

#isialive

#humancentered
#interaction
#design
#workshop/program
#mobileapp
#vandermeulen
@namahn

**8th-9th
Mar
2013**

isiadesign.fi.it



ISIA | Firenze

namahn



Human-centered interaction design

At the start of the course, the students imagine an application (an “app”) that would serve them well as students. The only initial requirements are that the application should be (1) a mobile app (2) location based and (3) social. Once it is established what useful or fun things the app will do for the students, we start the design of the app.

Teacher

Joannes Vandermeulen

Joannes studied Archaeology and Oriental Linguistics at K.U.Leuven. In 1987, he founded Namahn as a one-person consultancy and built it into a practice of 20 people, housed in an astonishingly spacious and unique location in the center of Brussels. Most recently, Joannes realised a longstanding ambition to run Namahn as a partnership, enabling him to focus on business development, while regularly lecturing at product design schools and contributing thought leadership as a conference speaker. His passions outside work include economics, evolutionary biology, cognitive science, yoga and family travel.



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Organization

Learning targets

The learning targets for this course are:

- to become familiar with state-of-the-art, human-centered techniques in interaction design;
- to gain practical experience in applying these techniques;
- to experience brainstorming and workshop techniques.

Didactic method

Once it is established what useful or fun things the app will do for the students, we start the design of the app.

The students are divided into break-out groups of about four students.

The students run through five design cycles, each cycle consisting of:

- a theoretical introduction;
- an individual ideation session;
- a design session within the break-out group;
- a presentation to the plenum.

The last cycle consists of a usability assessment.

Content

The content is supported by a 100-slide Powerpoint presentation, and is built up as follows:

- introduction to Interaction Design;
- field studies;
- requirements analysis;
- storytelling;
- mental modeling;
- conceptual design;
- prototyping;
- usability assessment.

Info

Date:

8th – 9th March 2013

Place:

ISIA Firenze,
via degli Alfani 58, 50121,
Florence, Italy

ISIA Library

Hours:

March 8
9.00AM to 1.00PM /
2.00 to 6.00PM
March 9
9.00AM to 1.00PM

Total:
12 hours

Language:

English/Italian

Fees:

€ 30

ISIA students, currently enrolled in master courses. ISIA students will earn 1 academic credit.

€ 150

All participants currently not enrolled at ISIA.

How to participate

The workshop will include a maximum of 25 participants**.

Participants

The workshop is open to students enrolled in specialized ISIA Florence or external enrolled in another course of the same level. In the case of requests exceeding the maximum number of participants, the admitted to the workshop will be based on the chronological order of registration.

Required skills

Participation does not require knowledge of software development.

Materials

Participants must bring their own mobile devices (smart phones, tablets, ...).

Enrollment

To enroll you must pay the fee on postal c/c 18569509 payable to ISIA Florence causal HCIDW and then fill in the online form, found [here](#). You can register up to Wednesday, March 6.

Furthermore

Students could be advised to read Jenifer Tidwell's *Designing Interfaces*.

Contactcs

workshop@isiadesign.fi.it

**Considering the graduates of the session in March 2013 as yet joined the ISIA.*

***The activation of the course is subject to a minimum number of participants. In case the course will be cancel the fees paid will be fully refunded. No refund is payable in the event of cancellation by the participant, for reasons beyond his control.*

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