

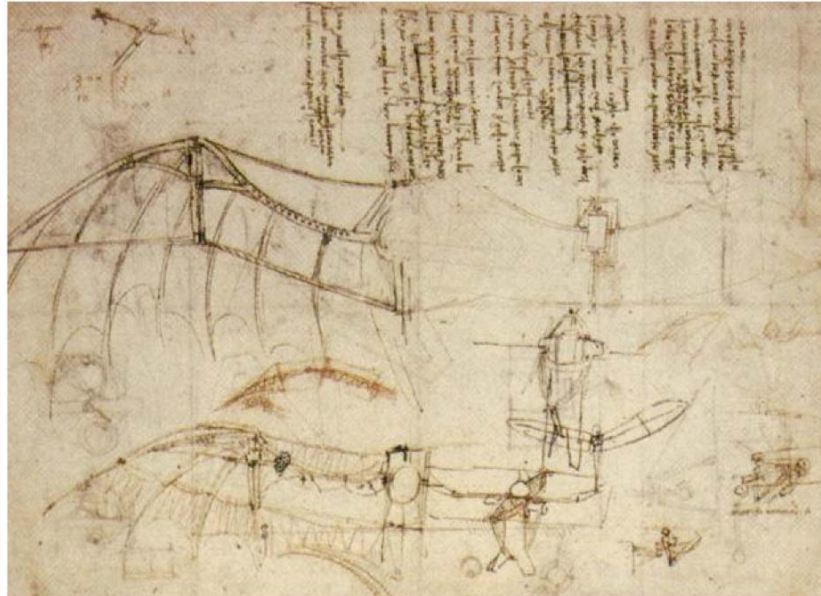


USER CENTRED INNOVATION
INNOVATION FINDING AND USER CENTRED DESIGN

Thomas Küber
Julian Masuhr

Design by Fire
21. Oct 2008

INNOVATION AND INVENTION

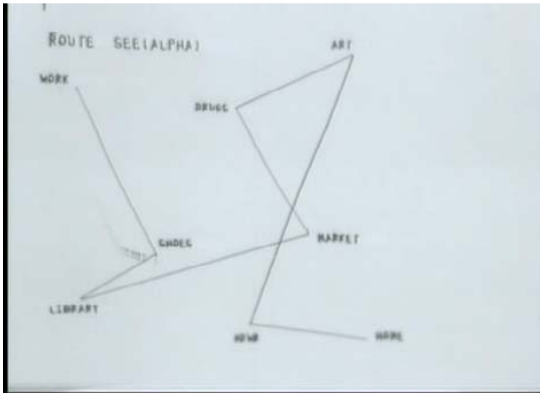
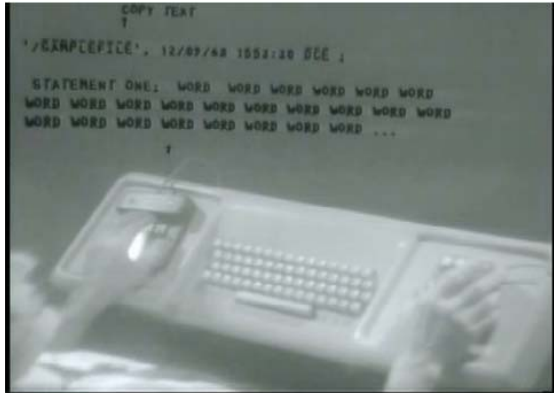


Leonardo da Vinci | 1506



Otto Lilienthal | 1895

EXAMPLES FOR INNOVATIONS



The GUI
Engelbart et al. | 1968



iDrive
BMW | 2001



iTunes
Apple | 2001



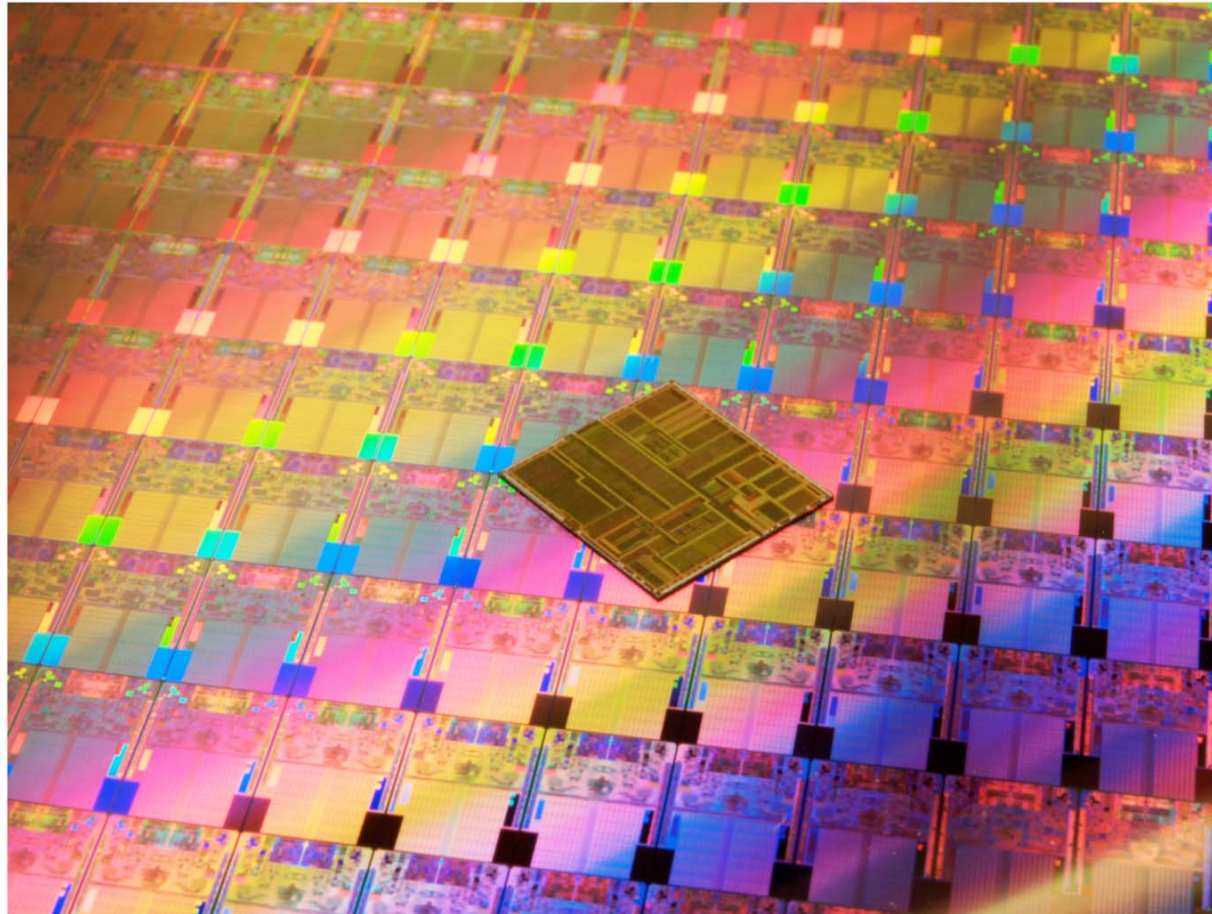
“Companies must become more innovative if they want to remain competitive.”



Prof. Dr. Hasso Plattner
Cofounder and Chairman of the Supervisory Board of SAP



WHY INNOVATION?





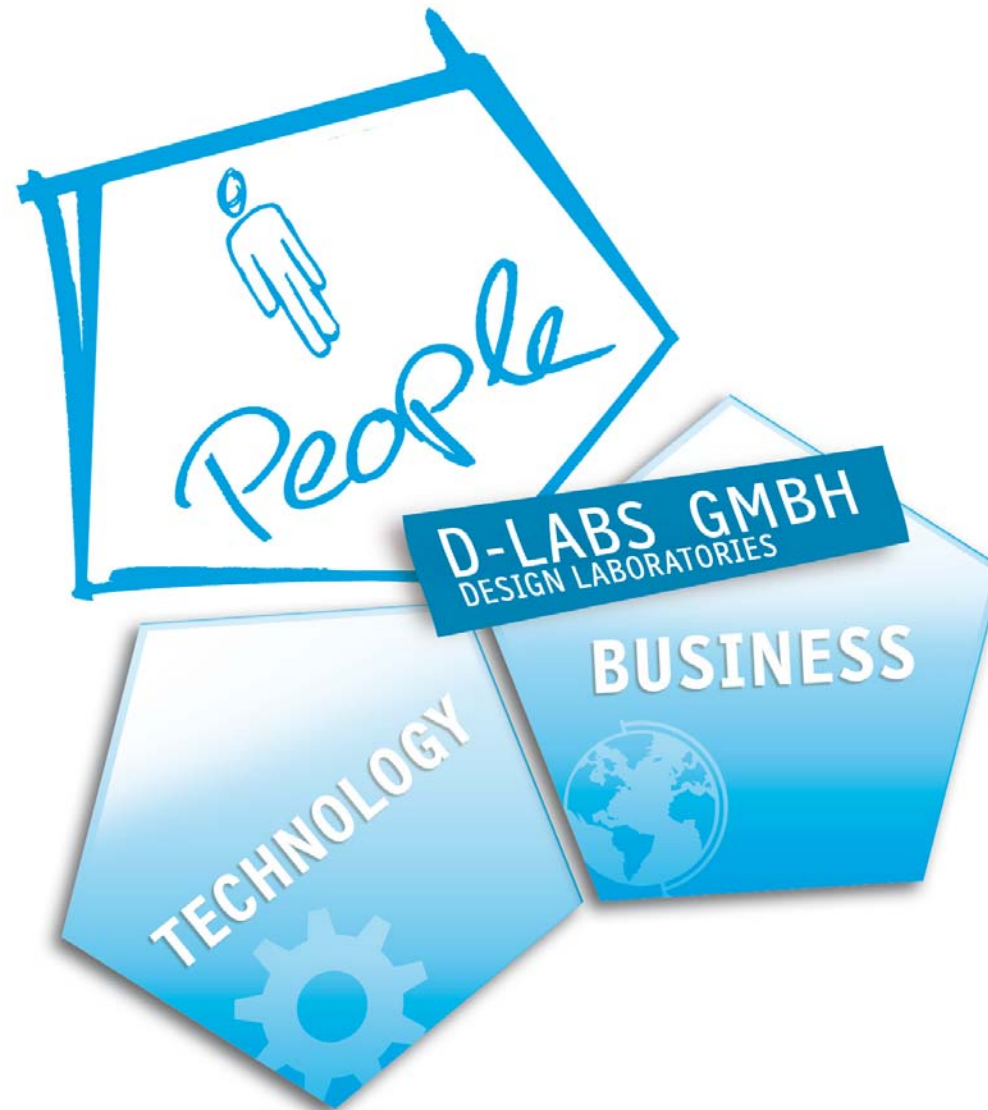
A USER DRIVEN INNOVATION



Palm Pilot
US Robotics | 1996

USER NEEDS
AS A DRIVER FOR
INNOVATION





USER RESEARCH

Team

- Psychology
- Sociology

Expertise

- Development of surveys and analyses
- Preparation, realization and analysis of qualitative und quantitative studies
- Development of use cases and personas
- Validation and evaluation of prototypes and end products



INTERACTION DESIGN

Team

- Interaction Designer
- Product and communication design, interface design, media information technology

Expertise

- Development of interaction design concepts for software solutions
- From Wireframe design to graphical interface specification
- Development of design guidelines including graphical user interface templates und interaction patterns



PROTOTYPE DEVELOPMENT

Team

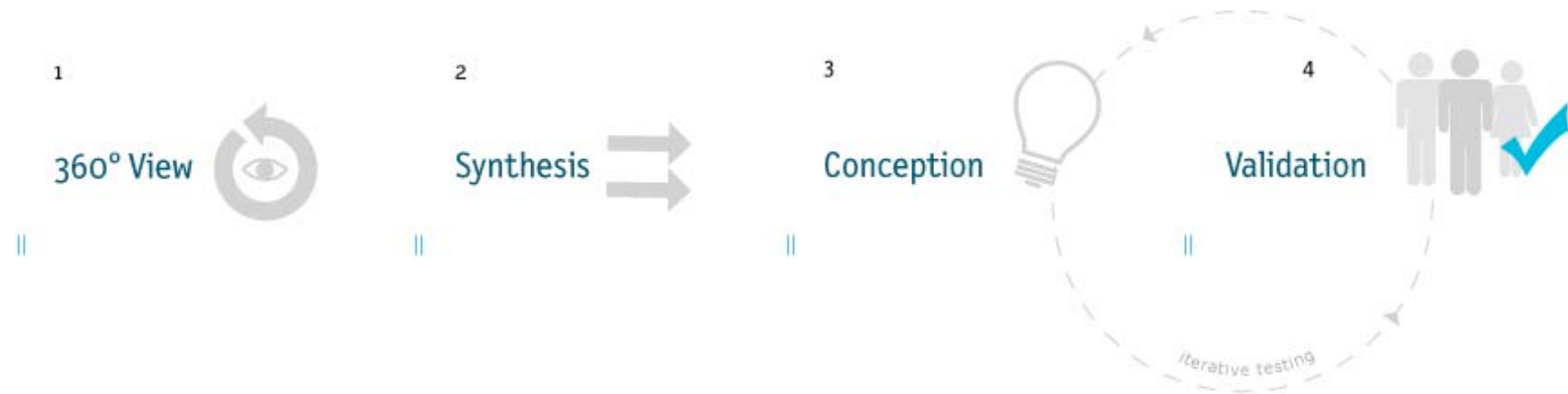
- Software engineering
- Media information technology
- Information management

Expertise

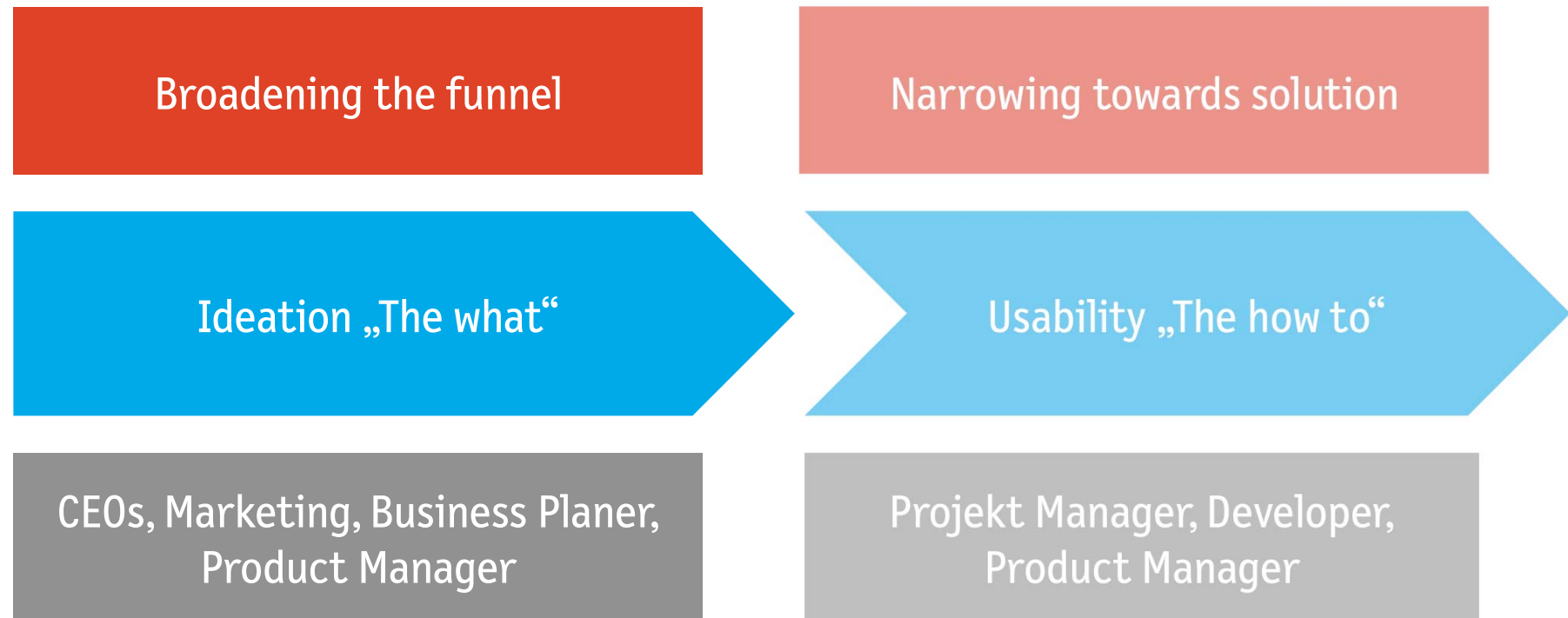
- Conceptual design and implementation of functional prototypes
- Translation of visual designs e.g. storyboards, wireframes und mock-ups in technical specifications and functional prototypes



DESIGN LED INNOVATION



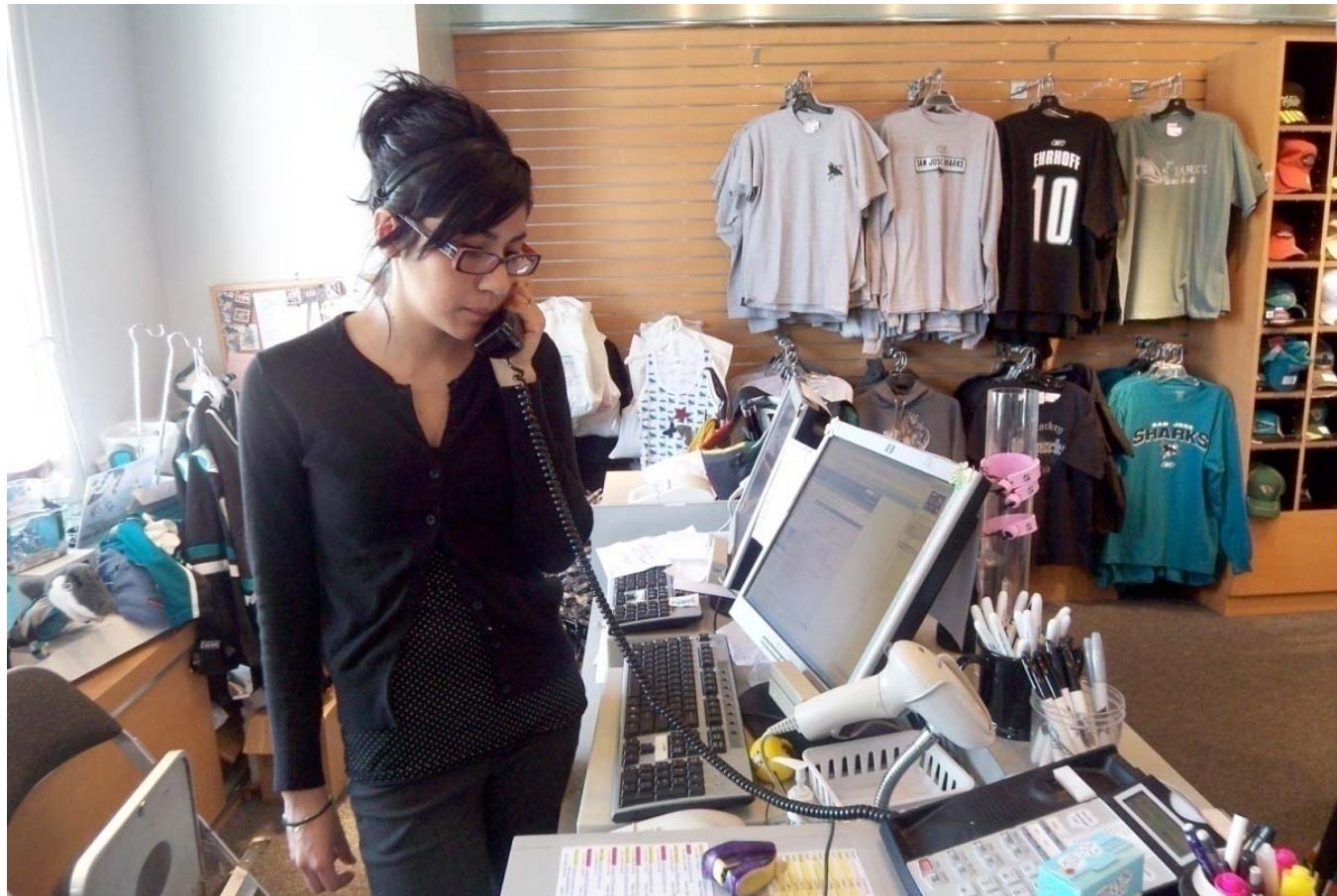
FROM INNOVATION TO PRODUCTION



GET TO KNOW THE USERS



GET TO KNOW THE ENVIRONMENT



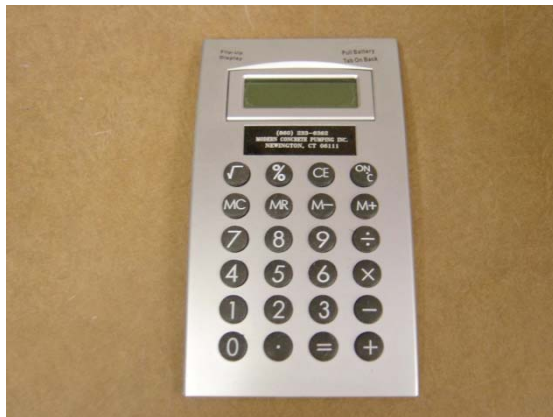
GET TO KNOW THE ENVIRONMENT



COLLECT ARTEFACTS



COLLECT ARTEFACTS



MYSTERY SHOPPING



ANALOGY STUDY

Hi Level Analogies

e.g. In what other domains is this idea incorporated

Mid Level Analogies

e.g. Where else are similar outcomes used

Low Level Analogies

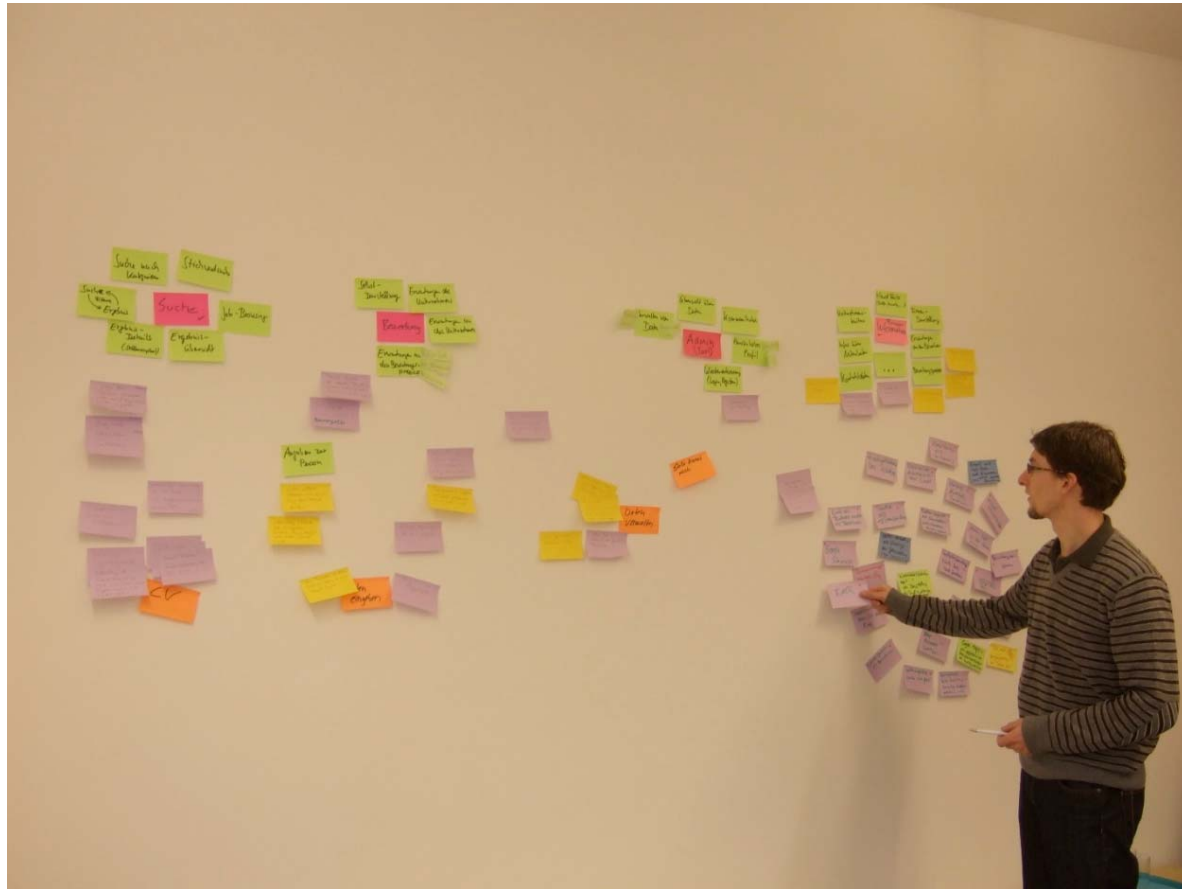
e.g. What other products and services deal with the same process steps

Analogies that can be transferred to our domain

STORY TELLING



STORY TELLING



BRAINSTORM



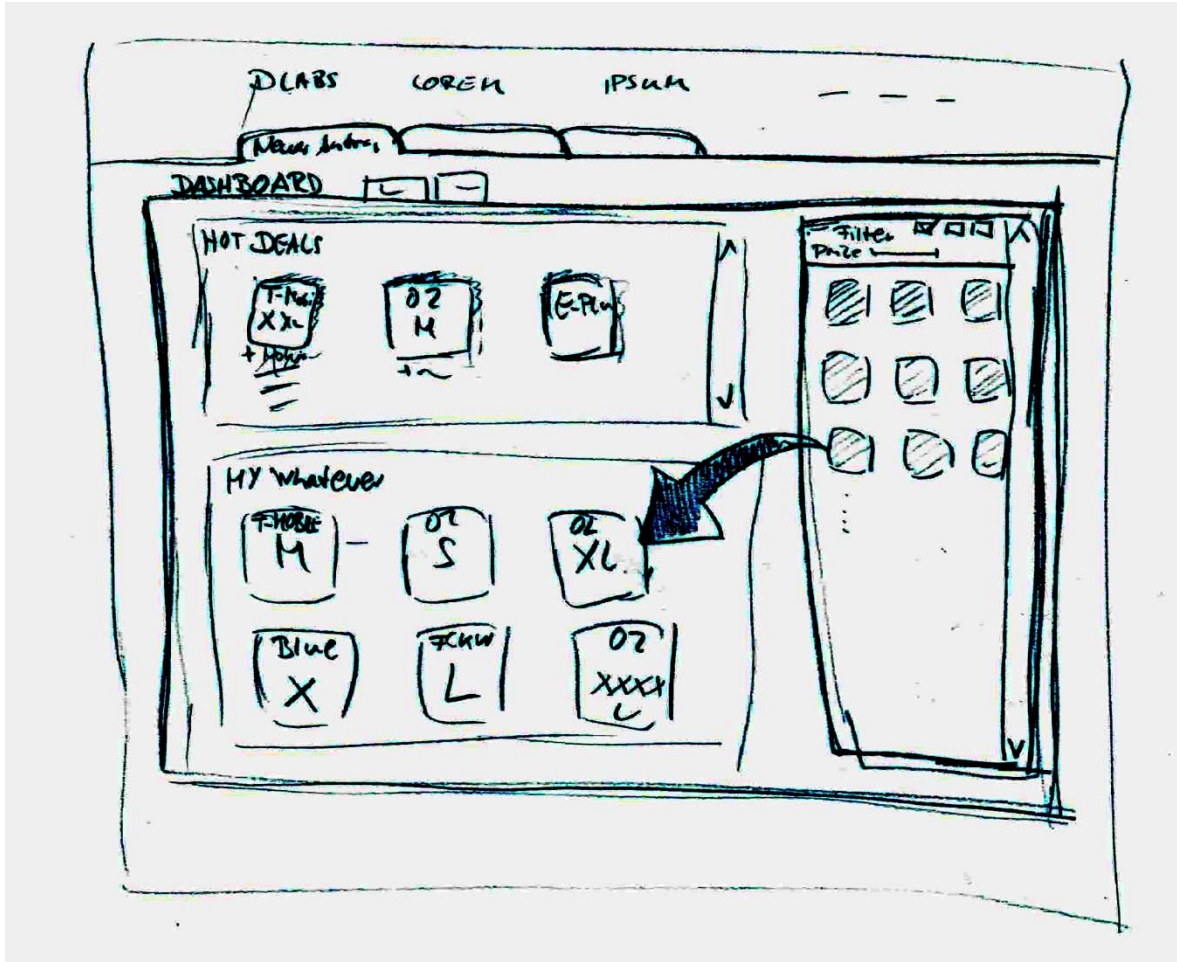
BRAINSTORM



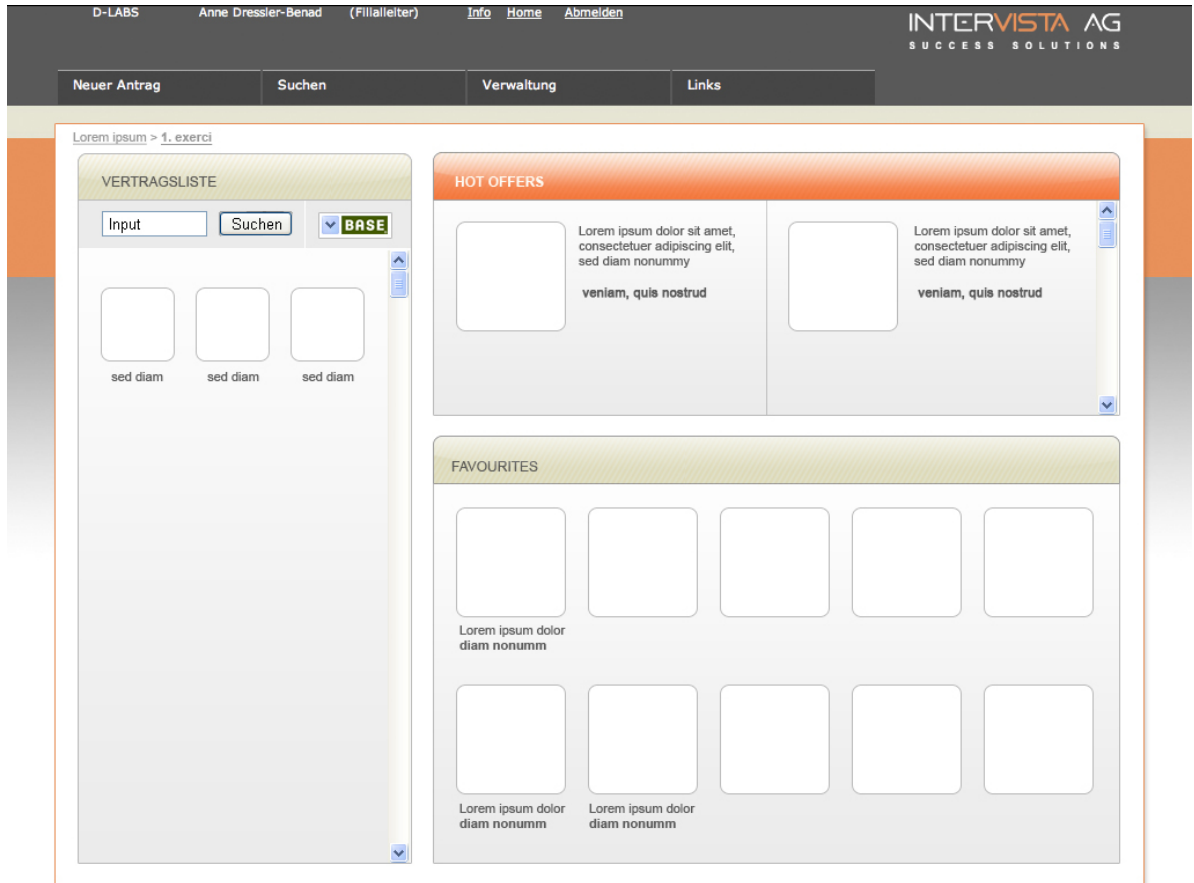
SKETCH



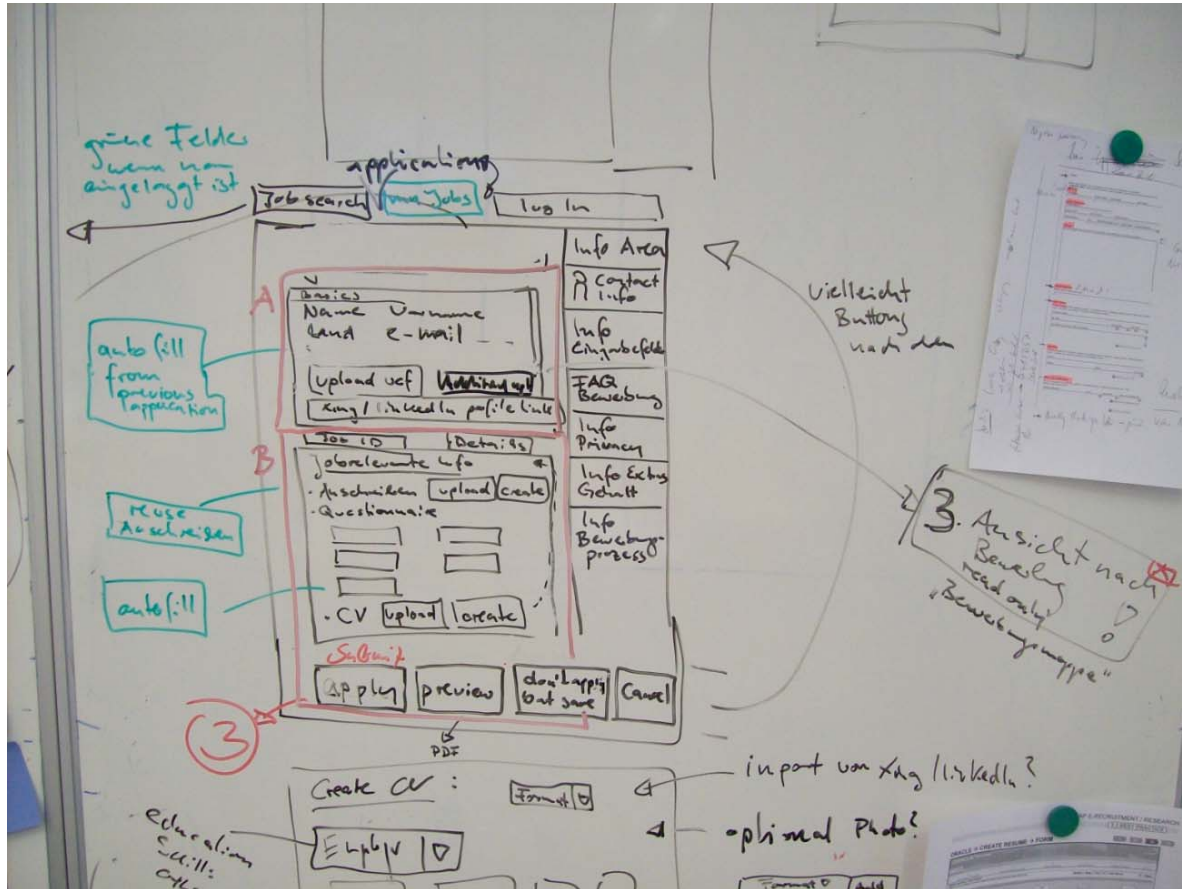
SKETCH



SKETCH



SKETCH



SKETCH



NARROW DOWN!

The image shows a screenshot of a 'C-Level Portal' dashboard with several handwritten annotations and red boxes. The dashboard includes a navigation menu on the left, a central chart titled 'Zuschauerstrom', and a right-hand sidebar with a task list. Handwritten notes in black ink include 'Doppelklick', 'Drill Down über allem', 'Linkliste', 'Notizen', 'Assesores', and 'Tabprint'. Red boxes highlight the 'Datensätze' menu, the 'Zuschauerstrom' chart area, and the bottom navigation icons.

Navigation Menu (Left):

- Arena gesamt
- Datensätze
- Kennzahlen
 - Umsatz gesamt
 - Kosten gesamt
 - Offene Forderungen
 - Ticketverkäufe
 - Sponsorenerlöse
 - Kontostand (€)
 - Kapitalstand (€)
- Statistik
 - Umsatz gesamt
 - Sponsoring
 - Ticketing
 - Zuschauerstrom
 - Zuschauerverteilung
 - Merchandising
 - Catering
 - Sonstige
 - Kosten gesamt
 - Personal gesamt
 - Spieler
 - Verwaltung
 - Ticketing
 - Merchandising
 - Sponsoring
 - Catering
 - Sonstige
 - Offene Forderungen
 - Betriebsergebnis
- Favoriten
 - Prognose
 - Zuschauerstrom
 - Akkreditierung Catering

Central Chart: Zuschauerstrom

Zeitraum	Beispielsweise
vor 13:00	~10000
von 13:00 bis 13:30	~15000
von 13:30 bis 14:00	~20000
von 14:00 bis 14:30	~25000
von 14:30 bis 15:00	~20000
von 15:00 bis 15:30	~15000
nach 15:30	~10000

Right Sidebar: Meine Übersicht

- 4 neue E-Mails
- News
- Heute
 - 18:30 Trainer entlassen ...
 - 15:48 Präsident tritt zurück ...
 - 10:05 Absteiger ...
- Gestern
- Eventplan
- 2 offene Aufgaben
 - Meeting einberufen
 - Jour Fixe Finanzplanung

Annotations:

- Doppelklick**: Points to the chart area.
- Drill Down über allem**: Points to the chart area.
- Linkliste**, **Notizen**, **Assesores**: Red underlined text in the sidebar.
- Tabprint**: Text with a downward arrow pointing to the bottom navigation icons.

FUTURE OUTLOOK

