



Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages



Willkommen zur UUX Roadshow in Fürth!

Usability und positive User Experience

Patrick Stern, wiss. Mitarbeiter Fraunhofer IAO – Ihr Moderator heute!

www.kompetenzzentrum-usability.digital

15.07.2019 Fürth

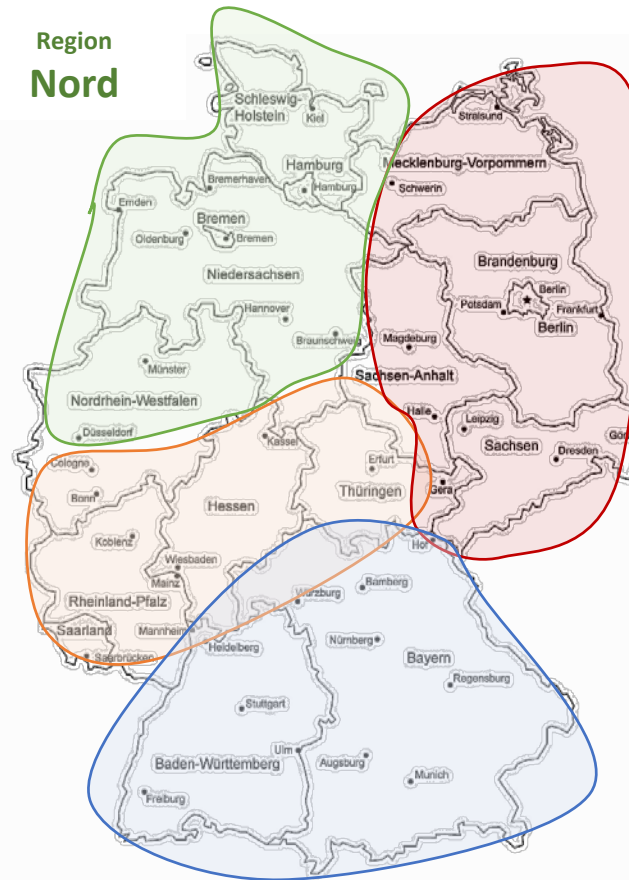
Kurze Umfrage: www.kahoot.it



UUX - Innovationen für und mit Nutzern gestalten

Hochschule Bonn-Rhein-Sieg
eresult GmbH
ergosign GmbH
Nordakademie gAG

Region Nord



Region Ost

UUX und Agilität

Technische Universität Berlin
Hochschule für Technik und Wirtschaft Berlin
Berlin Partner GmbH
UseTree GmbH

Region Mitte

UUX in Kooperationslösungen für Unternehmensnetzwerke

Usability in Germany (UIG) e.V.
ifm Universität Mannheim
Karlsruher Institut für Technologie (KIT)
Hochschule Kaiserslautern

Region Süd


UUX - Erfolgsfaktor für Innovation und Zukunft der Arbeit

Hochschule der Medien
Fraunhofer IAO
bwcon GmbH
Bayern innovativ GmbH


- Unterstützung von kleinen und mittelständischen Unternehmen sowie Startups
- Unterstützung für gute **Usability** und **positive User Experience (UUX)**
- Zielgruppen:
 - Entwicklungsunternehmen
 - Anwendungsunternehmen
 - UUX-Berater

Unser Angebot:

- Veranstaltungen zum Thema: UUX Roadshows und UUX TransferSpace
- Einstündige Erstgespräche: «Kaffeeklatsch»
- Begleitung von UUX-Projekten «Pilotprojekte»
- Arbeitsmaterialien zum Download auf www.kompetenzzentrum-usability.digital (fortlaufend im Aufbau)



Philipp Seyschab, Interaktionsdesign und -technologien, Fraunhofer IAO, Stuttgart:
Positives Design und Wirkmechanismen »Experience matters«.



Stefan Häber, Senior UX Consultant & Managing Owner, UseTree, Berlin:
"UX in der Additiven Fertigung: Komplexität meistern"



Mittelstand-
Digital 

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Positives Design und
Wirkmechanismen

»Experience matters«

Kompetenz Team Interaction Design & Technologies



UX Requirements
Engineering



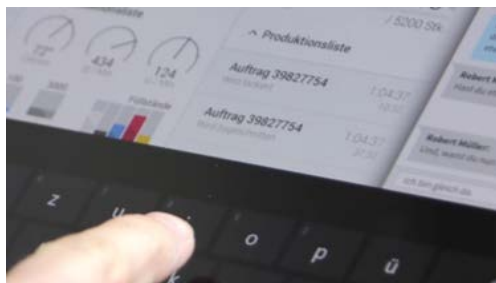
User Interface
Conception



Visual Design



Prototyping



Front-End
Development



User Testing & Eye
Tracking

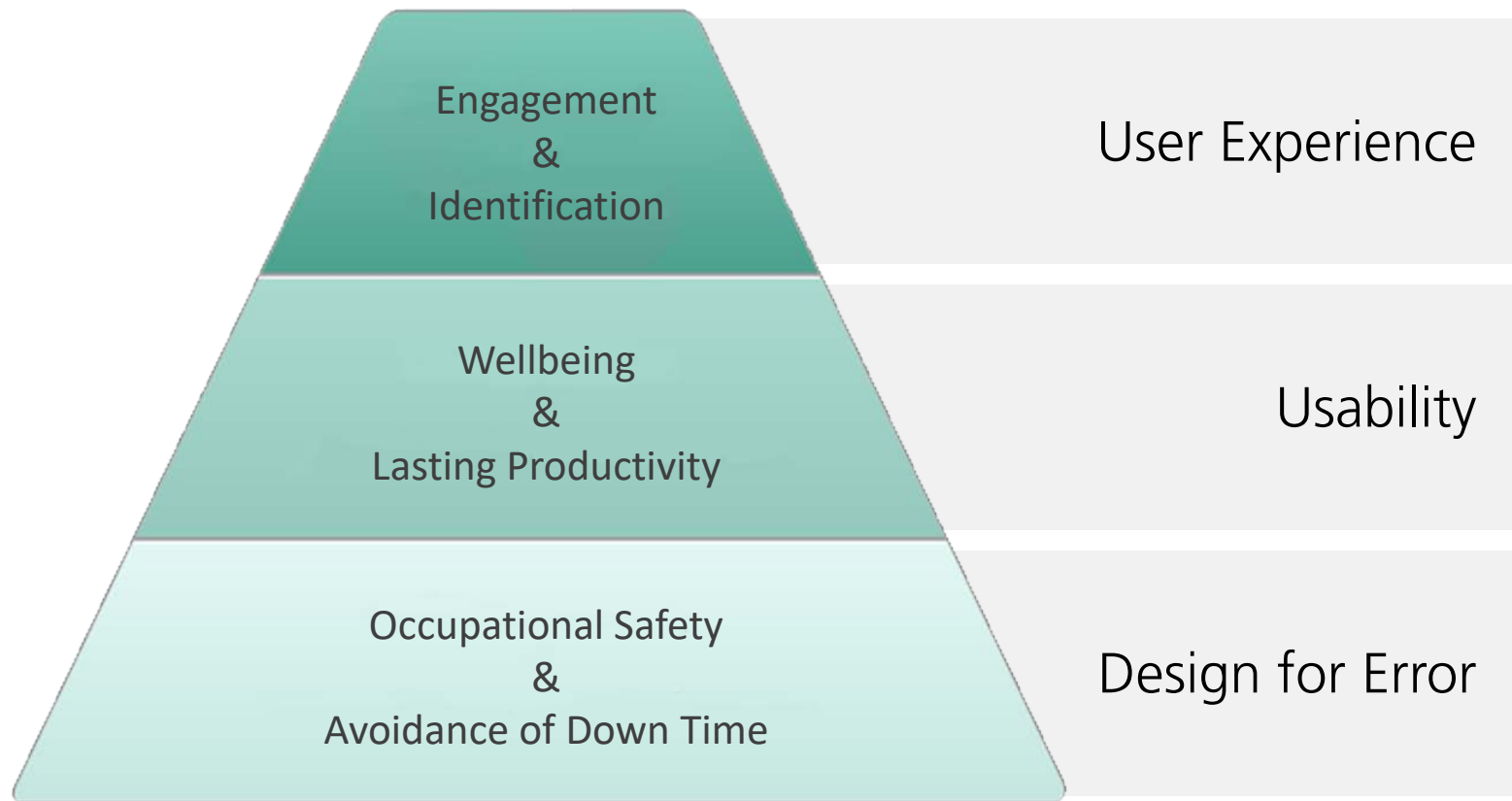


Technology-Scouting

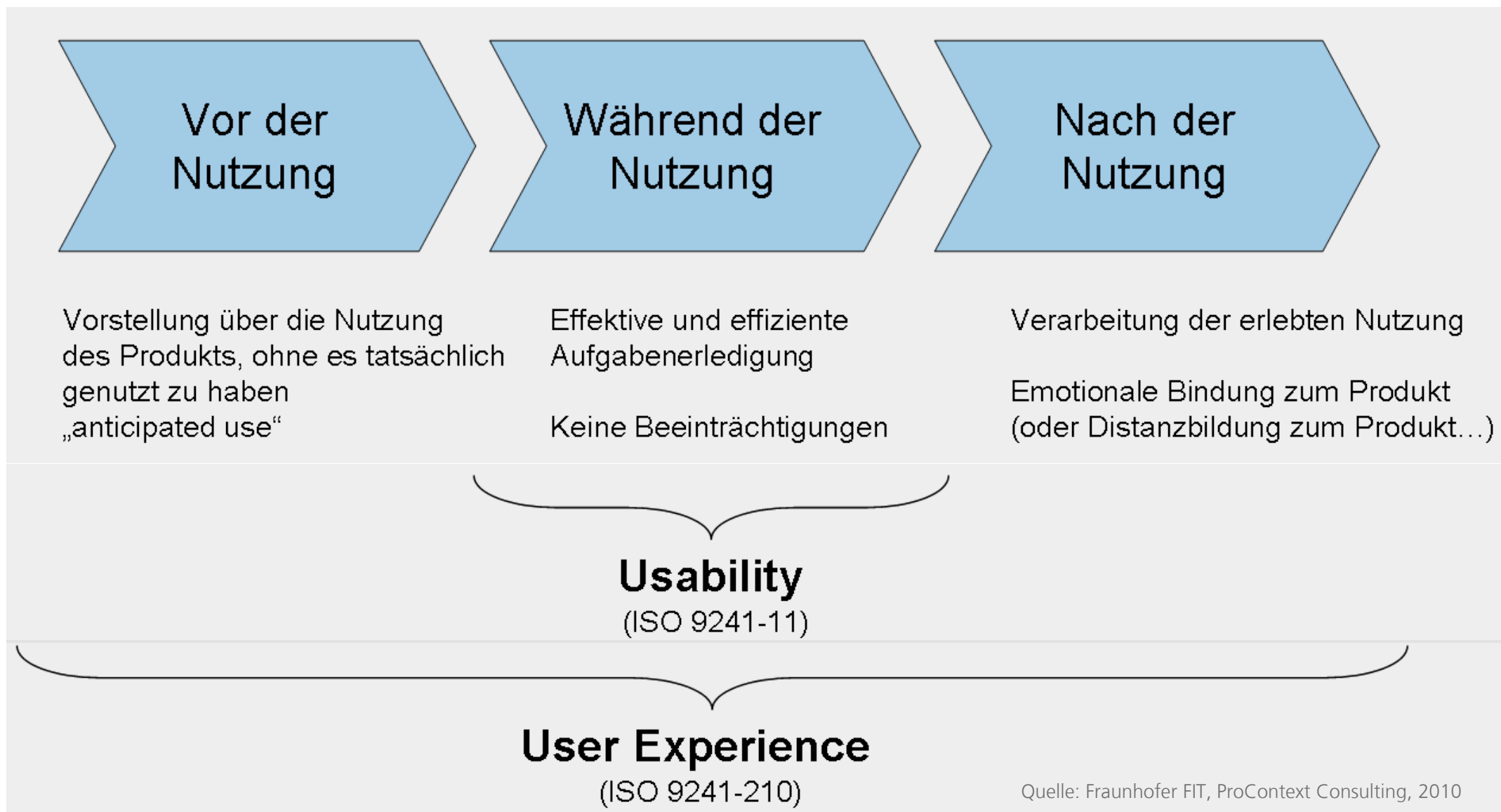


Knowledge Transfer

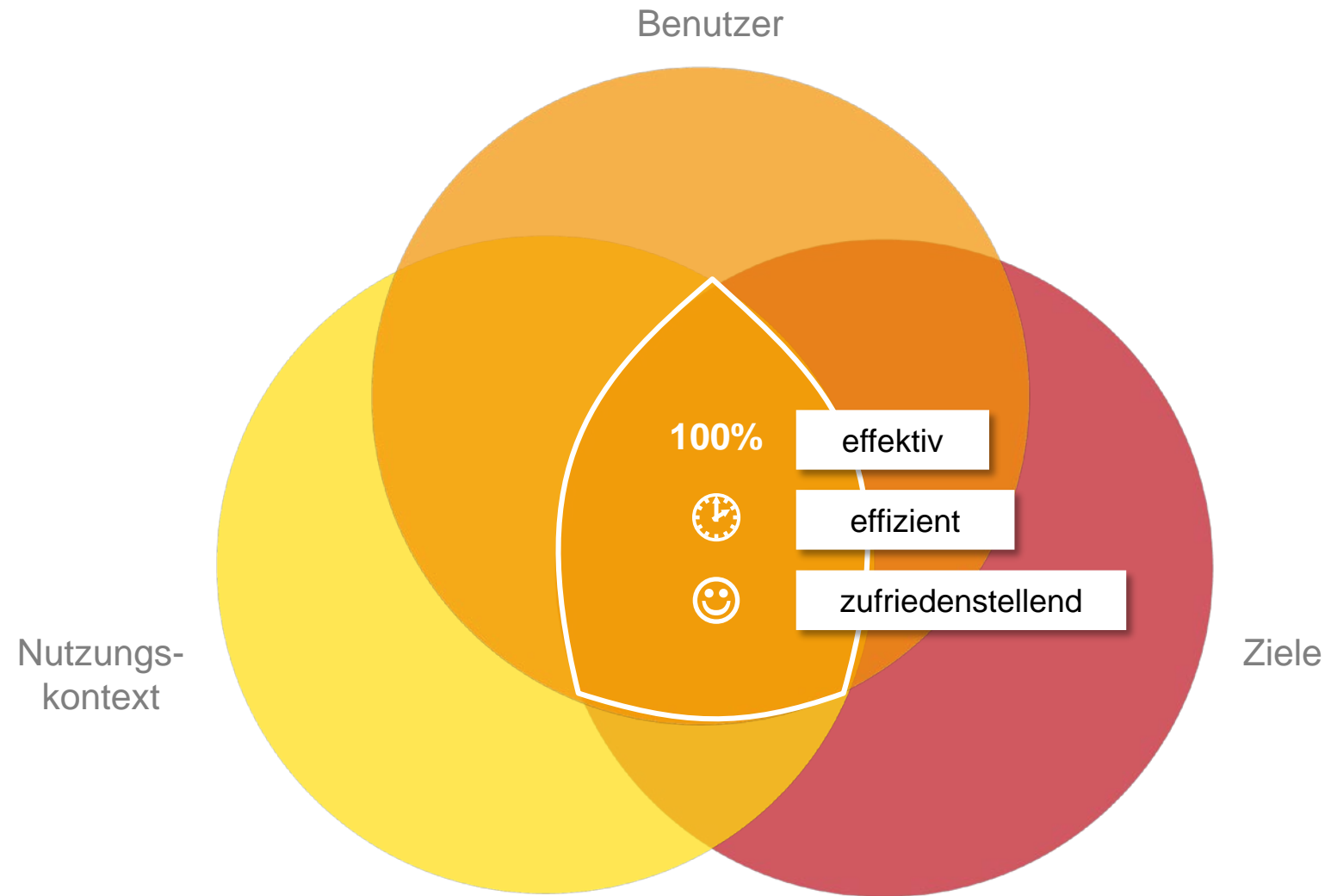
Positive User Experience



Unterschied zwischen Usability und User Experience?



Hohe Usability



Eigene Darstellung nach DIN EN ISO 9241-11 (Gebrauchstauglichkeit)

Positive User Experience

Nutzererleben ist ein wertendes Gefühl – Erlebnis – während der Interaktion mit einem Produkt. Diese Wertung entsteht durch das Erfüllen oder nicht-Erfüllen von grundlegenden menschlichen Bedürfnissen.

(Hassenzahl 2008)

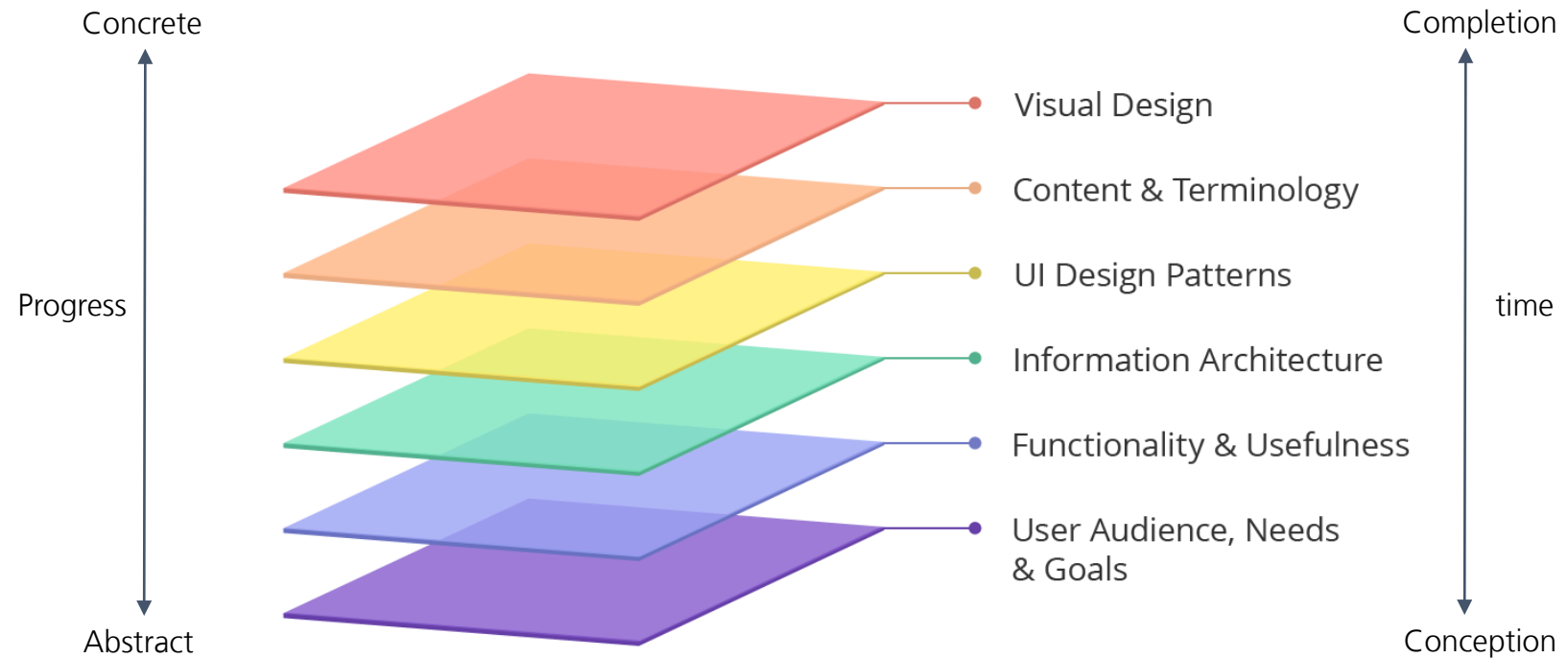


UXellence®

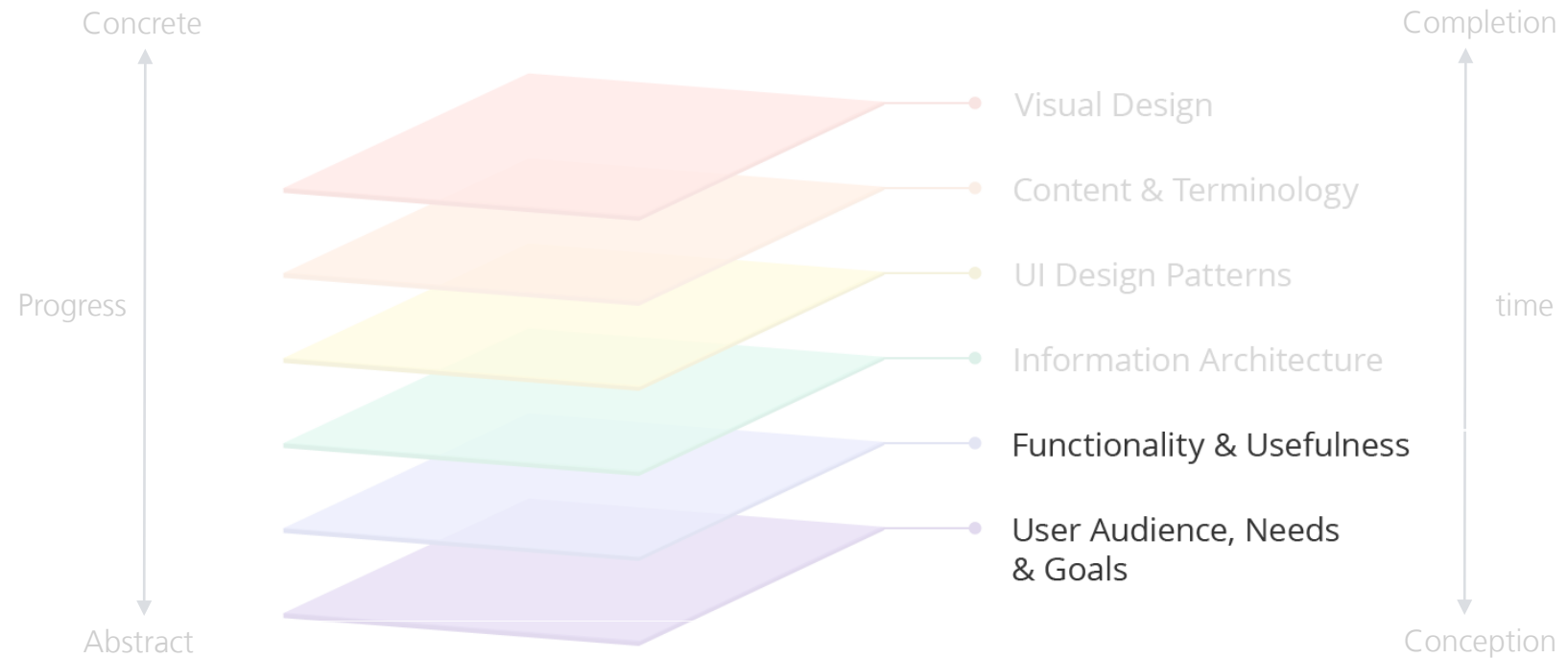
UXellence® is a registered trademark of Fraunhofer IAO.

cf. Reiss & Haverkamp, 1998; Ryan & Deci, 2000; Sheldon et al., 2001; Hassenzahl, 2003

Design layers of a concept



Design layers of a concept

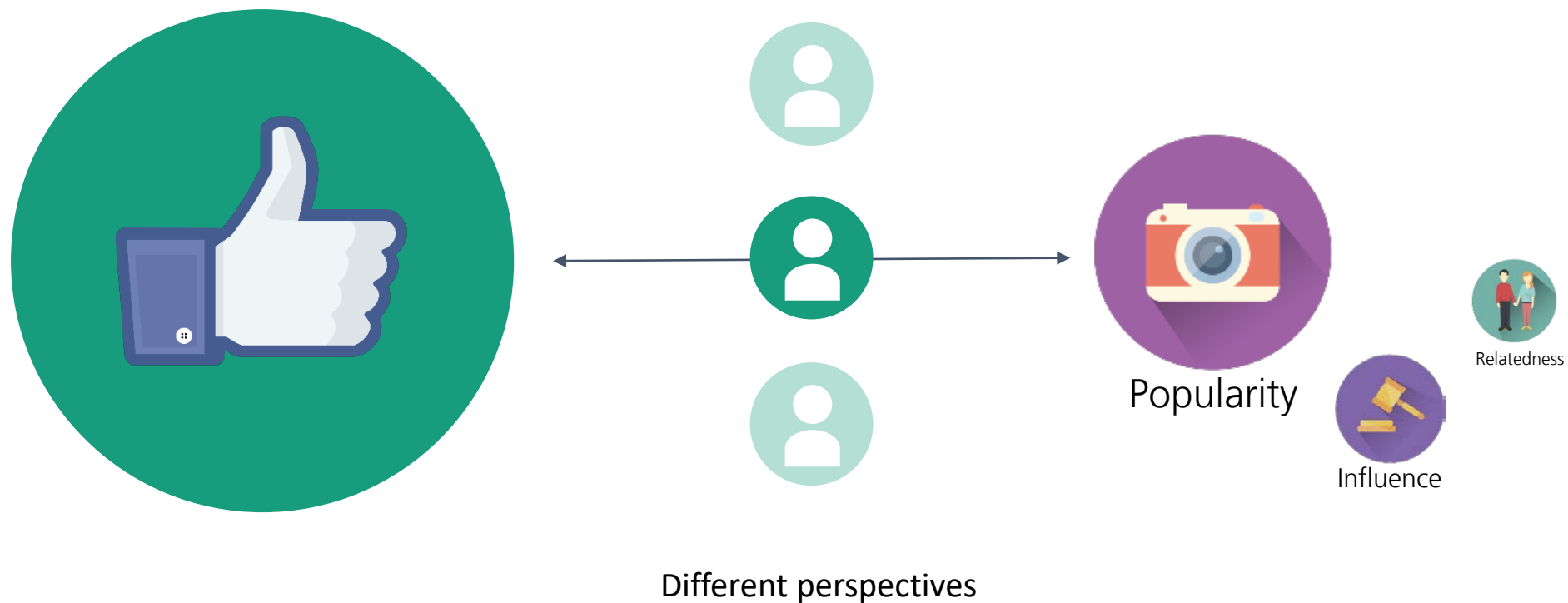


Kleider machen Leute



The image shows two overlapping screenshots of social media platforms. The left screenshot is from LinkedIn, featuring a teal header with the text 'Karriereziele' and 'Lassen Sie Recruiter wissen, dass Sie verfügbar sind: Aus'. Below it, there is a section for 'Gehaltsvergleich' with the text 'Sehen Sie, wie Sie mit Ihrem Gehalt im Vergleich zu anderen abschneiden'. The right screenshot is from Facebook, showing a 'Beitrag erstellen' (Create Post) form with the text 'Was machst du gerade, Philiq?' and a 'Neue Aktivität aus ...' section. A large green circle is overlaid on the center of the screenshots, containing two icons: a checkered flag on a green circle labeled 'Wettbewerb' and a camera on a purple circle labeled 'Popularität'. The LinkedIn logo is visible at the bottom left of the LinkedIn screenshot, and the Facebook logo is visible at the bottom right of the Facebook screenshot.

Positive User Experience

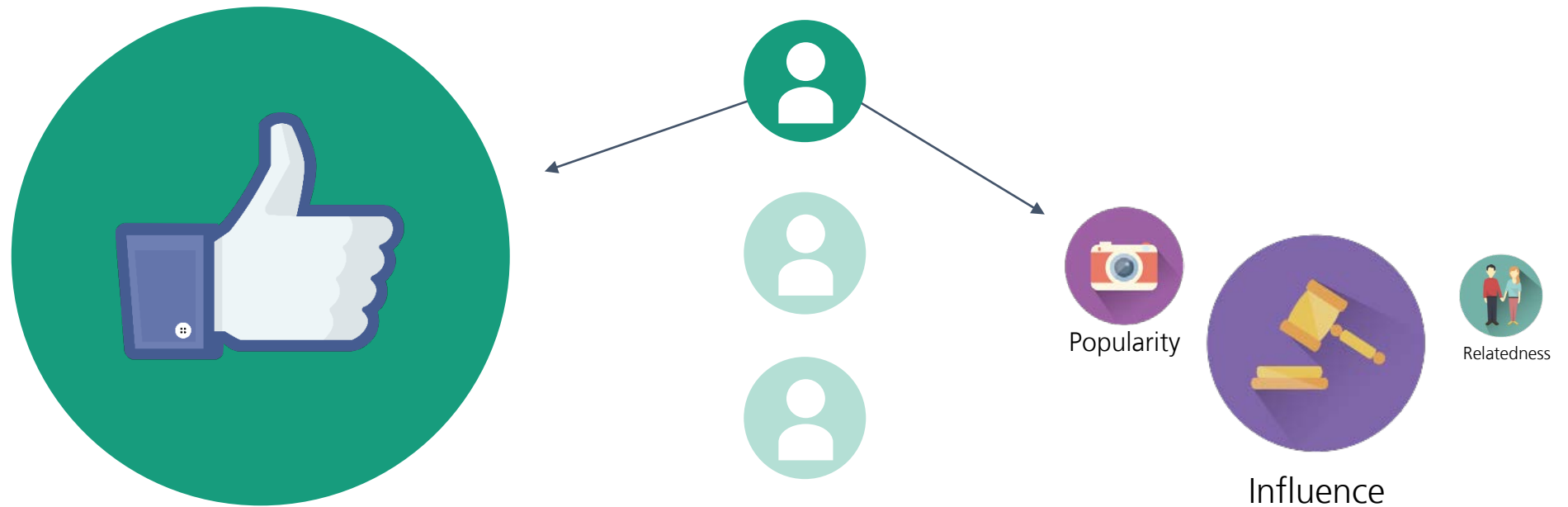


Nutzerrollen, Perspektiven und Bedürfnisse



Quelle: <http://www.yagoportal.com/>

Mapping mechanisms to needs



Different perspectives

Mapping mechanisms to needs

Following



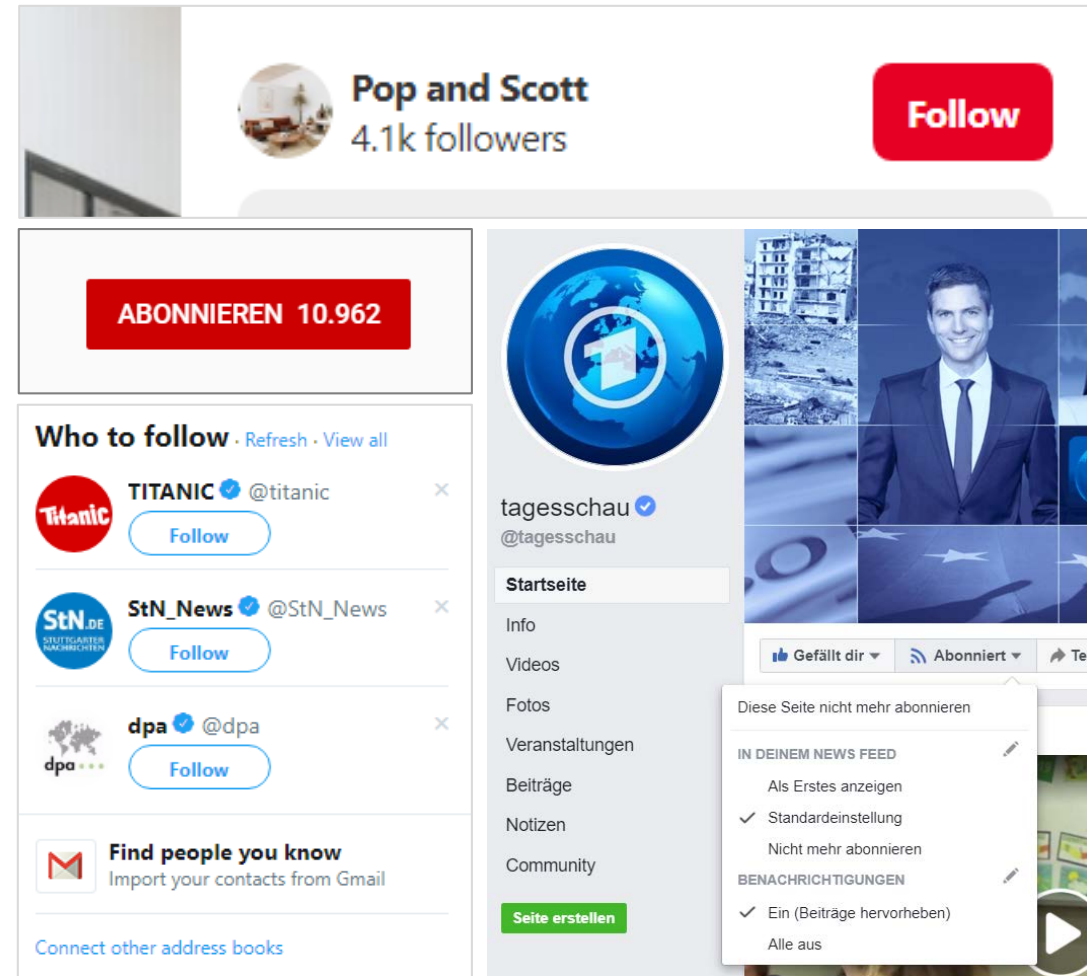
Keeping the meaningful



Stimulation

Following is a way of expressing interest in someone else's activities and objects and subscribing to them. It does not require reciprocation, and although it might correspond with acquaintanceship or friendship, it does not necessarily imply a reciprocal relationship between the follower and the followed.

<https://twitter.com/>
<https://www.facebook.com/tagesschau/>
<https://www.pinterest.de/pin/484207397431350317/>



Mapping mechanisms to needs

Sharing on Platforms



Influence

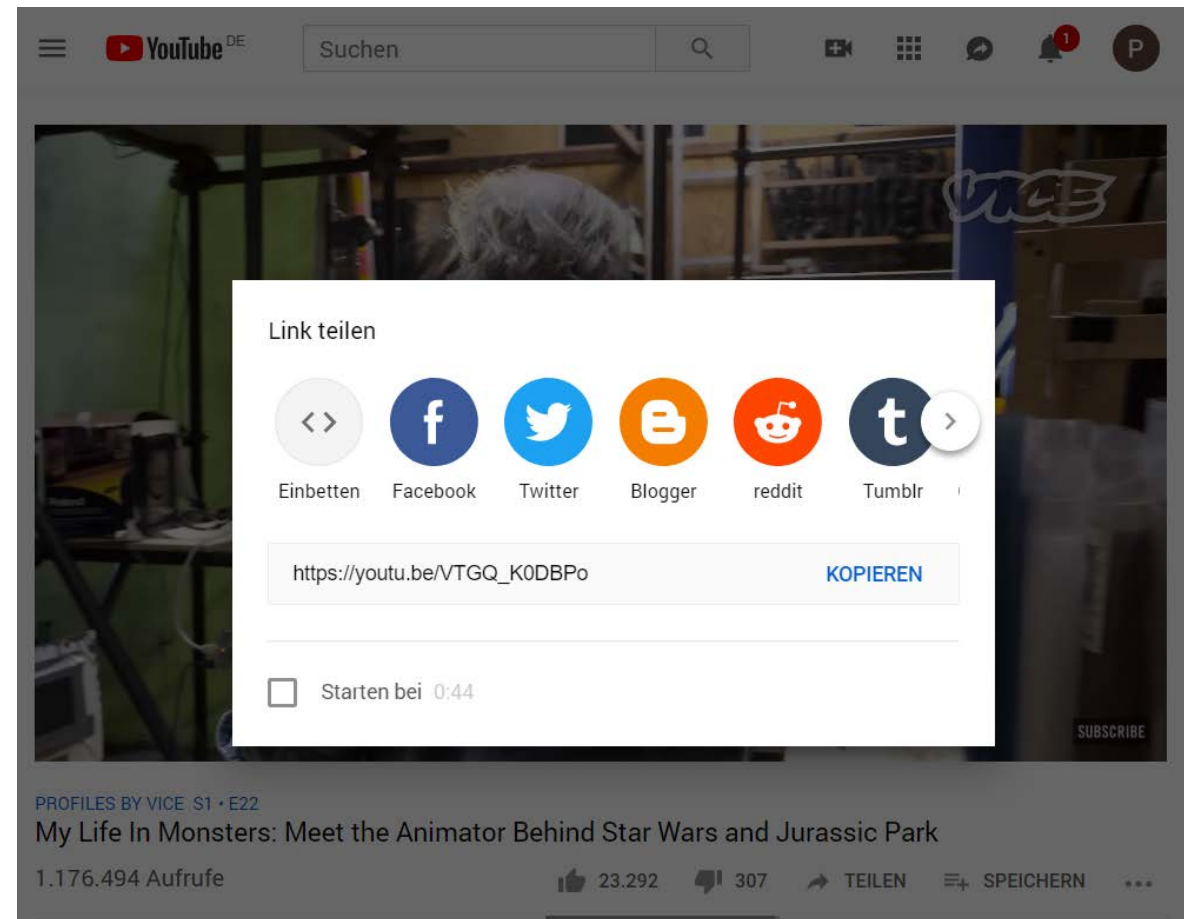


Popularity



Relatedness

For instance, the “Share This” widget shown in the Figure enables the user to share the content of a page (or a component of a page) with friends on social networking sites such as Facebook.



Mapping mechanisms to needs

Up and down rating



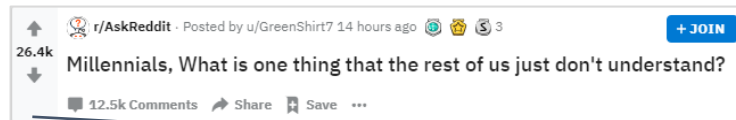
Influence



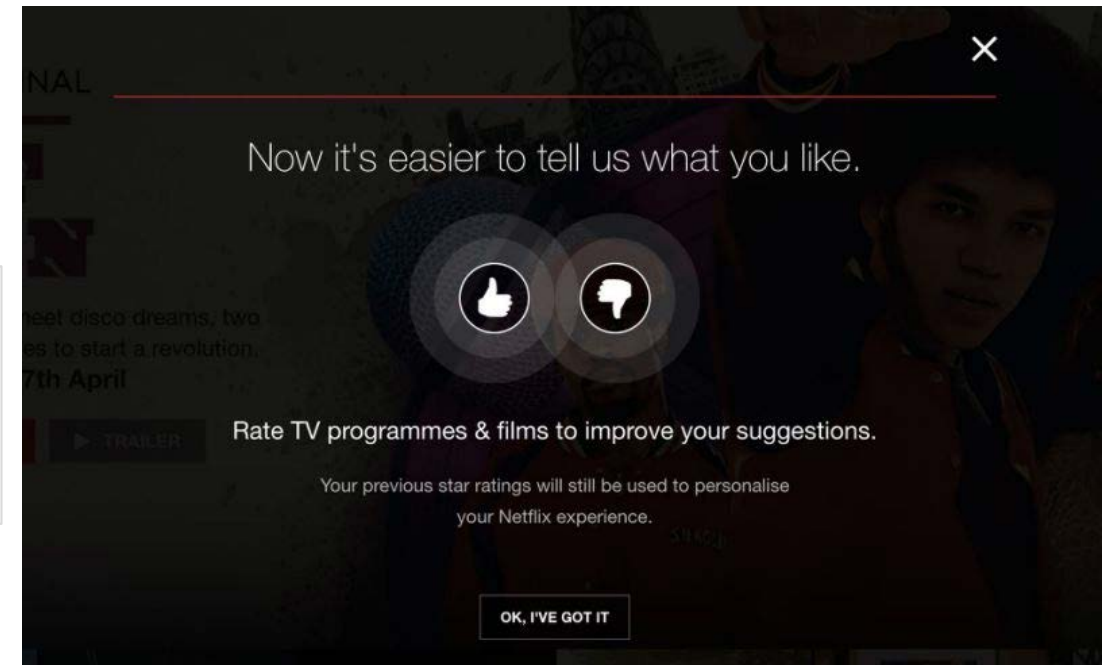
Popularity



Competition



A user wants to express a like/dislike (love/hate) type of opinion about an object (person, place, or thing) he is consuming, reading, or experiencing.



<https://www.reddit.com/>, <https://geeksociety.com.au/2017/04/06/netflix-drops-star-ratings-for-thumbs-upthumbs-down/>

Mapping mechanisms to needs

Ratings & Reviews



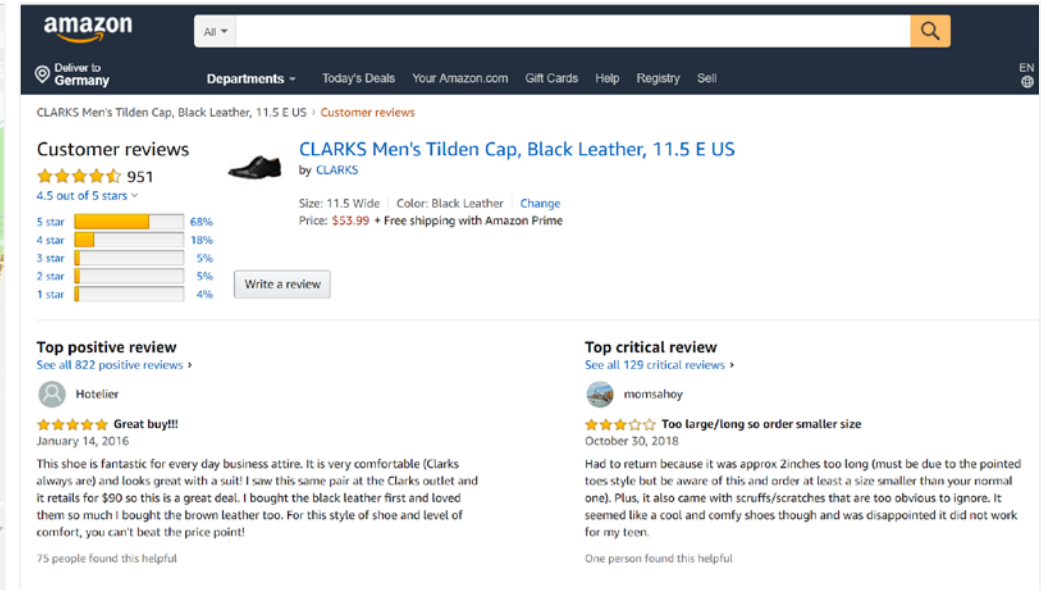
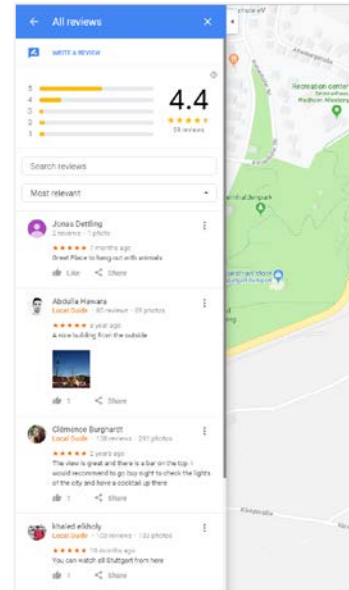
Influence



Competence



Security

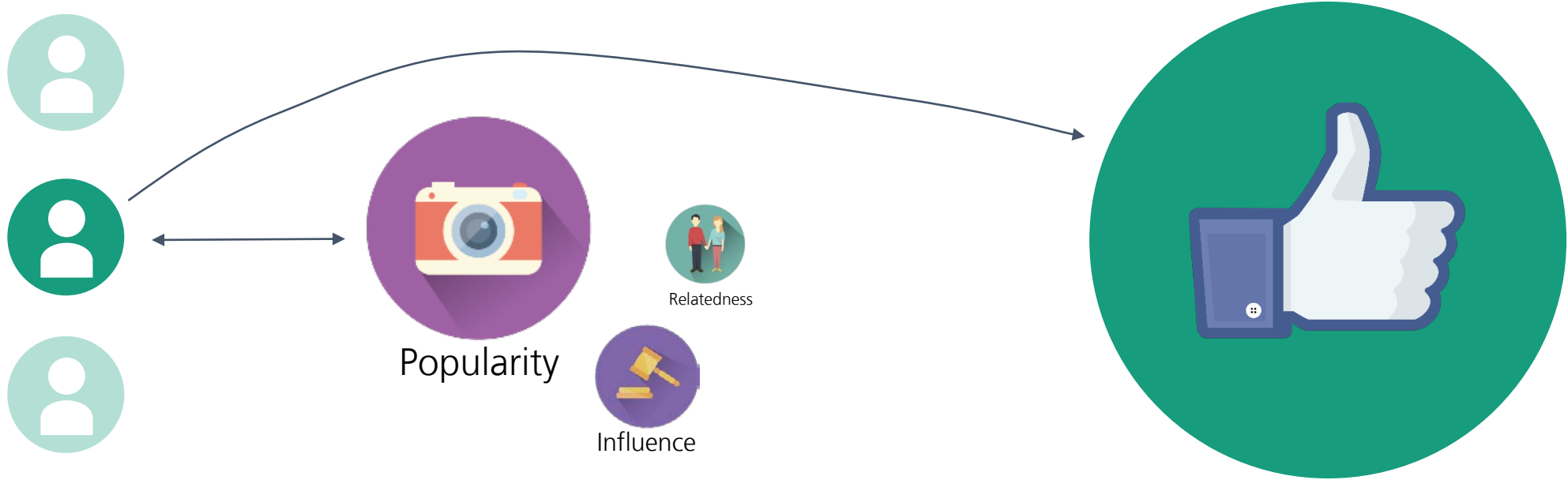


A user wants to share her opinion with others about an object (place, person, thing) in greater detail than a simple rating or comment.

<https://goo.gl/maps/c8zyskpq2y3d6mbC6>

https://www.amazon.com/product-reviews/B00UWVTQM0/ref=acr_search_hist_5?ie=UTF8&filterByStar=five_star&showViewpoints=0

Mapping needs to mechanisms



Different perspectives

Interaction mechanisms

<https://edisonchee.com/blog/user-experience-design-part-1-of-2/>

Mapping needs to mechanisms

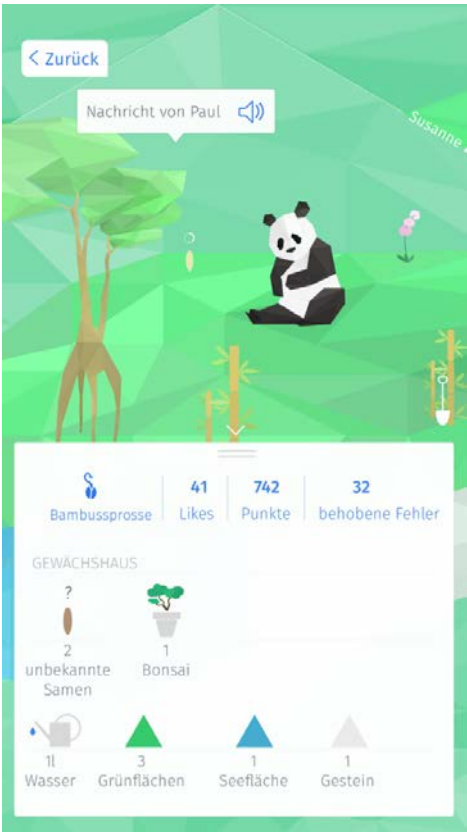
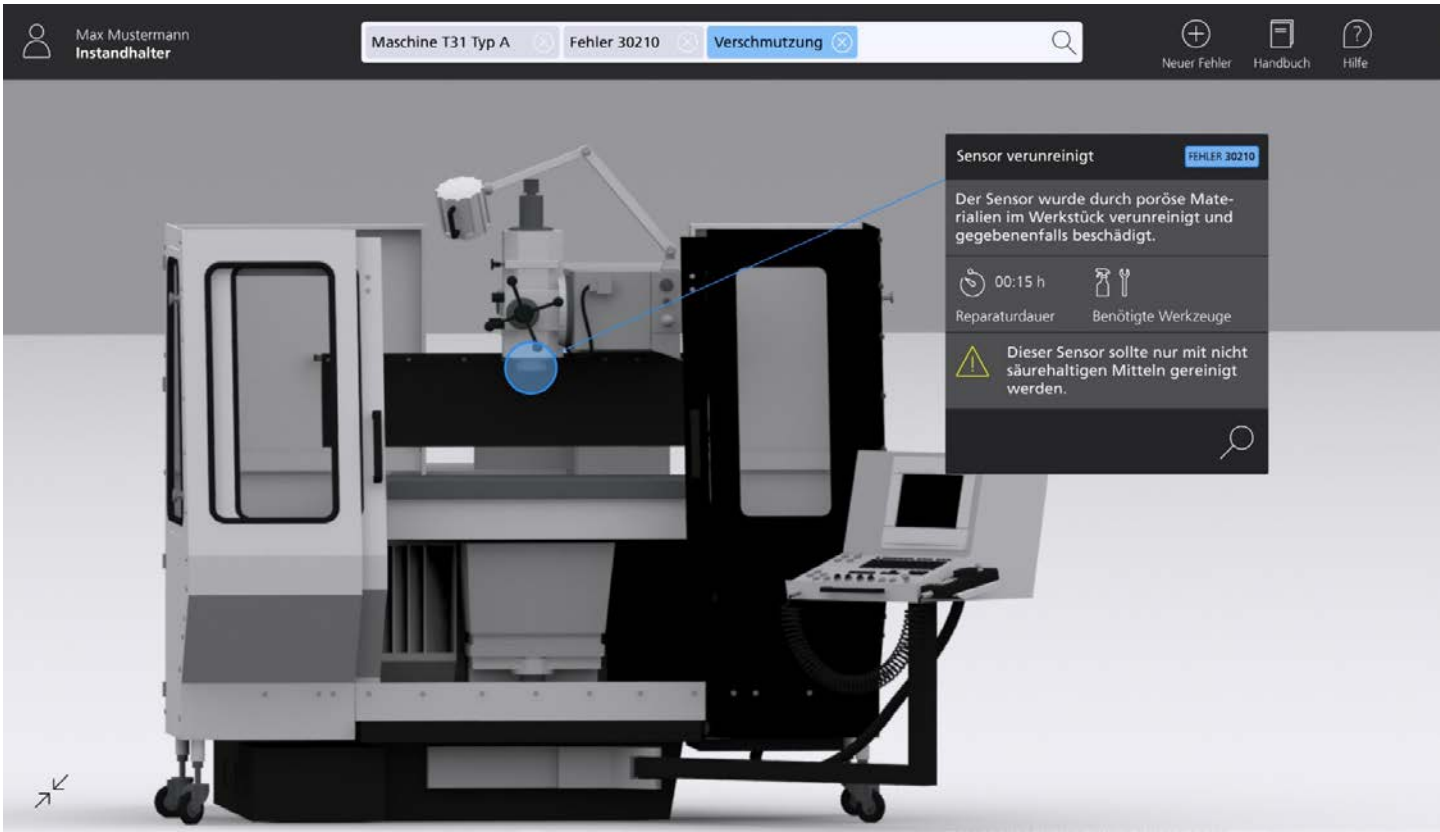
User-Generated Instructions HMI 4.0



Keeping the meaningful



Popularity

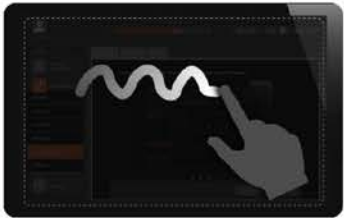


Mapping needs to mechanisms

Following



Self-expression Competence





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Kompetenz Team User Experience

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Der UUX TransferSpace in Nürnberg

12.07.19 - 02.10.19

Bayern Innovativ in Nürnberg

- Ausleihe von Materialien
 - zur kreativen Arbeit unterwegs (PopUp Toolkit)
 - von Arbeitsmaterialien für UX-Methoden (Werkzeugkasten)

Veranstaltungsort:

Bayern Innovativ
Bayerische Gesellschaft für Innovation
und Wissenstransfer mbH
Am Tullnaupark 8
90402 Nürnberg

