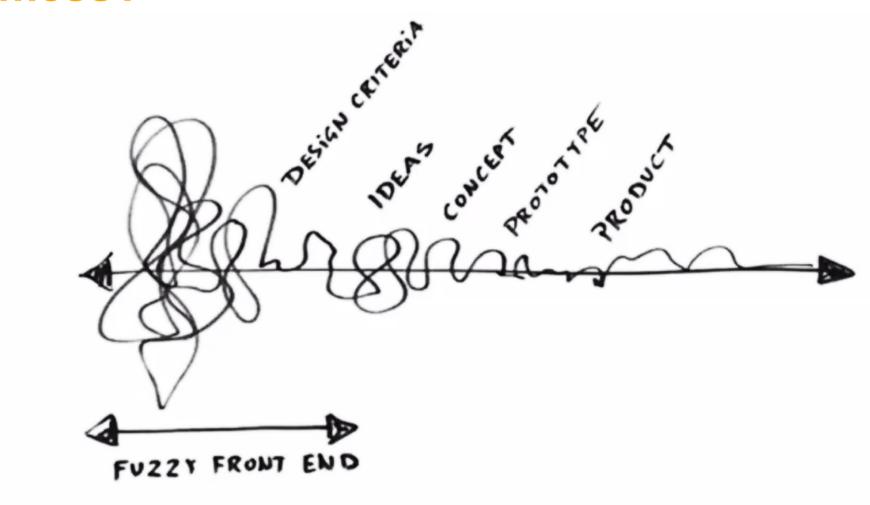
#### Final presentation contents



## Final report template

Repetition from last week

## How did your project straighten this mess?



Sanders & Stappers (2008). Co-creation and the new landscapes of design. CoDesign, 4(1), 5--18. https://doi.org/10.1080/15710880701875068

#### Final report template

#### Max 2 pages / section

Cover page

- 1. User research
- 2. Google design sprint
- 3. The concept and its versions (Design A and Design B)
- 4. Evaluation process
- 5. Evaluation findings and your final design

#### In sections 1–5:

Reveal the important design decisions

Use sketches/pictures/... to describe them

Write for a critical and skeptical reader: try to convince the reader that you did the right decisions

Use external resources (e.g., the texts and websites listed in this course) to back up your decisions

#### Remember to submit the final report!

PDF format

Deadline: Friday 13:00

Submit here:

https://mycourses.aalto.fi/mod/assign/view.php?id=868197

## Reading materials

To be discussed on Friday

## Reading material + quiz for the last week



#### Design thinking isn't the problem — here's what it takes to do good design



There's a big search on for what's next after design thinking.

Over the past five years, people have lined up to write critiques of design thinking (also known as human-centred design). In the case of the more thoughtful critiques, those thinkers have offered alternatives. Instead of human-centred design, we need <a href="mailto:systemic design">systemic design</a>. Or we need <a href="mailto:systemic design">strategic design</a>. Or we

At the core of these critiques are two points. The first is that human-centred design is superficial. Yes, you can create a nice app or a great service experience

#### Link:

https://uxdesign.cc/designthinking-isnt-the-problembut-here-s-what-it-takes-todo-good-designeb4cf4278c63

#### Questions for you:

What do you agree with? What don't you agree with?

## **Tutor meetings**

On this afternoon.

Book the time here (if you have not done that already):

https://doodle.com/poll/qkna9afqh59z7cmv?utm\_source=poll&utm medium=link