

Matrix

Investigating how different design strategies (e.g. tangibility, aesthetics) can be applied to intentionally change the experience with a product (interface)
 (Current approach: design through research)

Aims	Objectives	Methods	Outcomes	Outputs
1. Design and test different ways (tactile, digital, or visual) to create specific experiences like fun, whimsy, or reflection in interfaces	A. Find existing and established Design principles and look at how certain experiences like „fun“ are currently created and used in design	_Desktop research _review books, manifestos, guidelines, principles, papers, case studies, etc.	Gaining a good foundation of knowledge regarding Principles of interface Design and understand the „rules“ of certain approaches	A list of design tools and principles that are applicable Bibliography with scientific Literature references, backing the topic.
	B. Find a test case/context to change/experiment with	_User testing _Observation and analysis	Identifying specific parts that can be tackled/changed	A description of what to tackle, why and how. Backed by the findings
	C. Conceptualize and Create different versions of a product interface with the principles from the research. Analyze and test how this changes the user experience	_Brainstorming _Prototyping, Sketching	A prototype to generate feedback on how the experience felt/what effect the applied principles had	Possibly a few test versions
	D. Analyze and test how the user experience changed	_User testing _Observation and analysis	Clear feedback on what worked and what didn't	A report or structured outline of what to apply, how, why and when
2. Turn the findings into a simple guide that shows how to use these design strategies in other projects	A. Summarize the lessons and findings	_Reflection and analysis	Clear and structured insights into how different design choices lead to different experiences/feelings	Structured content for a guideline for e.g. „fun and whimsical design of everyday interfaces“
	B. Create a usable manual, framework or guideline	_Sketching _conceptualizing _Building	A concepts for a design framework or guideline based on the findings and research	A complete guide or framework for designing for a specific user experience goal

