Jürgen Späth
Martin Dusek

ZHdK
Basic GUI
08. Mai –
07. Juni 2019

Past
/ SBB Ticket Machine

TEL 0800 11 44 77 ID 070

SBB CFF FFS

Zürich HB

Nächste Verbindungen

ab Zürich HB vom Samstag | 06.06.15

Abfahrt	Nach	Reise mit	Gleis	Auswahl
09.21	Liestal Aarau Lenzburg Zürich HB Thalwil Chur	IR	7	›
09.25	Muttenz Pratteln Rheinfelden Laufenburg	S1	4	›
09.26	Liestal Olten Bern Thun Spiez Interlaken Ost	IC	6	›
09.30	Dreispitz Dornach Aesch Zwingen Laufen	IC	6	›
09.31	Liestal Aarau Lenzburg Zürich HB Thalwil Chur	IR	7	›

Andere Verbindung wählen

Sprache wählen

Zusatzbillette

Nachtzuschlag

Velobillett

Abonnement

Mitfahrbillet

Weitere Billettangebote

Menü

09:20

SBB CFF FFS

Ihre Wahl

Gültig ab: Heute
bis: 29.05.2015

Von: Zürich HB

Nach: Kreuzlingen

2. Klasse

Billett-Optionen

1. Klasse | 2. Klasse | ?

Erwachsen: − 0 +

Kinder / Halbtax: − 0 + ?

Hund- und Velobillette: wählen ?

zurück

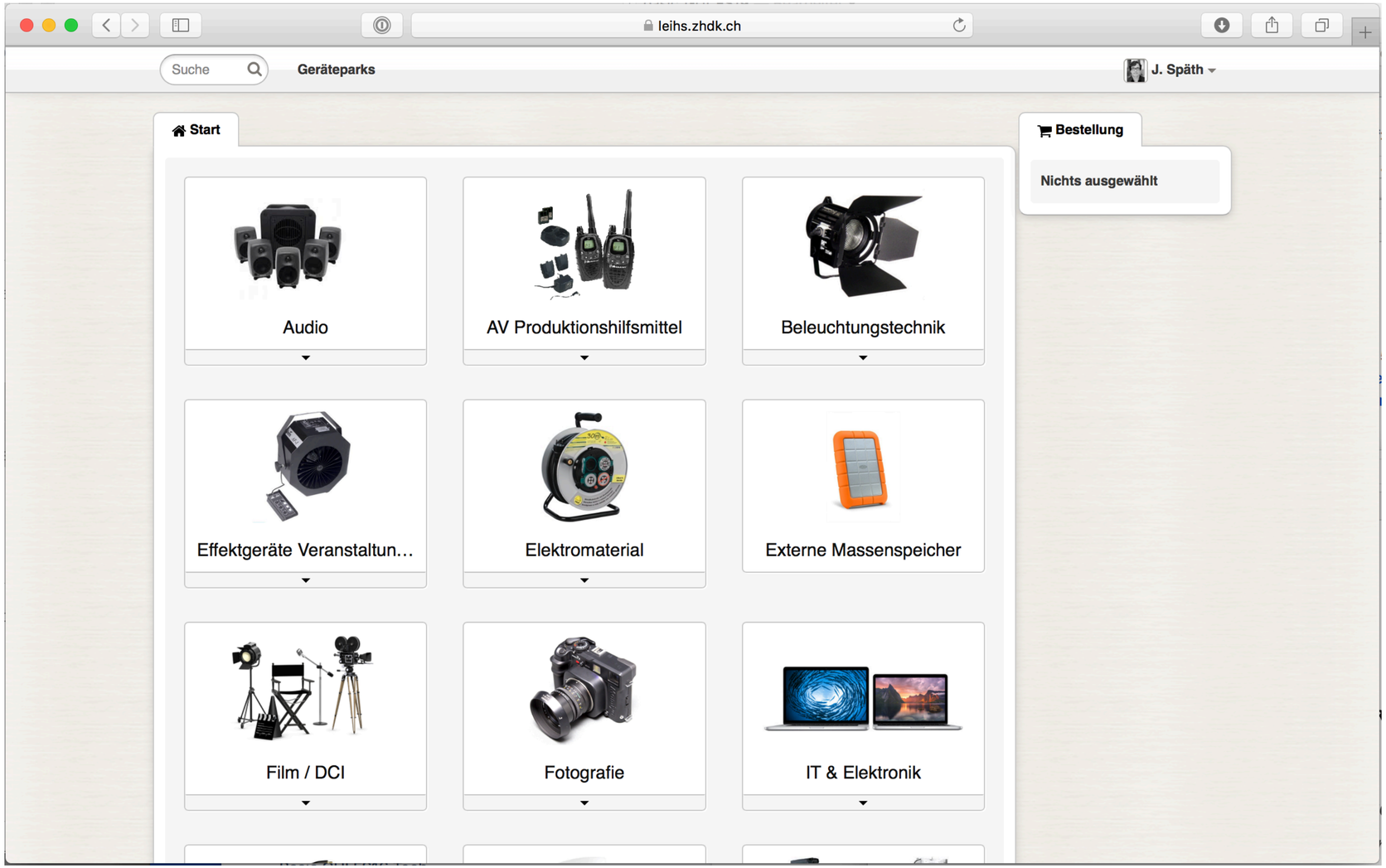
17:42 07.06.2016
SBB CFF FFS
Willkommen.
Bienvenue.
Benvenuti.
Welcome.
Einfach
bequemer
zum Billett.
sbb.ch/mobileticket

Past
/ WG Web App – Organize and simplify living together

MACHT!

Present
/ Leihs

Leihs
/ Cooperation ITZ



Schedule
/ Week 1 to 5

Course structure

Week 01

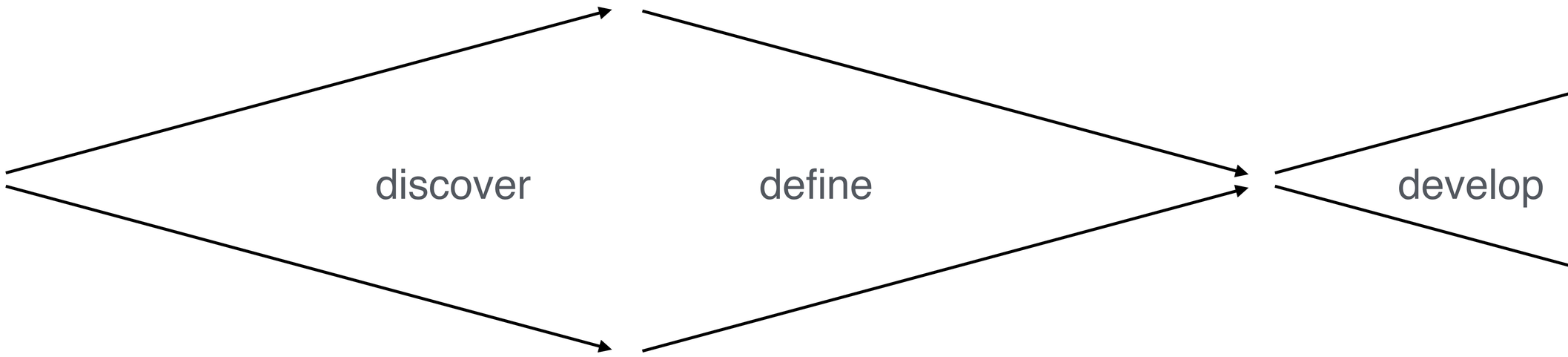
MON	TUE	WED	THU	FRI
		Kick Off		Team mentoring

Week 02

MON	TUE	WED	THU	FRI
		Team mentoring		Team mentoring

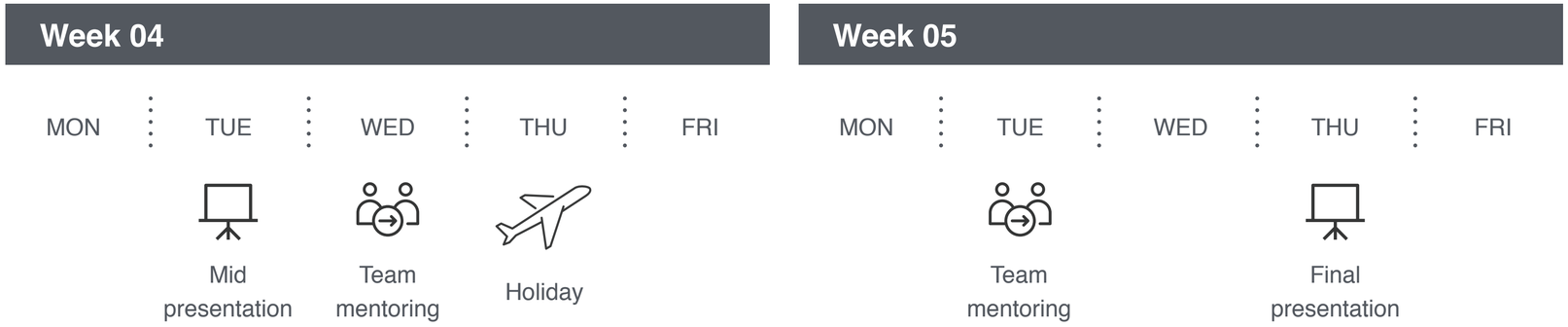
Week 03

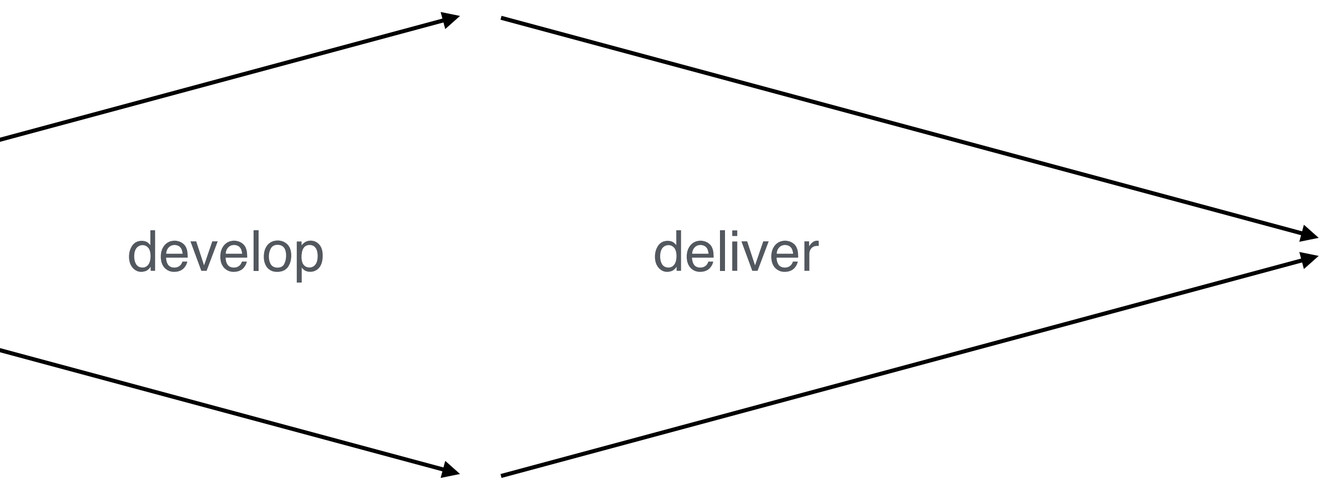
MON	TUE	WED	THU	FRI
		Team mentoring		Team mentoring



The double diamond design process

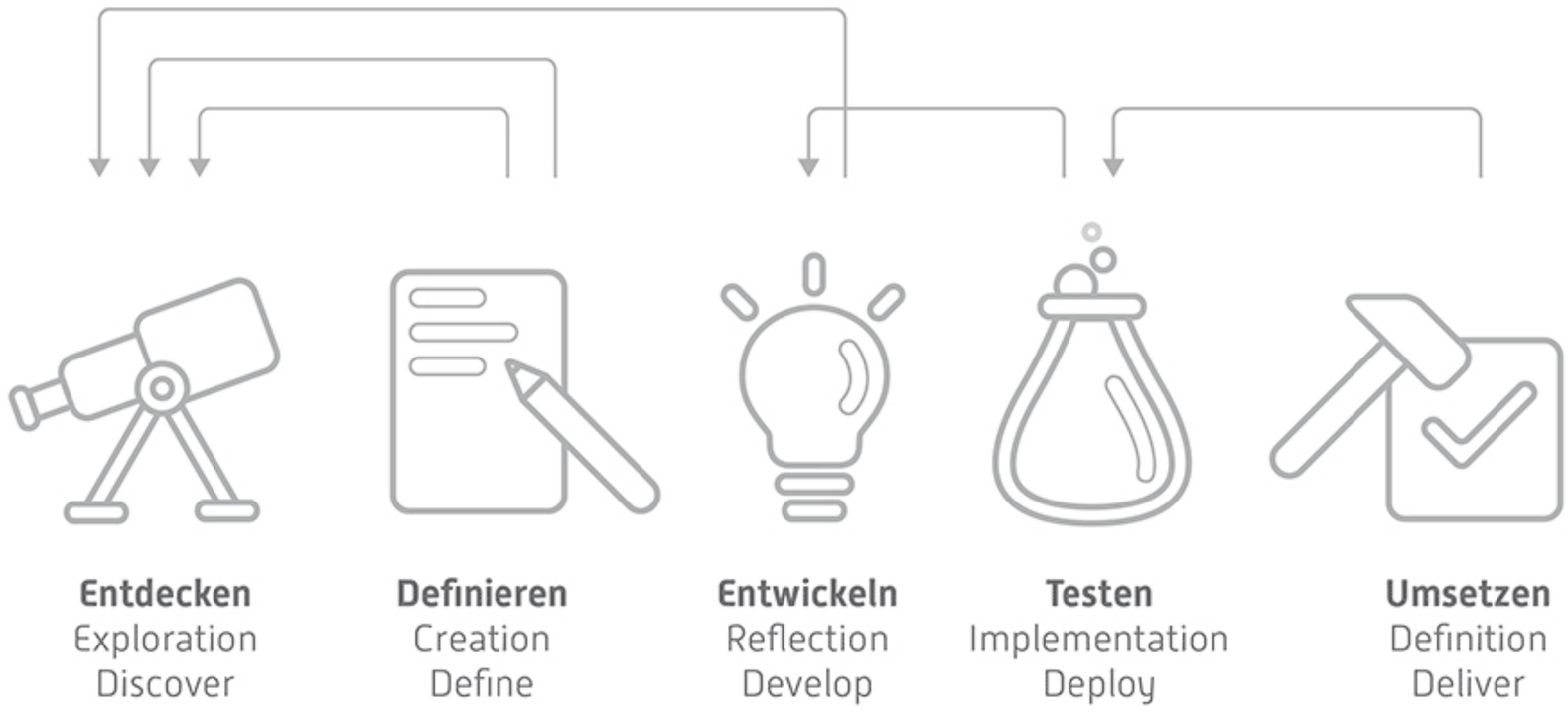
Course structure





Phases

/ Exploration, Creation, Develop, Testing, Implementation



https://designismakingsense.de

Exploration

/ Desk Research

/ Research of existing Applications. What does already exist?
Analysis and testing of the found examples.
/ Analysis of Leihs.

Exploration

/ Field Research

/ Questioning and Observation of Leis user. Understanding their motivation and behaviour.
/ self-test
/ Interviews with Leihs users.
/ Interviews with the people at Ausleihe and Werkstatt.
/ Interviews with extremely users. Users who refuses and users who are studying film.
/ Example extremely user: Andi Birkle
/ Gian Ausleihe; He is working on the extrem oders.

Photographic documentation.

Exploration

/ Personas

/ Definition of five Leihs-users and their stories.

Jill Anderson

"I'm looking for a site that will simplify the planning of my business trips."

AGE 29
OCCUPATION Regional Director
STATUS Single
LOCATION Portsmouth, NH
TIER Frequent Traveler
ARCHETYPE The Planner

Organized | Practical
Protective | Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Brands

KAYAK, Basecamp, Outlook, enterprise, IHG InterContinental Hotels Group

Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn;t like the process

Motivations

Price
Comfort
Convenience
Speed
Preferences
Loyalties/Rewards

Technology

IT & Internet
Software
Mobile Apps
Social Networks

Exploration
/ Findings

/ Definition of a problem and collection of user-needs.

Modalities and Deliverables
/

Modalities

/ Groups

17 students

3 x 3-students

2 x 4-students

Please send us your decision this afternoon. One mail with all groups.

Modalities / Deliverables

Documentation
Prototype / Click-Dummy
Film / Screencast
Film / Usertest
Images
Text

It is specified on the wiki. Please observe the IAD documentation guidelines

Modalities / Grading

Grades will be based on final presentation, final work, deliverables.
Final presentation: 20%
Final work (Concept, GUI, Click-dummy): 50%
Deliverables: 30%

Modalities / Attendance

In the contact hours a minimum attendance of 80% is required to pass the module.
Contact hours: classes, kick-off, input session, mentoring, presentation