

WORKSHOP TITLE: How to use user data to improve creative ideation in HCI design.

ABSTRACT: User understanding is an important part of the design process for interactive systems. It helps in getting clarity about user's context of use. Another role user data plays is to help the creative designer come out of its design fixation. This workshop would focus on use of user data in creative design process in context of interactive systems design within Human Computer Interaction (HCI) domain.

Participants will get abreast of the understanding of design problem from perspective of user's mental model. As HCI products require more cognitive involvement from users than interaction with other physical products. Therefore it becomes necessary for the designer to deeply understand the user in order to come up with more usable solutions in HCI problems. On the other hand the designers are trained to come up with creative solutions of the problems given to them. This workshop will help the design students as well as design professionals to get a better understanding of the role of user data in the process of creative thinking for HCI product development. As the cognitive theory of creative thinking process illustrates, creativity is a broadened activity in neural pathways which help generate alternative solutions. Several factors are responsible for affecting, modifying, and transforming creative thinking process. Some of these factors affect the designer in a negative way resulting into design fixation. This workshop will focus on role of user data in reducing these fixations to improve quality of solutions for HCI design problems.

Learning outcomes:

- Overview of data gathering processes
- Overview of theories in creative design thinking process
- Practice of user data gathering technique
- Creative design ideation exercises

Slot requirement: The workshop requires total 8 hours (Preferable two slots of 4 hrs, one morning slot on 19th and another one (anytime) on 20th)

Max. No. of participants: 30 participants

Min. No. of participants: 15 participants

Who can attend? : Design students, design professionals and research scholars who are interested in HCI design.

Infrastructure requirements: Presentation room equipped with projector, working surfaces for participants to sketch. Space to demonstrate interview technique (quite, noise-free room).