



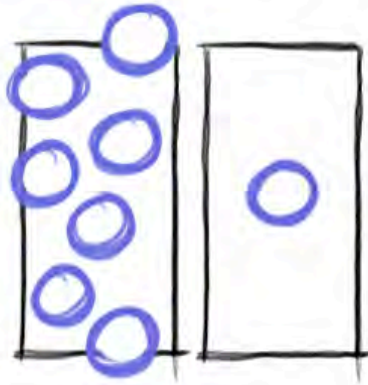
**PAY NO ATTENTION TO THE SCREEN-BASED
VISUALIZATION IDEAS IN PINPOINT.**

BRIEF



feb

CONCEPTS Focus



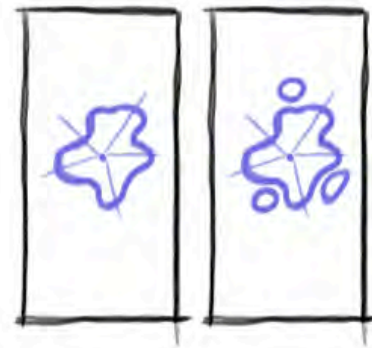
mar

apr

may

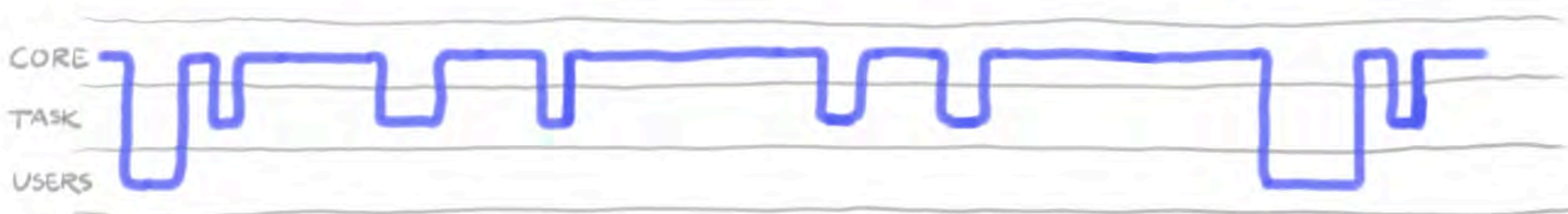
jun

DETAILING ELABORATION



aug

sep



BRIEF

CONCEPTS Focus

DETAILING ELABORATION



feb

mar

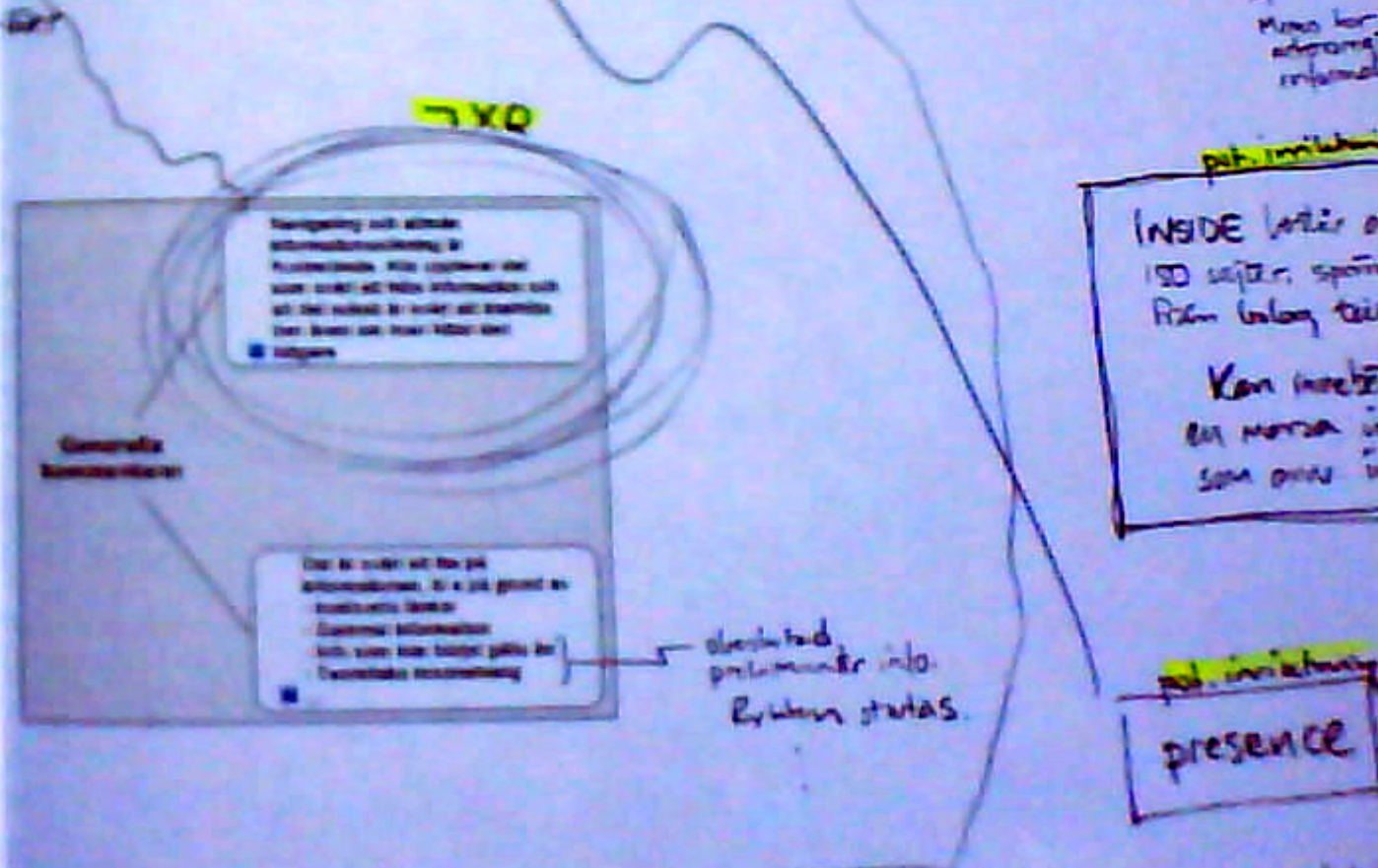
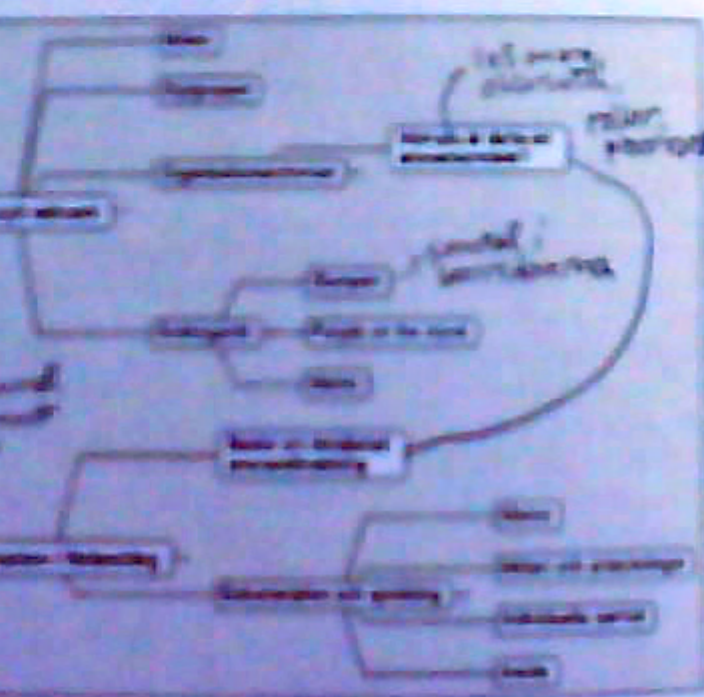
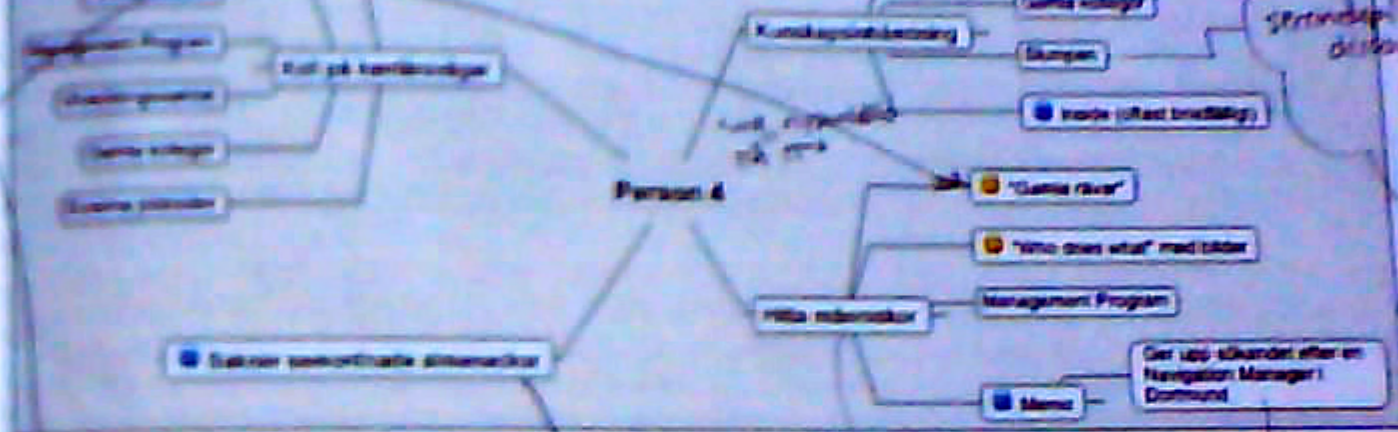
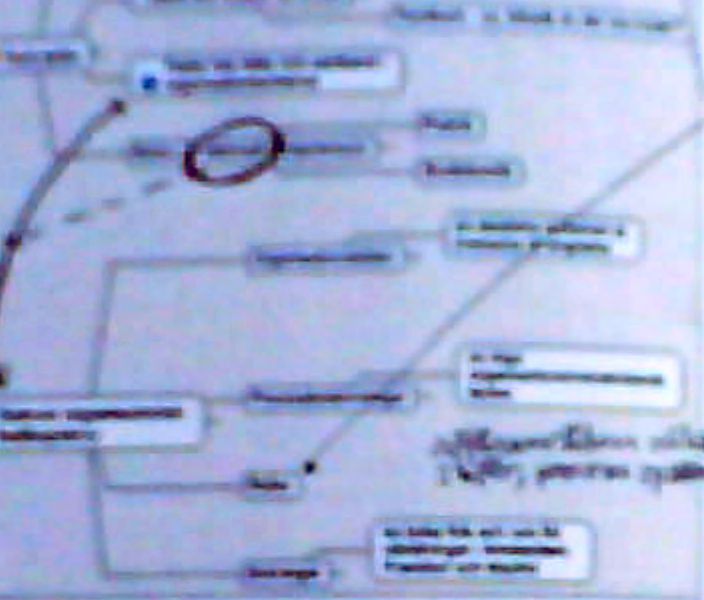
apr

may

jun

aug

sep



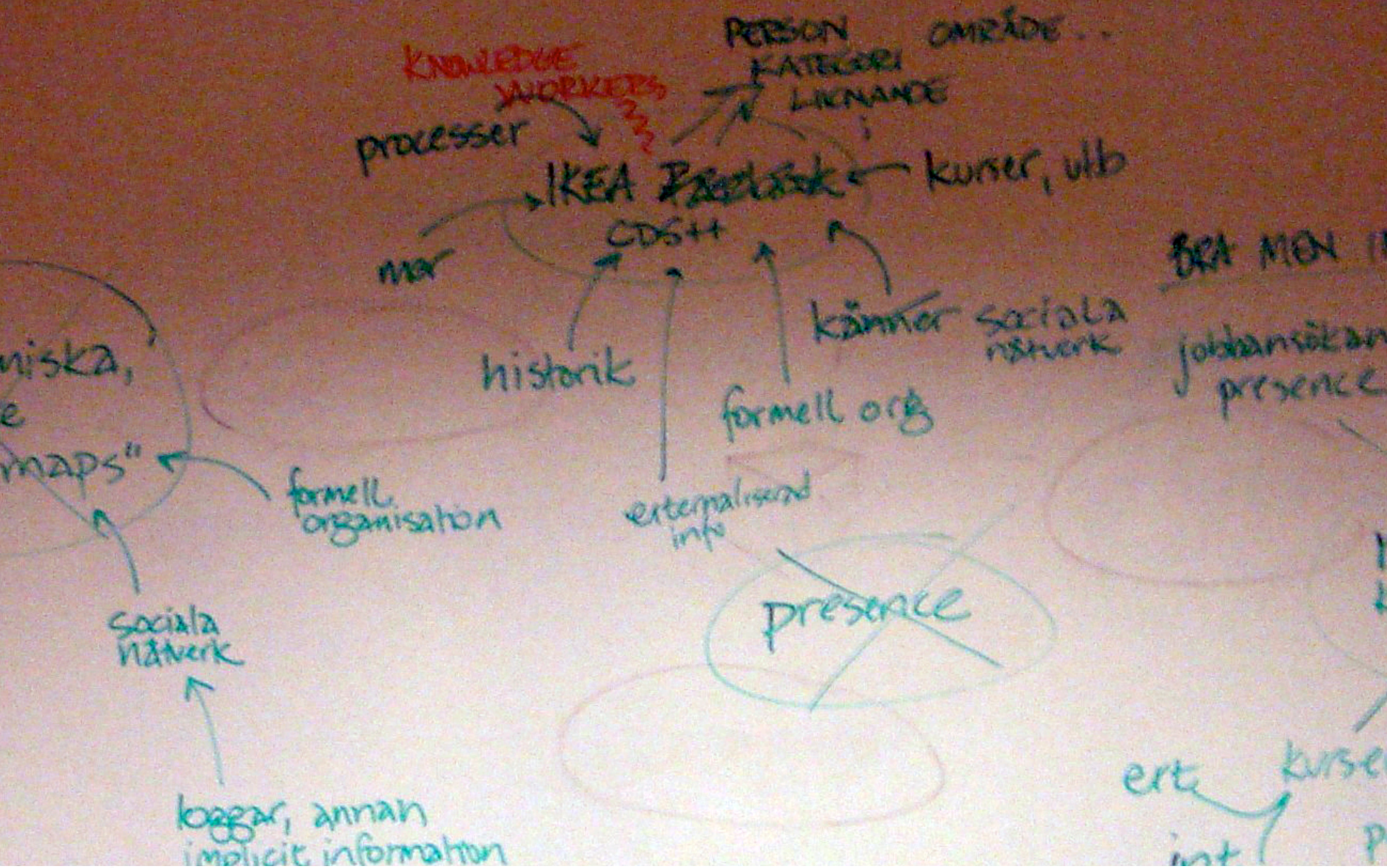
INSIDE kollar på
1SD sajter, spår
På en tablag till
Kan innehå
en massa i
som om...

presence

BRIEF FIELD STUDY

DETAILING ELABORATION





BRIEF **POSSIBLE FRAMINGS**

DETAILING ELABORATION



pinpoint.

Find out!

TITLE: Project brief
AUTHORS: Gunnar Forsén, Thomas Lundin, Jonas Löwgren
DATE: February 6, 2008
REVISION: 1

AIM OF THE PROJECT

To build a demonstrator that uses innovative visualization techniques to support knowledge workers in locating information related to co-workers.

DEFINITIONS

A **demonstrator** is a partially functioning prototype, focused on communicating interaction design decisions pertaining to user services and interaction techniques. Moreover, the demonstrator is designed and constructed for use testing.

Innovative visualization techniques can refer to techniques that are new in relation to what would be normal design choices in IKEA IT and similar companies, or techniques that are innovative in the sense of not being previously published in the interaction design community, or both.

The term **knowledge workers** refers to users who spend a significant amount of their work on information acquisition, management and communication.

BRIEF

CONCEPTS FOCUS

DETAILING ELABORATION





BRIEF

CONCEPTS

EXISTING APPROACHES

DEVELOPING

ELABORATION





87 :: CRAZIESS :: 2006
Newspaper of user behavior

**Horror: Deletemusic Worm
Goes After What Really Counts**

Call the cops. The sounds much worse to the front gear
wishes in the map, it may seem wrong after 400 files
deleting them all from your hard drive before moving on to the
next volume. It's spread mostly via external devices, so as long as
you don't plug in some random thumb drive you found on the
street you should be OK. But seriously, stay away from my laptop.
Make me rethink my OS, files, but just don't touch my music.
(Symantec via The Register and Uber-Post)

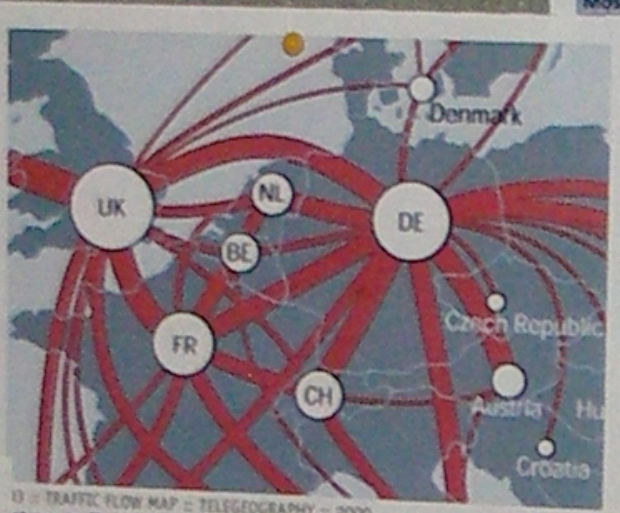
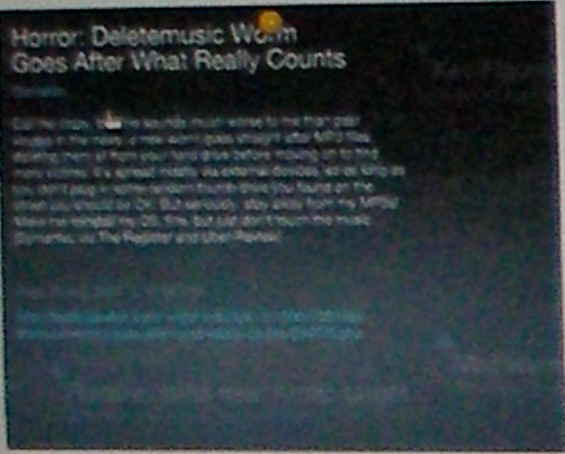
85 :: VOIRAGE :: ANDY ISSUES
rss reader with latest news in focus plus timeline



45 :: TRAVEL-TIME MAPS :: LIGHTFOOT & STEINBERG :: 2006
half-hour intervals of travel time in greater london



52 :: SWARMTHE :: 2006
website map based on traffic data



13 :: TRAFFIC FLOW MAP :: TELEGEOGRAPHY :: 2000
internet traffic flow map



1 DAYS IN IRAQ :: DE ALBUQUERQUE & CHA
in Iraq during January 2006



88 :: THREE VIEWS :: ANDREW C
military expenditure per country

Plan
Diplomatic
Mission to
Baghdad

seizure
spurs
court
questions

Afghan
Hostage
Deadline
Passes

electro
claims
first
cabine
casual

Senator's
financial

House
Looks for

More
Wildfires

BRIEF

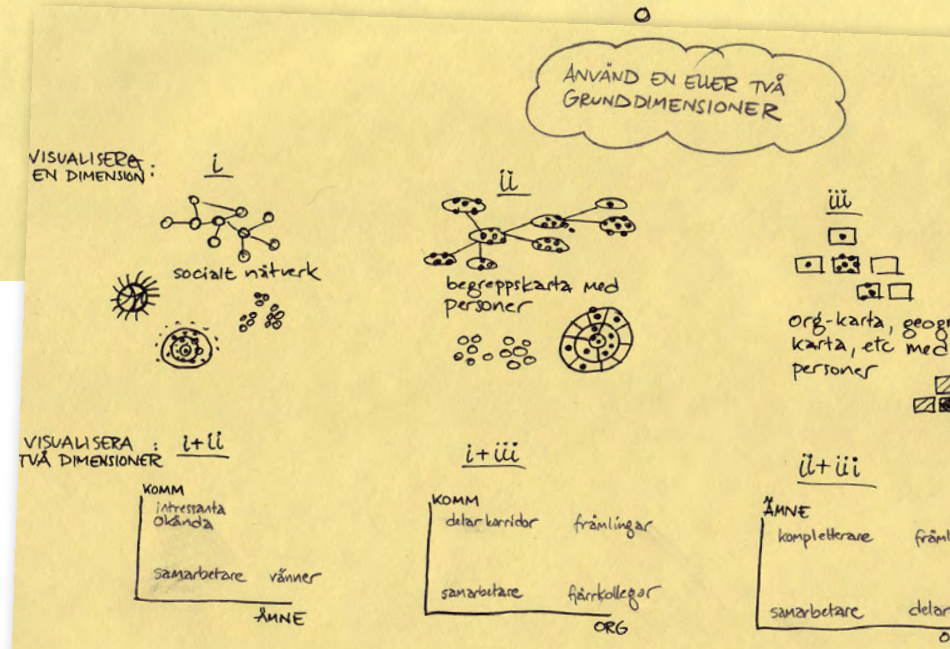
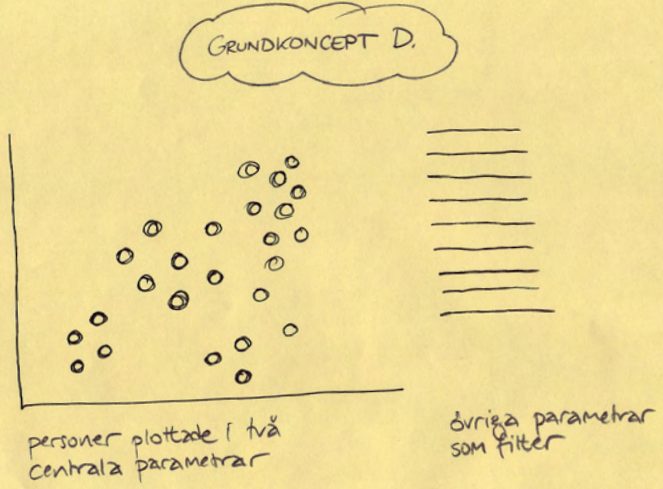
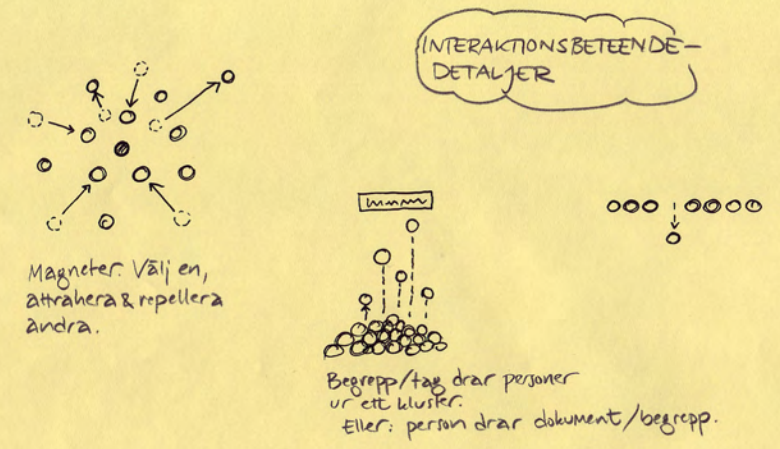
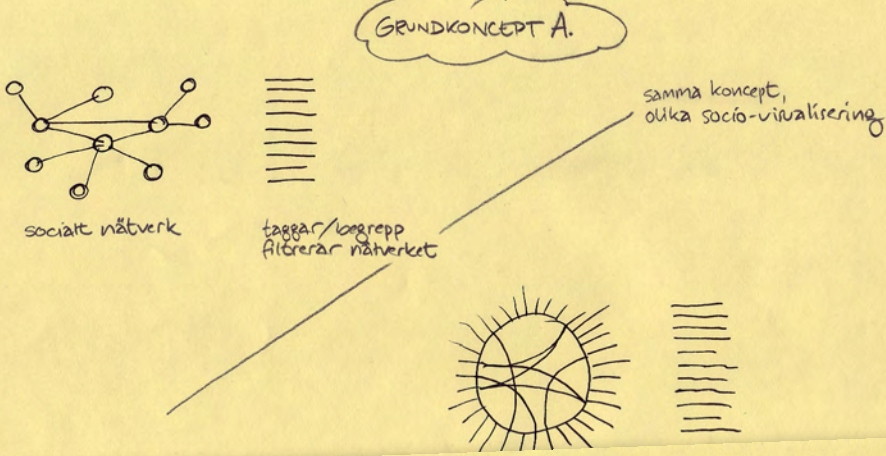
CONCEPTS

EXISTING APPROACHES

DEVELOPING

ELABORATION





BRIEF

CONCEPTS **SKETCHES**

DETAILING ELABORATION



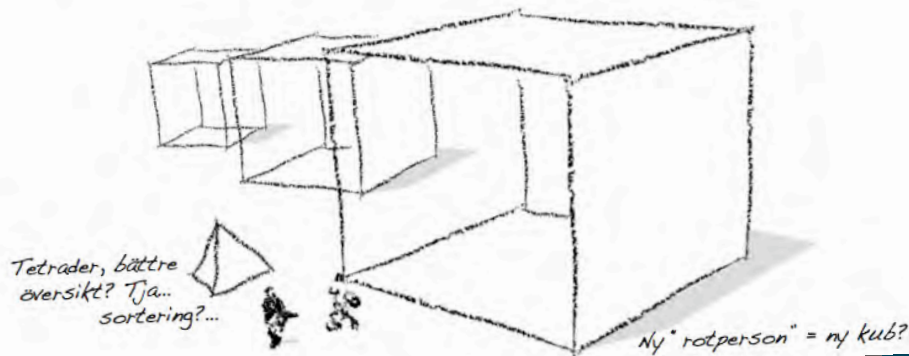
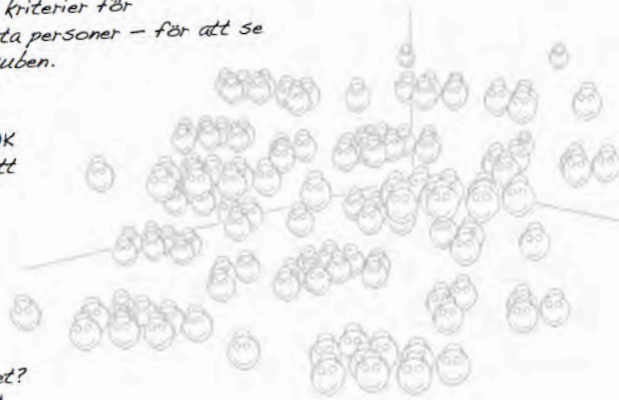
KUBEN. Tre dimensioner ges samma vikt. 3D??
Interaktion: främst bestå av att ändra kriterier för
visualiseringen + att markera intressanta personer - för att se
nätverk, snarare än att vända, vrida på kuben.

Utmaningar:

*) Hitta symbol för person som är OK
att låta hänga i rymden. Eller, se till att
det finns nått för var och en att
sitta på. - wireframe stödlinjer...

*) Om mycket träffar, svårt
se och välja en viss symbol,
i en tät 3D-klunga? Se testfil.

*) Byte av "rotperson". Vad innebär det?
Navigation framåt / bakåt

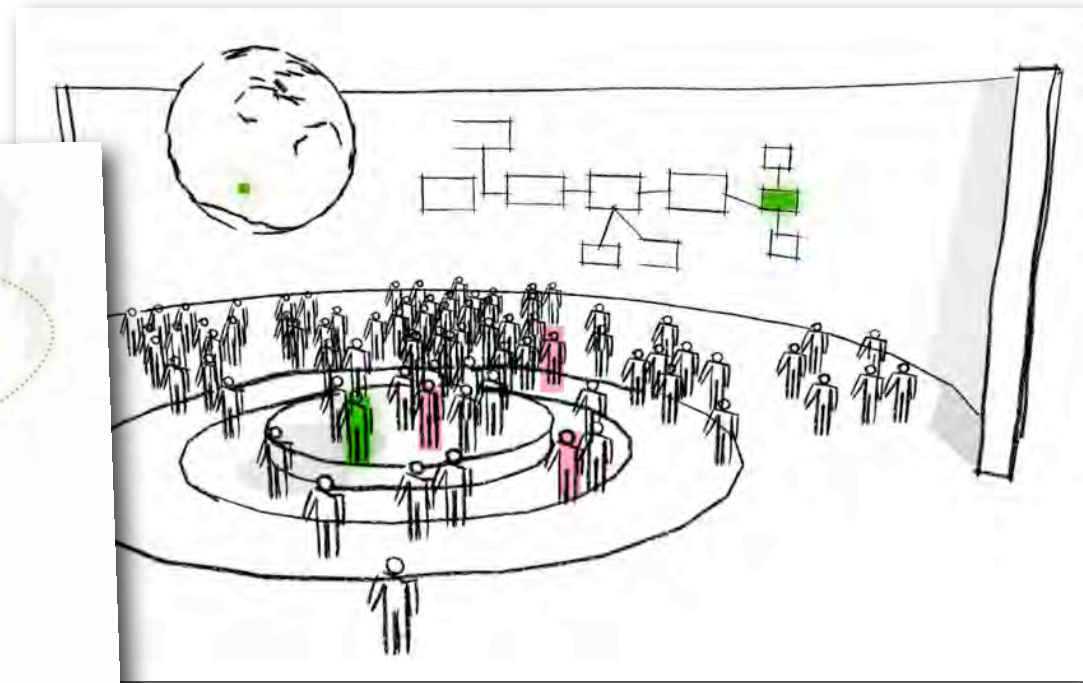


BRIEF

CONCEPTS

SKETCHES

DETAILING ELABORATION



BRIEF

CONCEPTS

SKETCHES

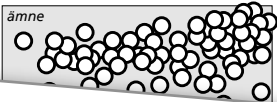
DETAILING ELABORATION



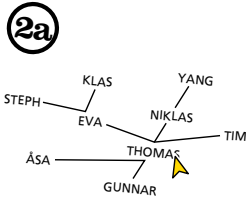
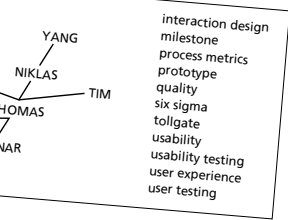
BEGREPPSKARTA

KUBEN 1+2

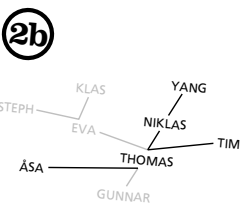
KUBEN 2+1



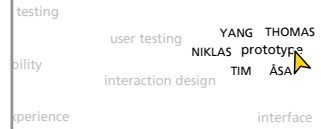
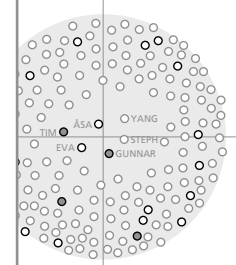
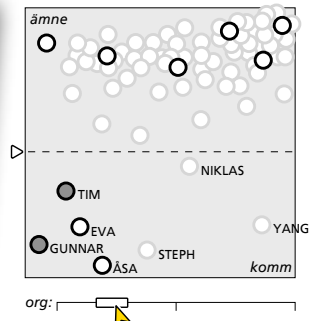
SOCIALT NÄTVERK



- interaction design
- milestone
- process metrics
- prototype
- quality
- six sigma
- tollgate
- usability
- usability testing
- user experience
- user testing



- interaction design
- milestone
- process metrics
- prototype
- quality
- six sigma
- tollgate
- usability
- usability testing
- user experience
- user testing



BRIEF

CONCEPTS

SYNTHESIS

DETAILING

ELABORATION



**INTERLUDE:
ALTERNATIVE SKETCHING TECHNIQUES
FOR CONCEPT DEVELOPMENT**

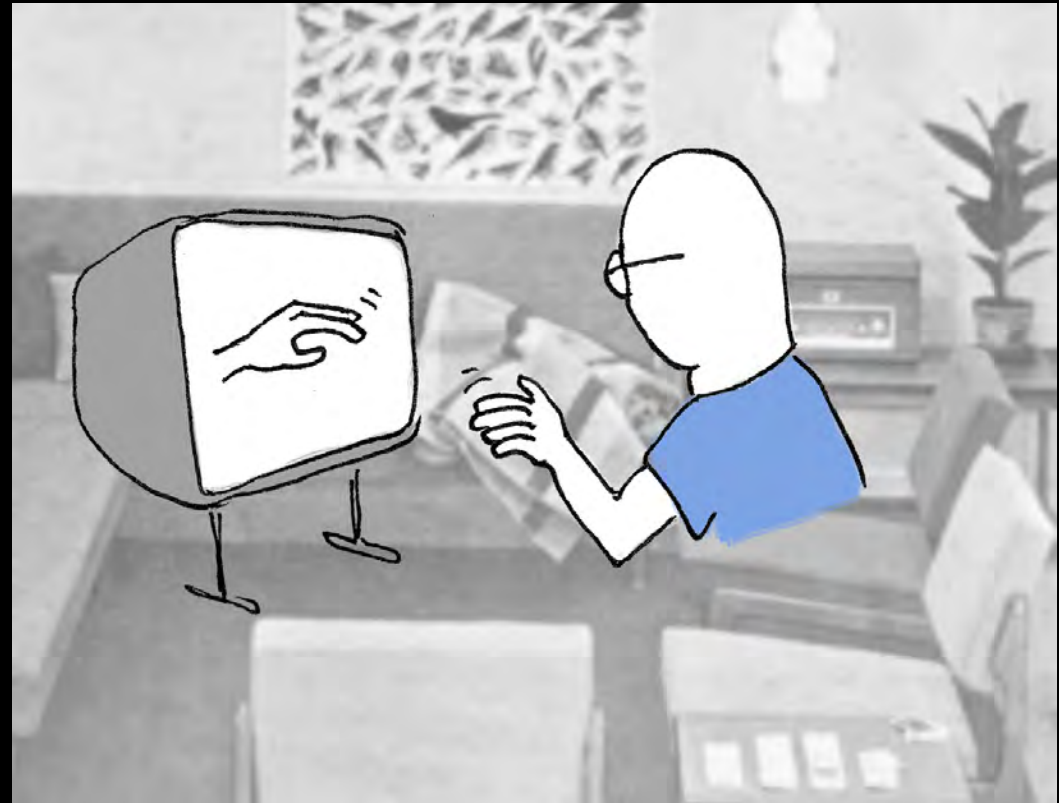
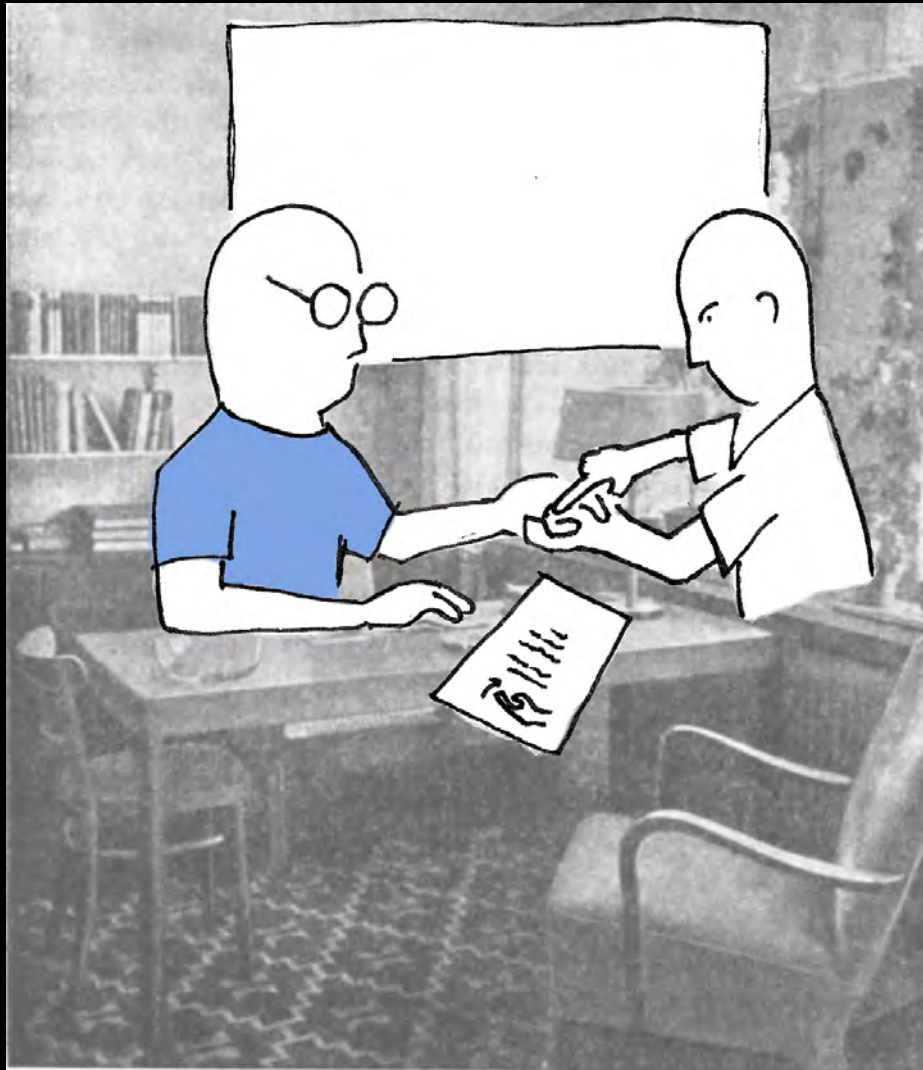


1. LAMPAN SLÄCKT.

2. GÖR LYS-GESTEN.
BÖRJA LYFTA
ANDRA HANDEN.
LAMPAN TÄNDS SVAGT.

3. LYFT HÖGRE SÅ
LYSER DET STARKARE.

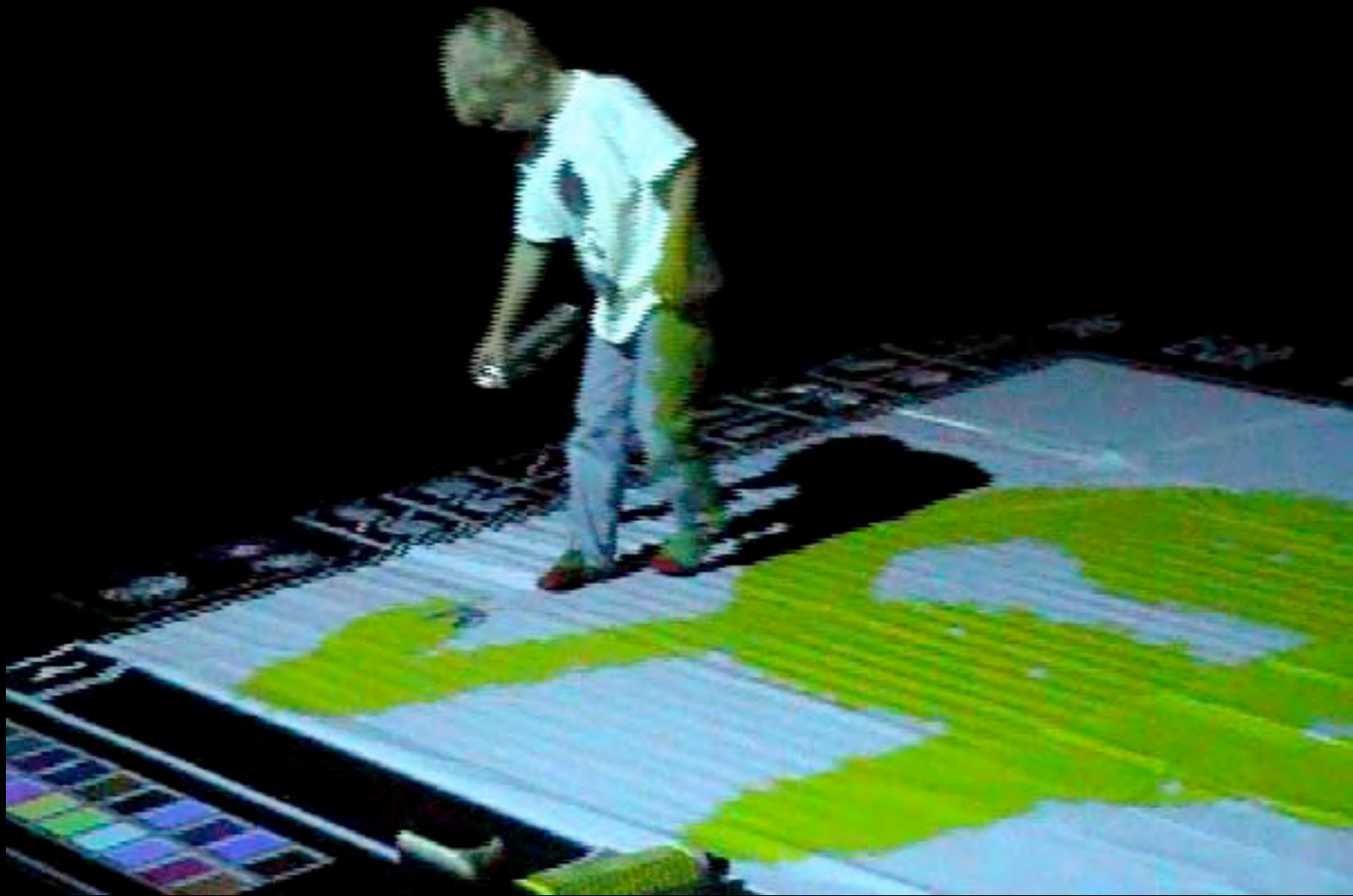
BASIC STORYBOARD



CUTOUT STORYBOARD



MOCKUP ENACTMENT



WIZARD OF OZ



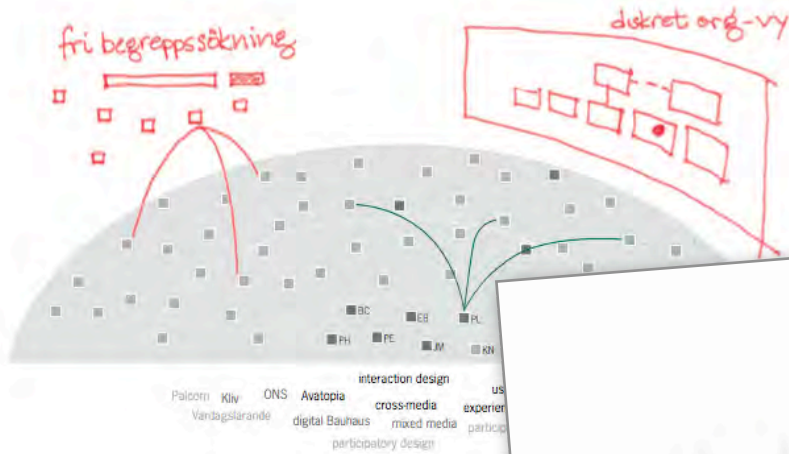
ENVISIONMENT

**AND NOW:
BACK TO THE MAIN TRACK**

AKTIVITETER TILL 10 APRIL

Gunnar börjar skapa skarpa fejkade testdata

- identifiera testdeltagare
- ta reda på deras kommunikationsnätverk (8-10 pers)
- ta reda på deras begreppsmoln
- fyll på med dummypersoner med liknande ämne, kommunikativt okända, upp till ca. 60 stycken (kanske bra knep att välja testdeltagare på en avdelning eller motsvarande där ämnesavståndet är lågt och kommunikationen är tät, så att vi får ett kärnsociogram som hänger ihop och flera testdeltagare är representerade)



pinpoint.
Find out!

BESLUT OM KONCEPT

26 mars 2008, rev 31 mars 2008
Gunnar, Thomas och Jonas

Visualisera personer utgående från deras ämnesavstånd till en utgångsperson (initialt jag själv, kan skiftas till någon annan).

Kommunikativt avstånd visas med bågar för de tätaste kontakterna.

Utgångspersonens begreppsmoln visas och kan användas för filtrering.

Det går att söka på godtyckliga ämnesbegrepp, och resultatet dyker upp i periferin med kopplingar till personer som redan finns i visualiseringen (se nästa sida).

Organisationsvyn är diskret men finns alltid till hands (se nästa sida).

bluetooth | home wi-fi
crowd sourcing | experience design
at home

pinpoint.
Find out!

BRIEF

CONCEPTS Focus

DETAILING ELABORATION

enter search terms...



BA7 lightning



Lilian Sully
 Sleeping and Storage
 London, West Thurrock
 lilian.sully@ikea.com
 +44 74374738 99232045

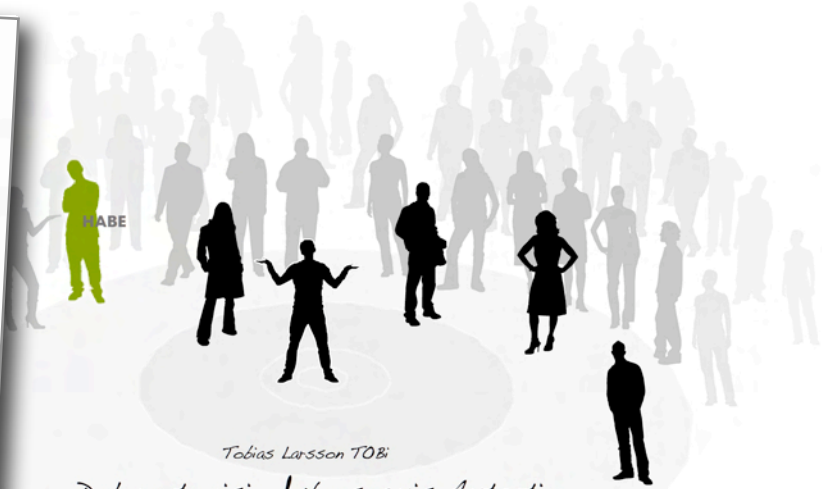
"new BA" | home wi-fi
 "sales going very well" | new personal
 integrated KPI matrix



Tobias Larsson TOBi

Doloreet wisi... | Nonsequis Autpatio
 "...a new BA..." | Loreet Amconse | ...ullumsa...
 Giam Loreet | Volor irit irit | home wi-fi
 "Commolabor inibh..." | quis eraessit
 ..."tie et dunt"... | TED.com
 BA8 | QTC | PCA

- t
- w
- +
- s
- ?



Tobias Larsson TOBi

Doloreet wisi... | Nonsequis Autpatio
 "...a new BA..." | Loreet Amconse | ...ullumsa...
 Giam Loreet | Volor irit irit | home wi-fi
 "Commolabor inibh..." | quis eraessit
 ..."tie et dunt"... | TED.com
 BA8 | QTC | PCA

INTERFACE DRAWINGS

BRIEF

CONCEPTS

DETAILING

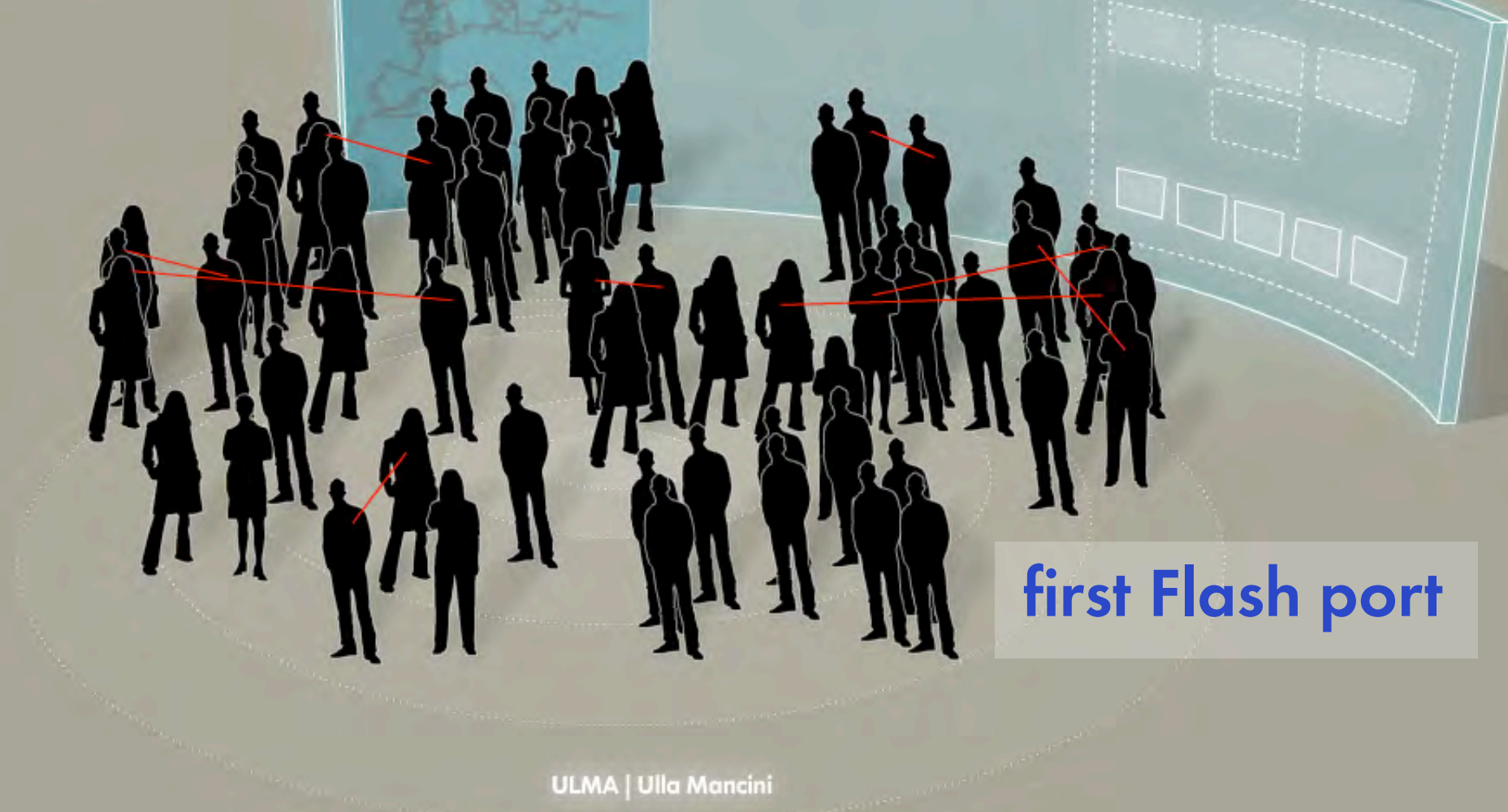
ELABORATION





BRIEF **LAYOUT ALGORITHM SKETCH** DETAILING ELABORATION





first Flash port

ULMA | Ulla Mancini

The Concept | Places and Books | Future Ideas

Programming | Freeware | Inspiration | Marketing | OS X | Ruby | Apple



BRIEF

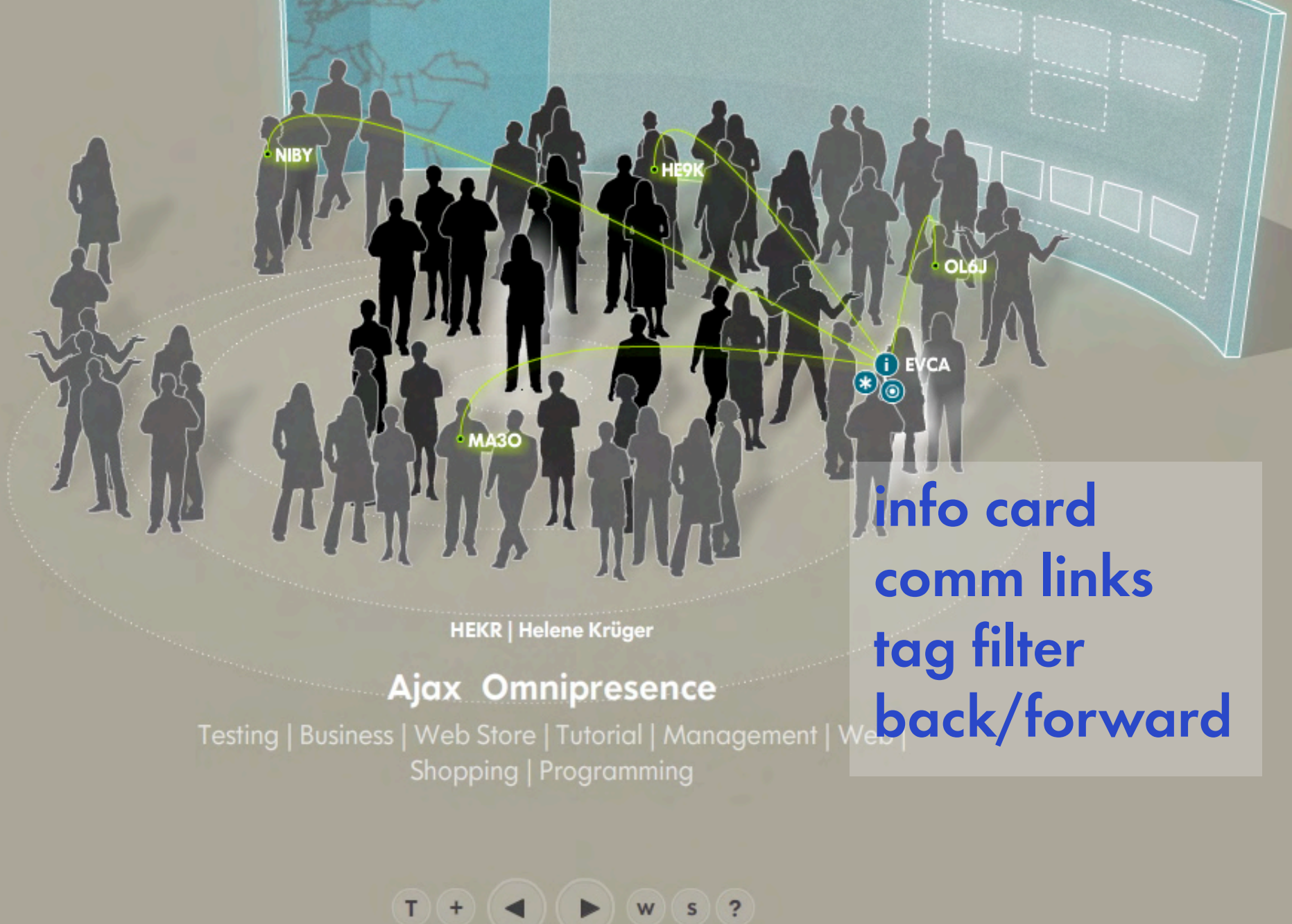
CONCEPTS

INTERACTION DEMO

DETAILING

ELABORATION





info card
comm links
tag filter
back/forward

HEKR | Helene Krüger
Ajax Omnipresence
Testing | Business | Web Store | Tutorial | Management | Web |
Shopping | Programming



INTERACTION DEMO

BRIEF

CONCEPTS

DETAILING

ELABORATION





SHAW | Mike Crawshaw

search
wall
proportions

Communication Picture Analyses IKEA Values

Management Process Improvements Resources Planning Coaching ICOM Reorganisation Conscious Leadership

search for... 🔍

T + ◀ ▶ W S ?

BRIEF

CONCEPTS

INTERACTION DEMO

DETAILING

ELABORATION





Sara Karlsson (SAKA)
ICOM Reorganisation Coordination

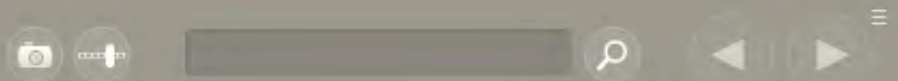
Center this person.

mouseover
tooltips
visual cleaning

Anna Persson | PSSA

Creativity Film Trends ICOM Reorganisation

Älmhult the Movie Coworker Film 09 London Conscious Leadership Leadership Business Global TV Video on Web Ewin



BRIEF

CONCEPTS

INTERACTION DEMO

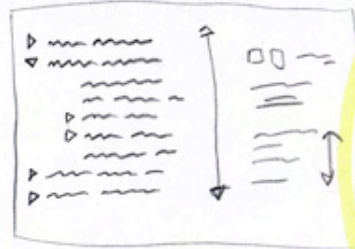
DETAILING

ELABORATION



**INTERLUDE (AGAIN):
ALTERNATIVE SKETCHING TECHNIQUES
FOR DETAILING**

STRUKTUR REDIGERING vs YTREDIGERING



Kan hantera allt
utom position.
Tråkig.
Troligen jobbig
att bygga



Vet inte om den
förmår hantera allt.
Värt att prova?

SPACE - edit - meny



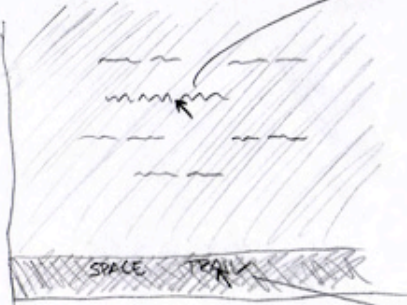
leder till resp MacOS filvaltare.

EDIT MODE indikering

bländat lager - färg?

Ny färg på cursor & editerbart (alla sprites)?

POPUP STIL ALT 1-3



MOVE
delete
properties...
standard popup

MOVE
delete
properties

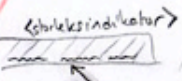
popup, fada in,
fadade kantar

MOVE delete
text
icon...
slide...

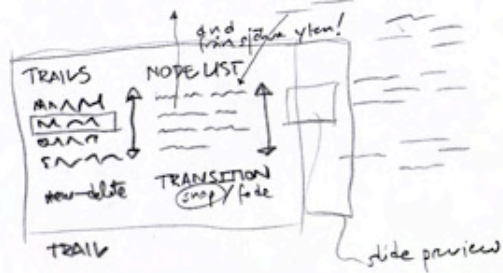
ett nytt lager, edit-lagret,
dyker upp. dimmar nav-lagret, ny färg?
i edit-lagret ligger meny-valen,
kannte även fänter för browse, prop, .. direkt?

FLYTNA NOD I YTAN

MOVE: 1



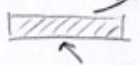
~~MOVE
delete
edit...
TRAIL~~



2.

Eller bättre:
skuggbild av själva
texten i st f
skoleksindikator.

ANAMAN <aktivering, alltså ny färdler i trädet>



Hur avbryta
flyttning?

Hur flytta
till rot?

Kräver ett rotnod ryan
i edit mode.

3.

Mer generellt: ska alltid
finnas möjl lärna edit
mode m. h. a knapp/motiv.

ANAMAN

<click, leave edit mode>

STIL EDIT TRAILS

eller integrera bättre i ytan -
använd själva TRAIL -menyn!

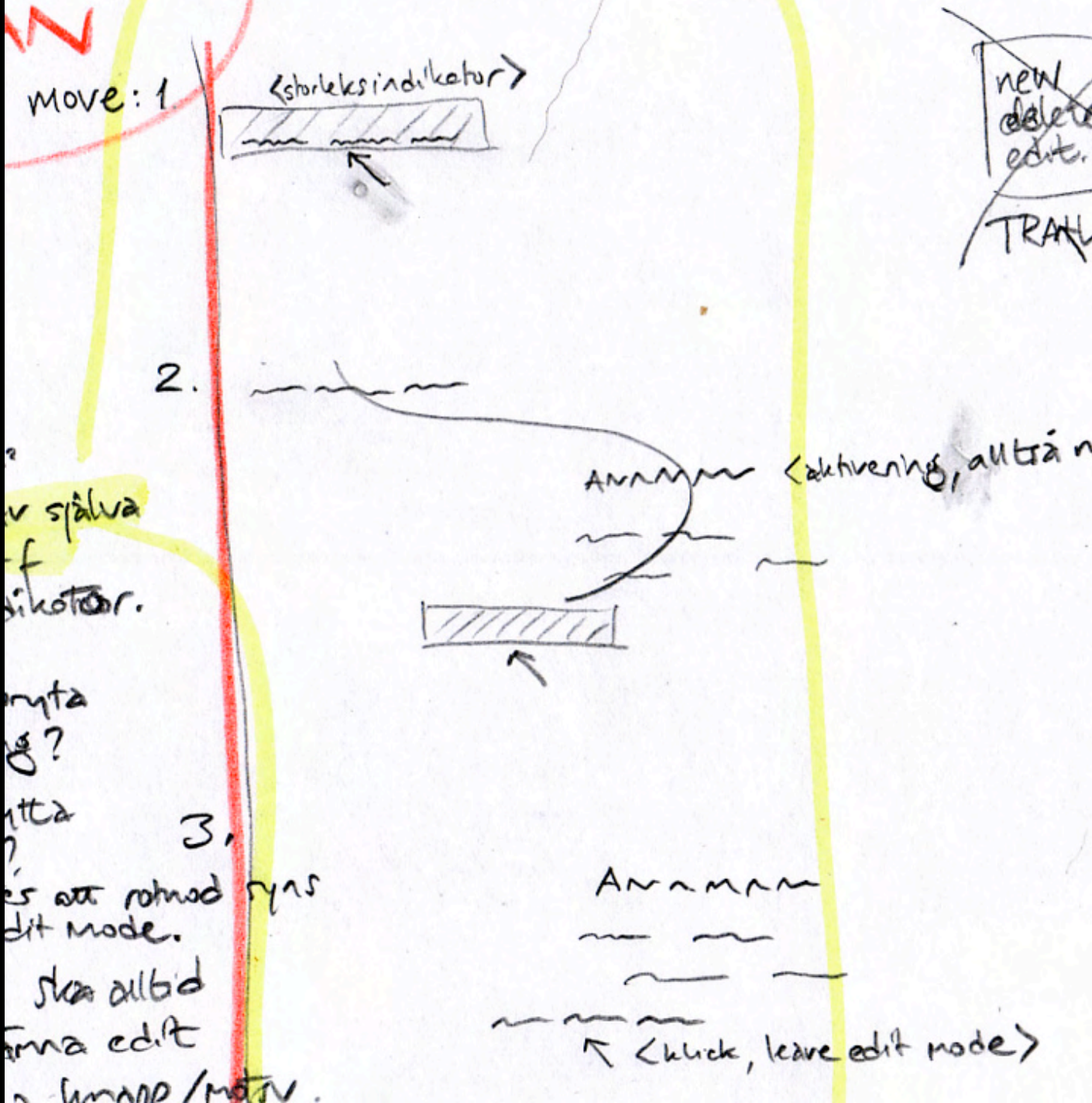
NO TRAIL
A-TRAIL
F-TRAIL
LONG NAME TRAIL
X-TRAIL
TRAIL

new: skapar ny under current
delete...
up/down...
same: ur edit mode

edit:

NO TRAIL
A-TRAIL
F-TRAIL
LONG NAME TRAIL
X-TRAIL
TRAIL

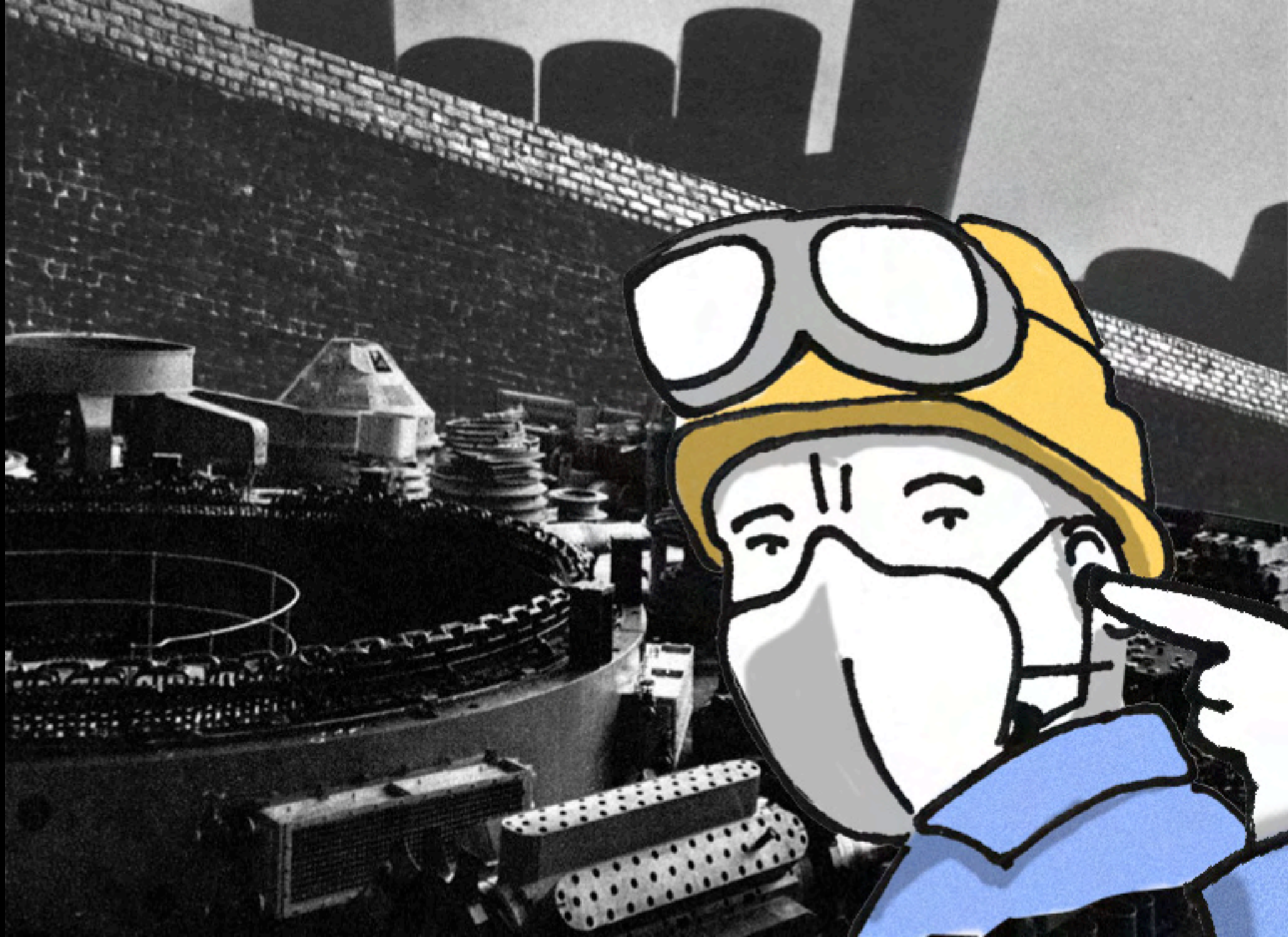
add från själva ytan!
eller två-mode:
iss add +
sök upp i ytan
(sök current,
elektronisk
feedback)
ADD DEL
[TAB] färd
TRAIL-NAME:



DRAWING AND STORYBOARDS



BRICOLAGE

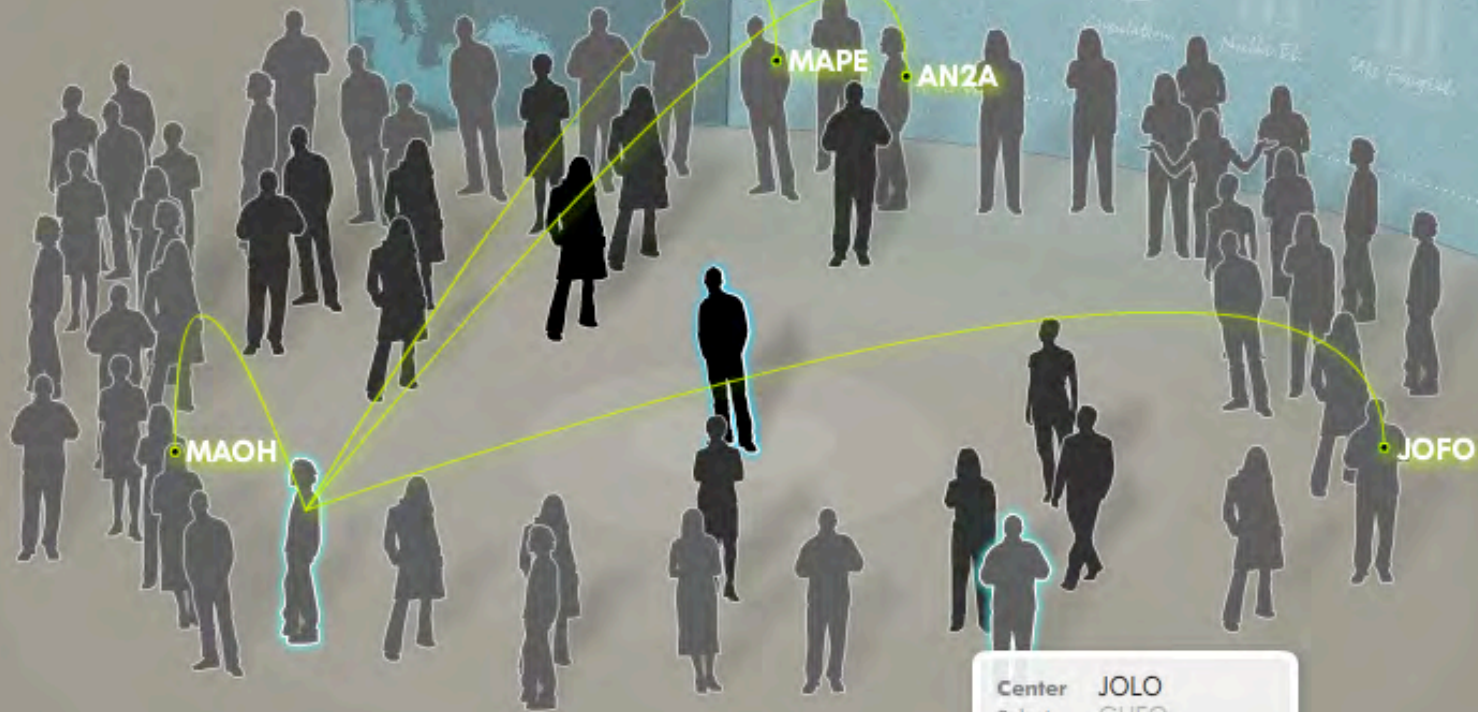


CUTOUT ANIMATION

inspektionsdata



**BACK FOR THE LAST MILESTONE:
ELABORATION**

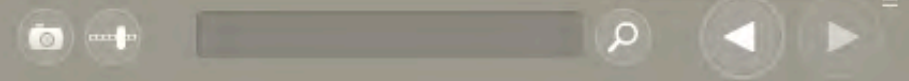


Angus Fredriksson | ANFR

Creativity Picture Analyses By

Promotion & Visibility CSS Project Economy London Product Management Readiness Planning

- Center** JOLO
- Select GUFO
- Select TOBI
- Keyword Actionscript
- Keyword Campaigns
- Keyword Small Means
- Search** Small Means
- Select ANKI
- Select POTI
- Center** JOHN
- Select ANDI
- Keyword .NET
- Keyword Silverlight
- Pinpoint** ANNE
- Keyword Smaller Shops



snapshots
 timeline
 history

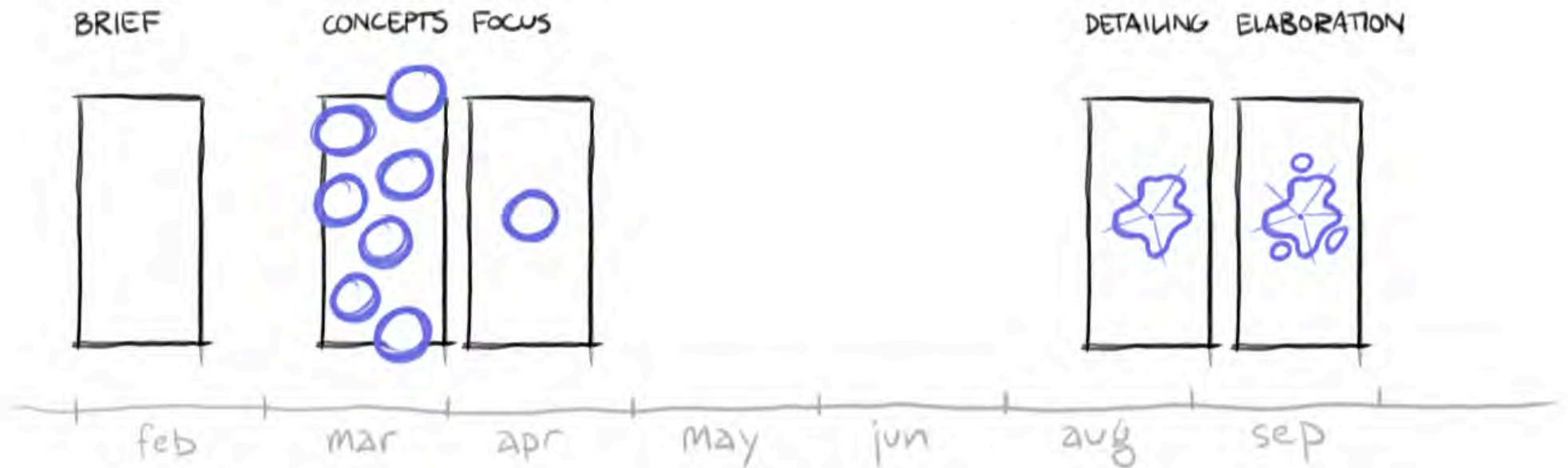
BRIEF

CONCEPTS FOCUS

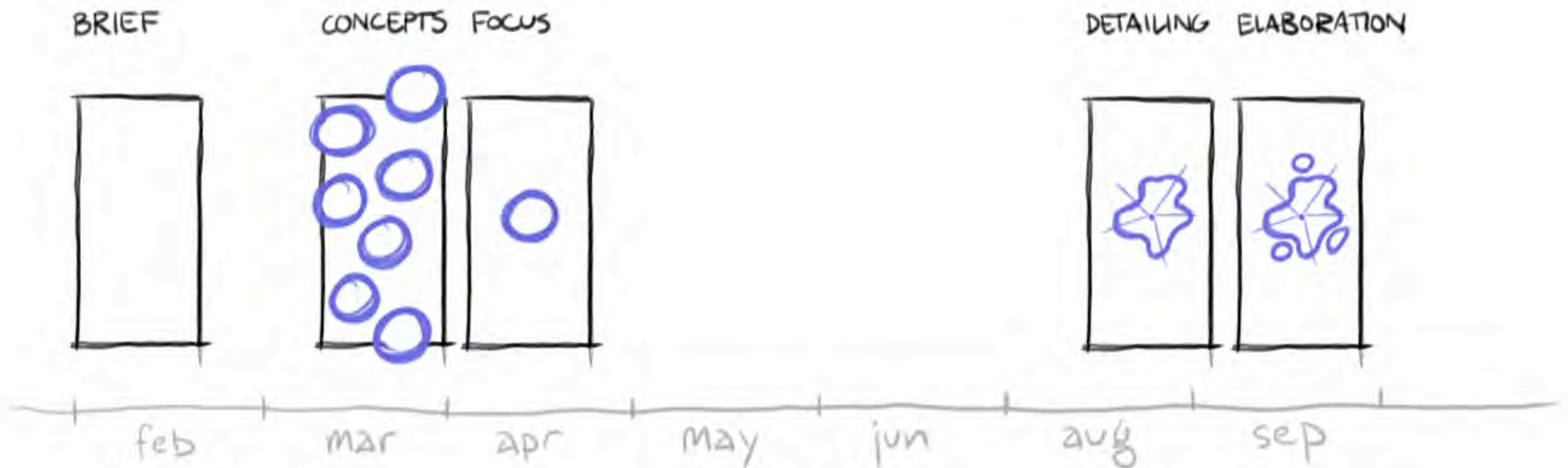
DETAILING ELABORATION



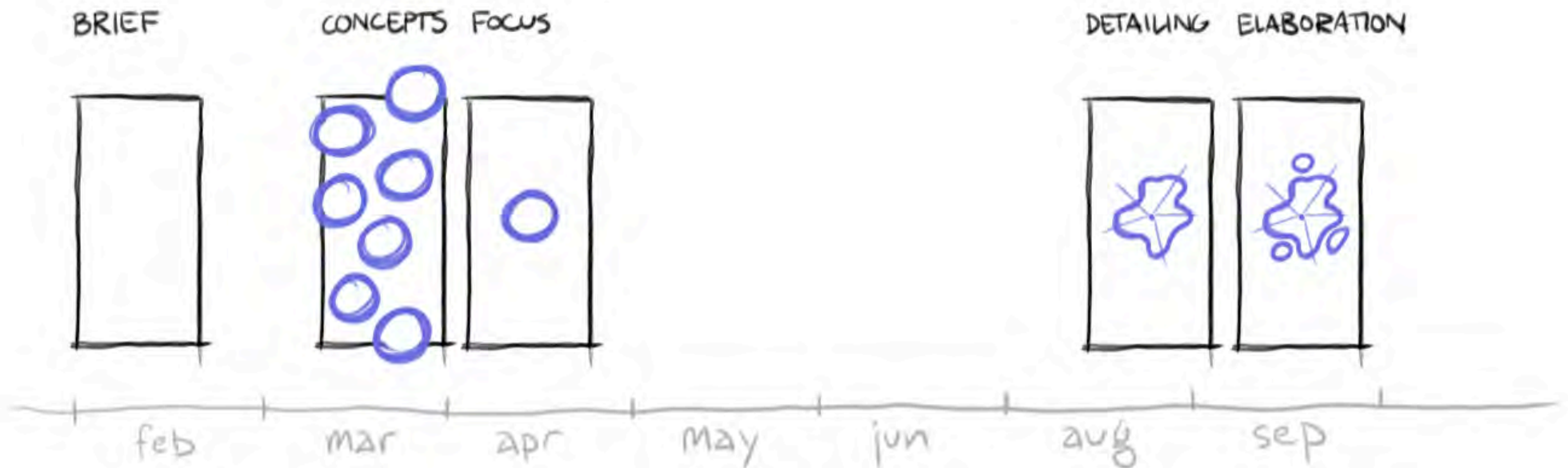
»PROBLEM« AND »SOLUTION« IN PARALLEL

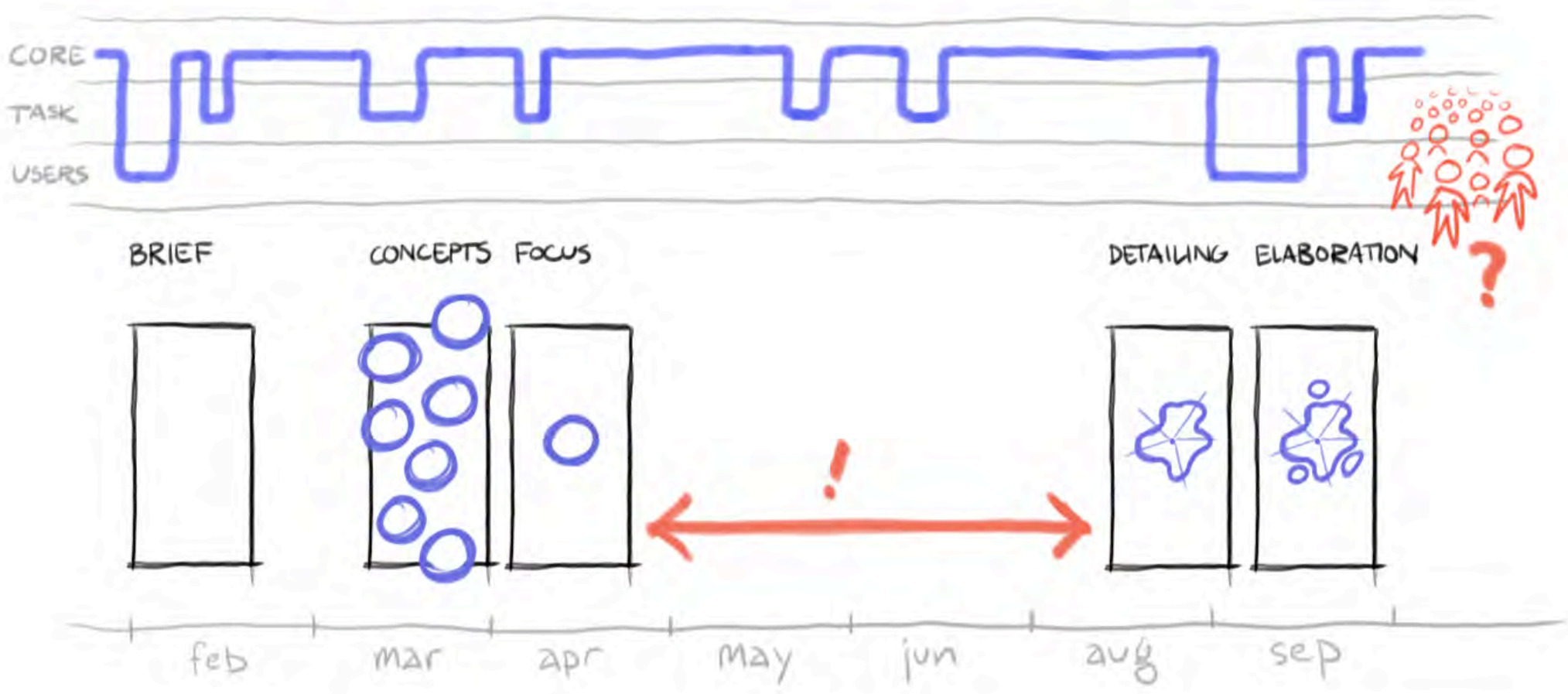


»PROBLEM« AND »SOLUTION« IN PARALLEL TECHNICAL, INSTRUMENTAL, AESTHETIC AND ETHICAL



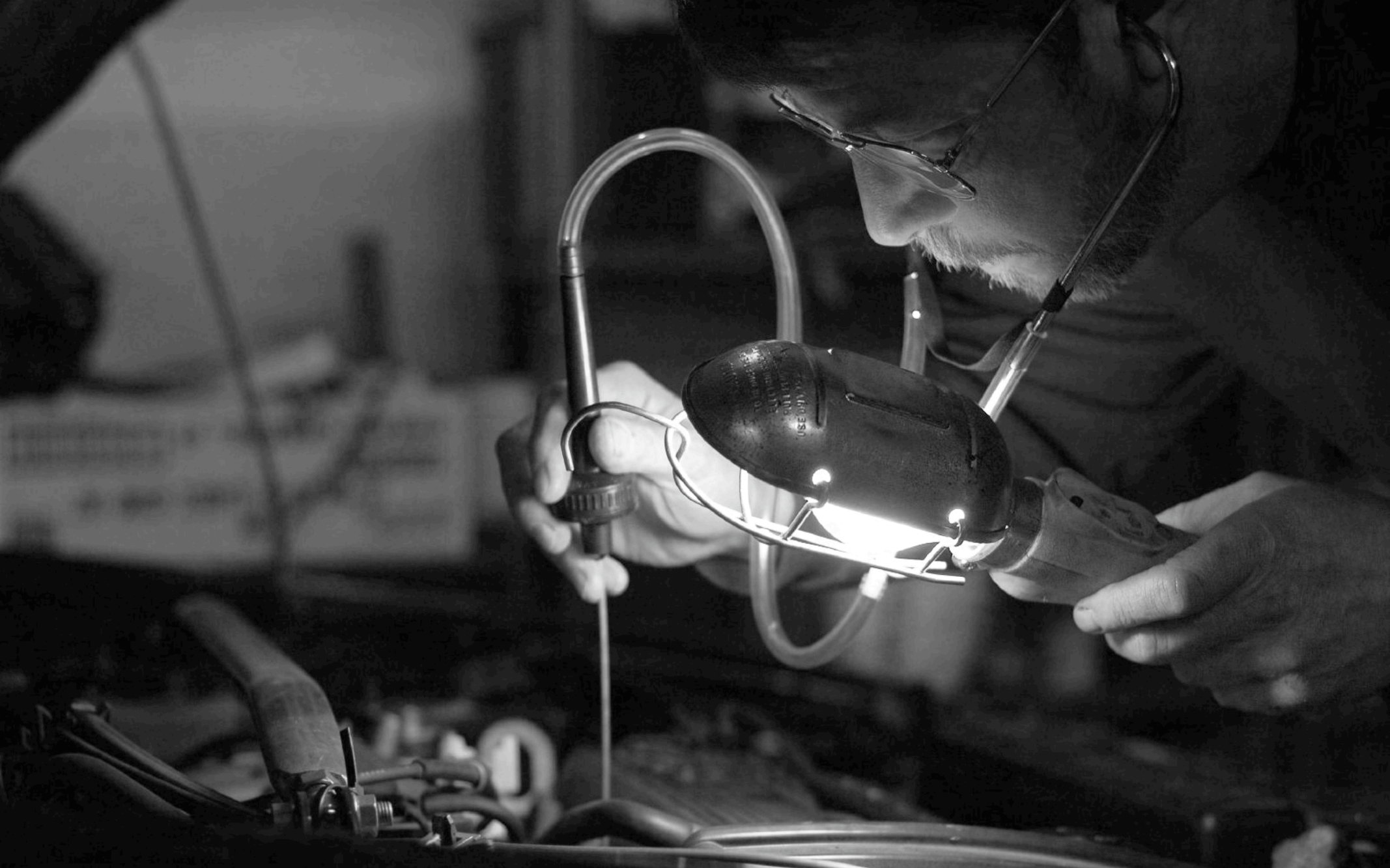
»PROBLEM« AND »SOLUTION« IN PARALLEL TECHNICAL, INSTRUMENTAL, AESTHETIC AND ETHICAL SKETCHING TO THINK, COMMUNICATE (AND PERSUADE)





HEAVY AND SLOW DETAILING

POOR COVERAGE OF EMERGENT SOCIAL ISSUES



**INTERACTION DESIGN IN RELATION TO S.D.
the role of the interaction designer**



**INTERACTION DESIGN IN RELATION TO S.D.
development models**



INTERACTION DESIGN IN RELATION TO S.D.
consumer focus

SUMMARY: THE INTERACTION DESIGN PROCESS

**exploring »problems« and »solutions«
the usable, the useful and the desirable
sketching to think and to communicate**

THANK YOU!

webzone.k3.mah.se/k3jolo